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EXPERIMENT - 2

Aim :- To optimize a webpage for a chosen set of keywords include title tags, meta descriptions, header tags, and image alt attributes.

Software used :- Google Search Console

Google Search Console is a free web service provided by google for webmasters and site owners to monitor and optimize their website's performance in search results. It offers insights into search traffic, provides information on indexing status, and allows users to address issues affecting their site's presence on Google. The tool helps optimize and enhance the visibility of websites in Google's search engine.

Description :- This experiment is to optimize a webpage for a chosen set of keywords by refining key on-page elements, including title tags, meta descriptions, header tags, and image alt attributes, leveraging insights provided by Google Search Console.

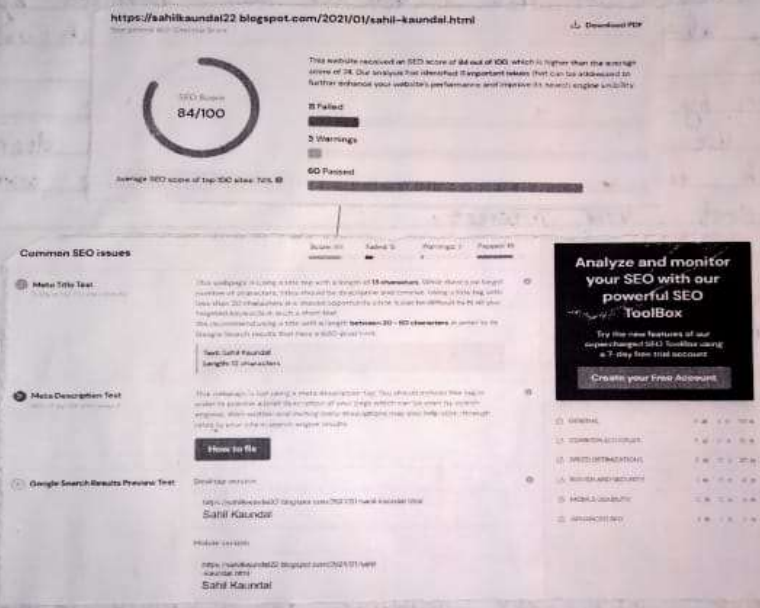
Algorithm / Procedure :-

1. Access Google Search Console:
   Login to Google Search Console and select the desired property (website) where the webpage is hosted.

2. Review keyword Performance :
   Navigate to the "Performance" section to analyze the performance of the webpage for the chosen set of keywords.

Teacher's Signature:

Aim: To optimize a webpage for a chosen set of keywords include title tags, meta descriptions, header tags and image alt attributes



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Identify high-performing & underperforming keywords.

2. Identify opportunities :-
Explore the "Queries" report to identify keyword variations and opportunities for optimization. Pay attention to user queries with high impressions and low click-through rates.

4. Optimize title tags :-
Based on keyword insights, revise the title tags to be more relevant and enticing for users. Ensure the primary keyword is included and that the title is within the recommended length.

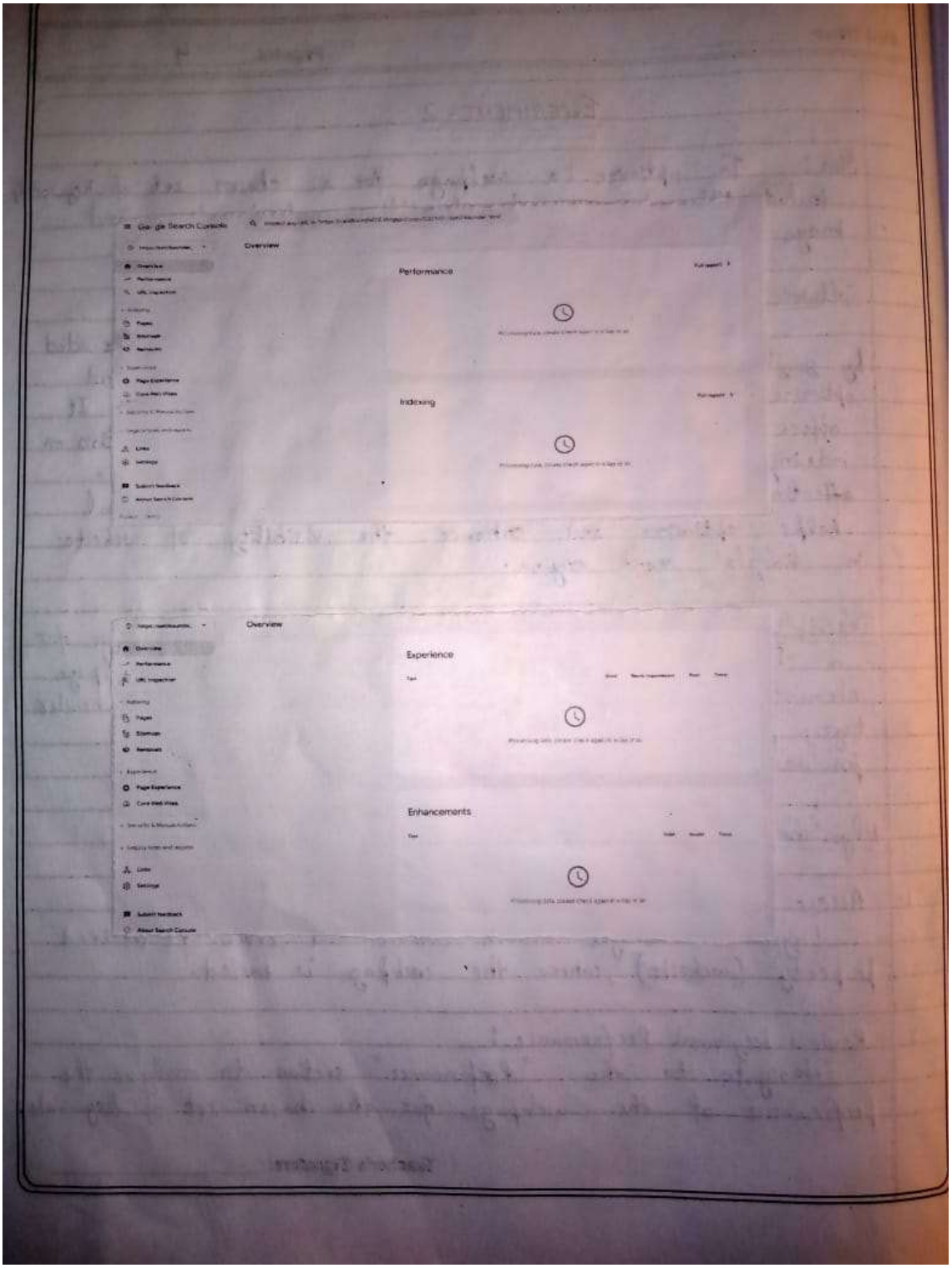
5. Enhance Meta Descriptions :-
Craft compelling meta descriptions that align with the chosen keywords. Aim for concise & informative descriptions that encourage users to click. Utilize key terms to enhance relevance.

6. Refine Header Tags :
Review header tags (H1, H2, etc) on the webpage. Align these tags with the chosen keywords to create a hierarchical and well-structured content layout.

7. Optimize image Alt Attributes :
Assess image alt attributes & update them to reflect the content & chosen keywords. Ensure alt attributes are descriptive, enhancing both accessibility & SEO.

8. Implement Changes :
Apply the optimized on-page elements to the webpage.

Teacher's Signature: _____


Google Search Console
Overview
Performance
Indexing
Overview
Experience
Enhancements

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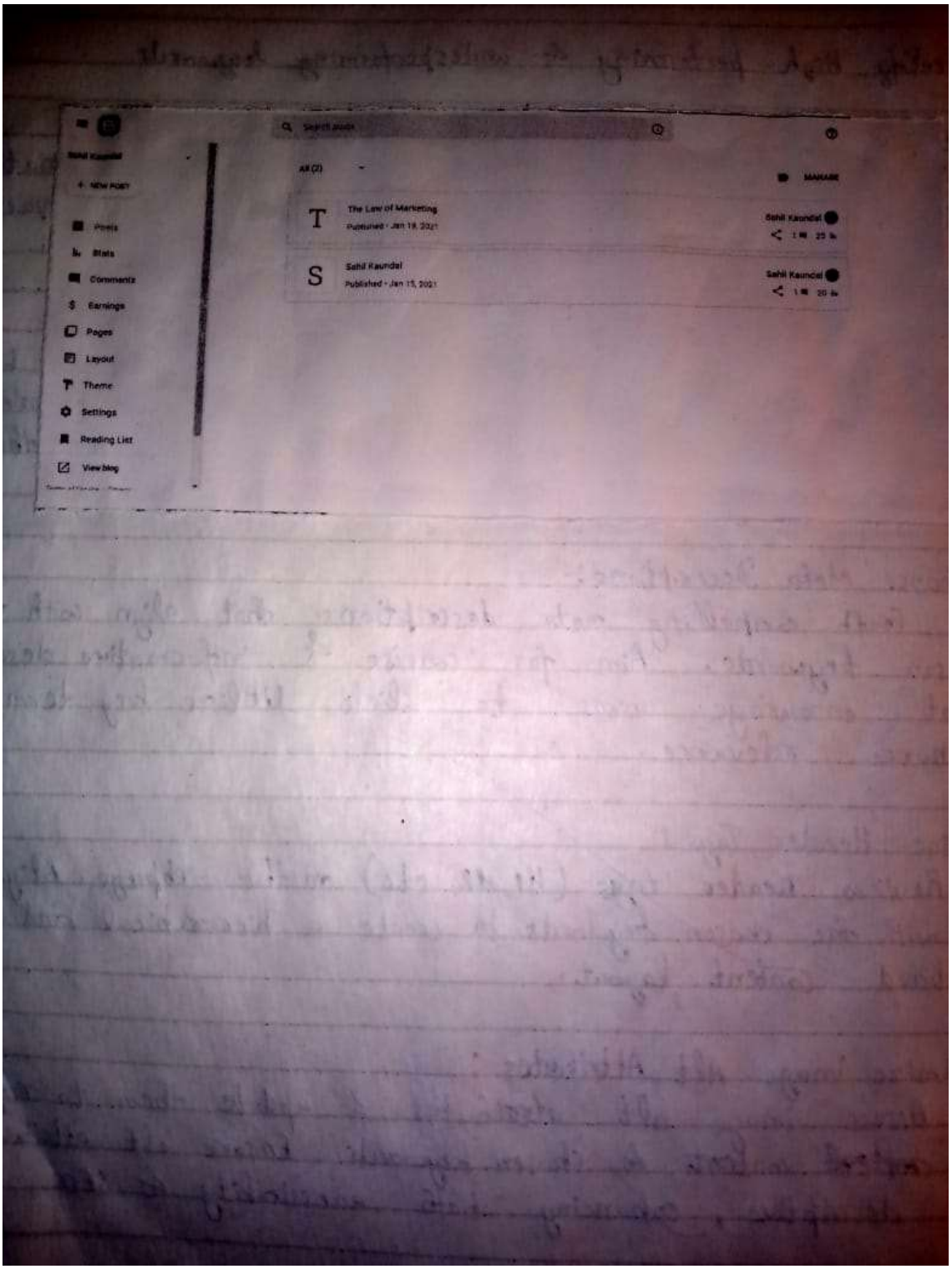
Upload revised title tags, meta descriptions, header tags, and image alt attributes to the content management system.

9. Monitor Performance:

Return to Google Search Console after a reasonable period to monitor the performance of the optimized elements. Analyze changes in impressions, clicks and click-through rates for the targeted keywords.

Swati
2/12/2024

Teacher's Signature: _____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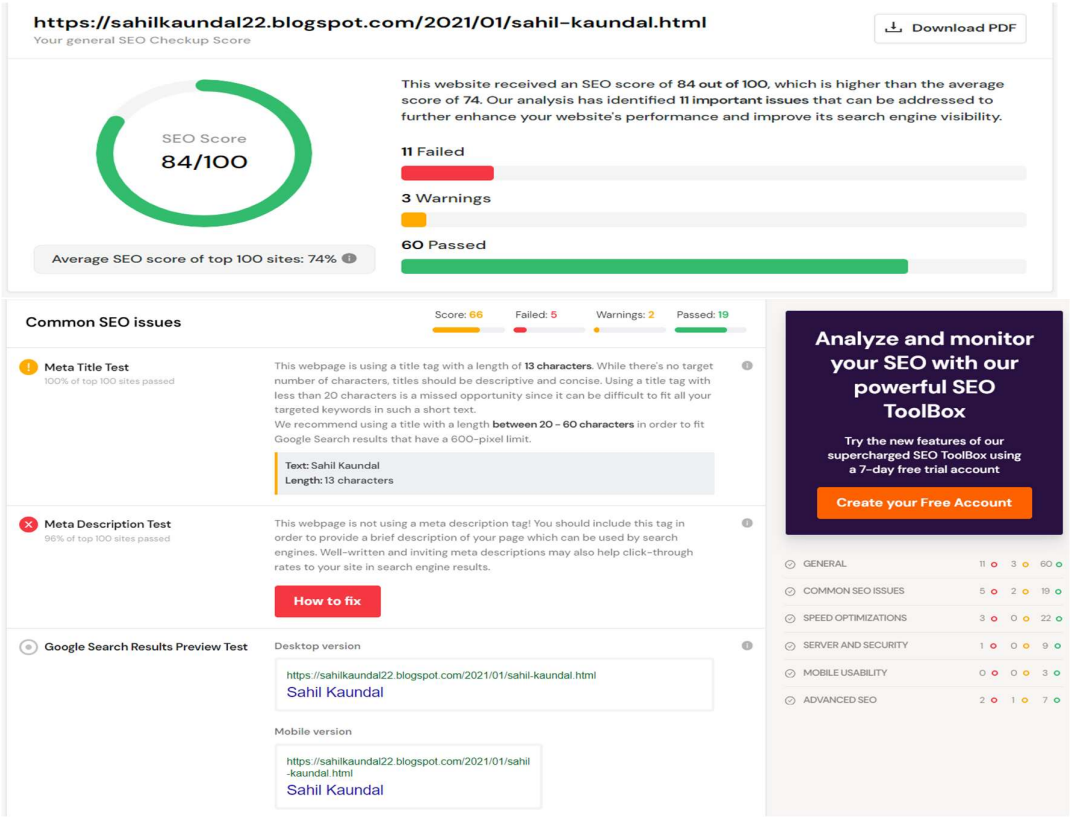

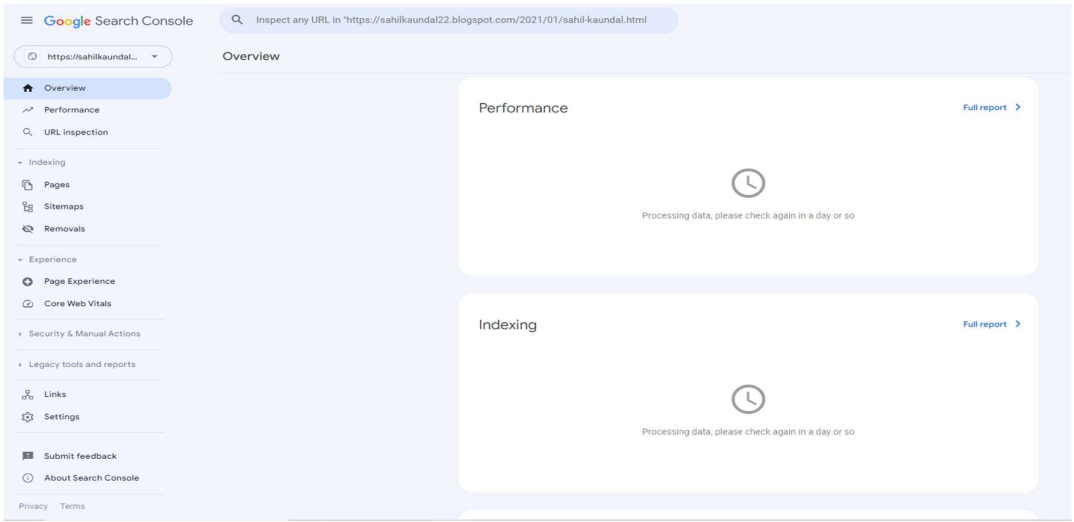
Google Search Console
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URL inspection
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Page Experience
Core Web Vitals
Security & Manual Actions
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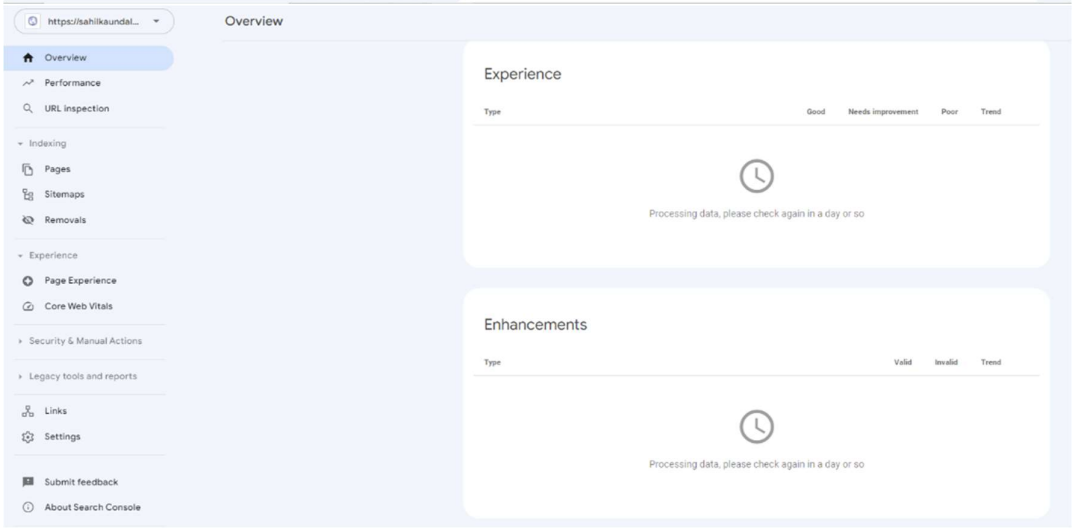
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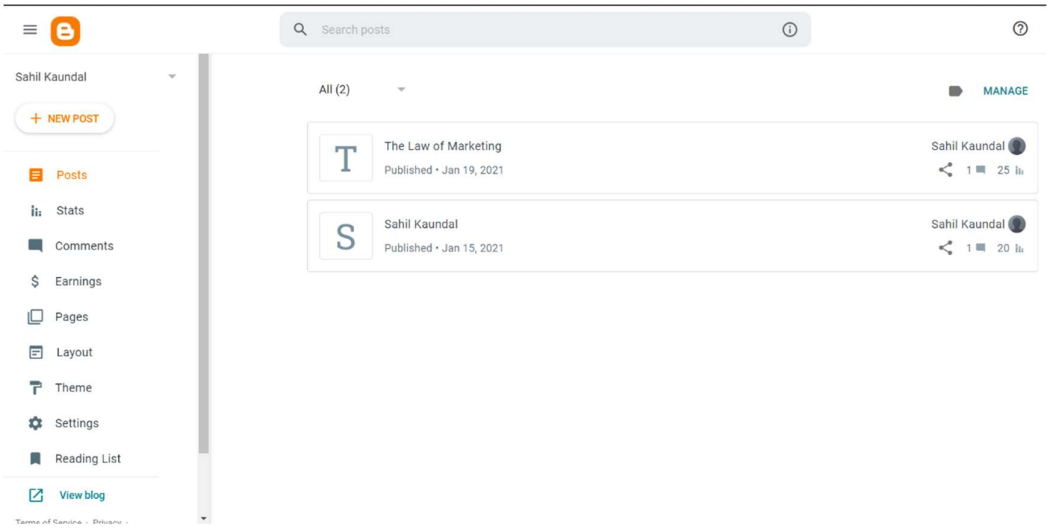
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