

Date: 02/02/2024

Expt. No. 2

Expt. Name: _____

Page No. 4

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

<https://sahikaundal22.blogspot.com/2021/01/sahil-kaundal.html>

Free online SEO Checking Service

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This website received an SEO score of 84 out of 100 which is higher than the average score of 78. Our analysis has identified 18 important issues that can be addressed to further enhance your website's performance and improve its search engine visibility.

18 Failed

3 Warnings

60 Percent

Average SEO score of top-50 sites: 78.5

Common SEO issues

Meta Title Test

7/10 (1 of 10 items failed)

This webpage is using a title tag with a length of 18 characters. While there's no length restriction on titles, titles should be descriptive and concise. Using a title tag with less than 20 characters is a missed opportunity since it can be difficult for the user to read the full title.

We recommend using a title with a length between 30 - 60 characters in order to fit Google search results that have a 600 pixel limit.

Test Sahil Kaundal
Length: 18 characters

Meta Description Test

10/10 (0 of 10 items failed)

This webpage is not using a meta description tag. You should include this tag in order to provide a brief description of your page when it is shown to visitors. When visitors are looking for a webpage that also helps solve through links to other relevant search results.

How to fix

Google Search Results Preview Test

Display preview

<https://sahikaundal22.blogspot.com/2021/01/sahil-kaundal.html>
Sahil Kaundal

Mobile version

<https://sahikaundal22.blogspot.com/2021/01/sahil-kaundal.html>
Sahil Kaundal

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1. GENERAL	7.8	1.0	10.0
2. CONTENT QUALITY	7.8	1.0	10.0
3. META TAGS	7.8	1.0	10.0
4. MOBILE AND RESPONSIVE	7.8	1.0	10.0
5. BACKLINKS	7.8	1.0	10.0
6. PERFORMANCE	7.8	1.0	10.0

Identify high-performing & underperforming keywords.

3. 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.

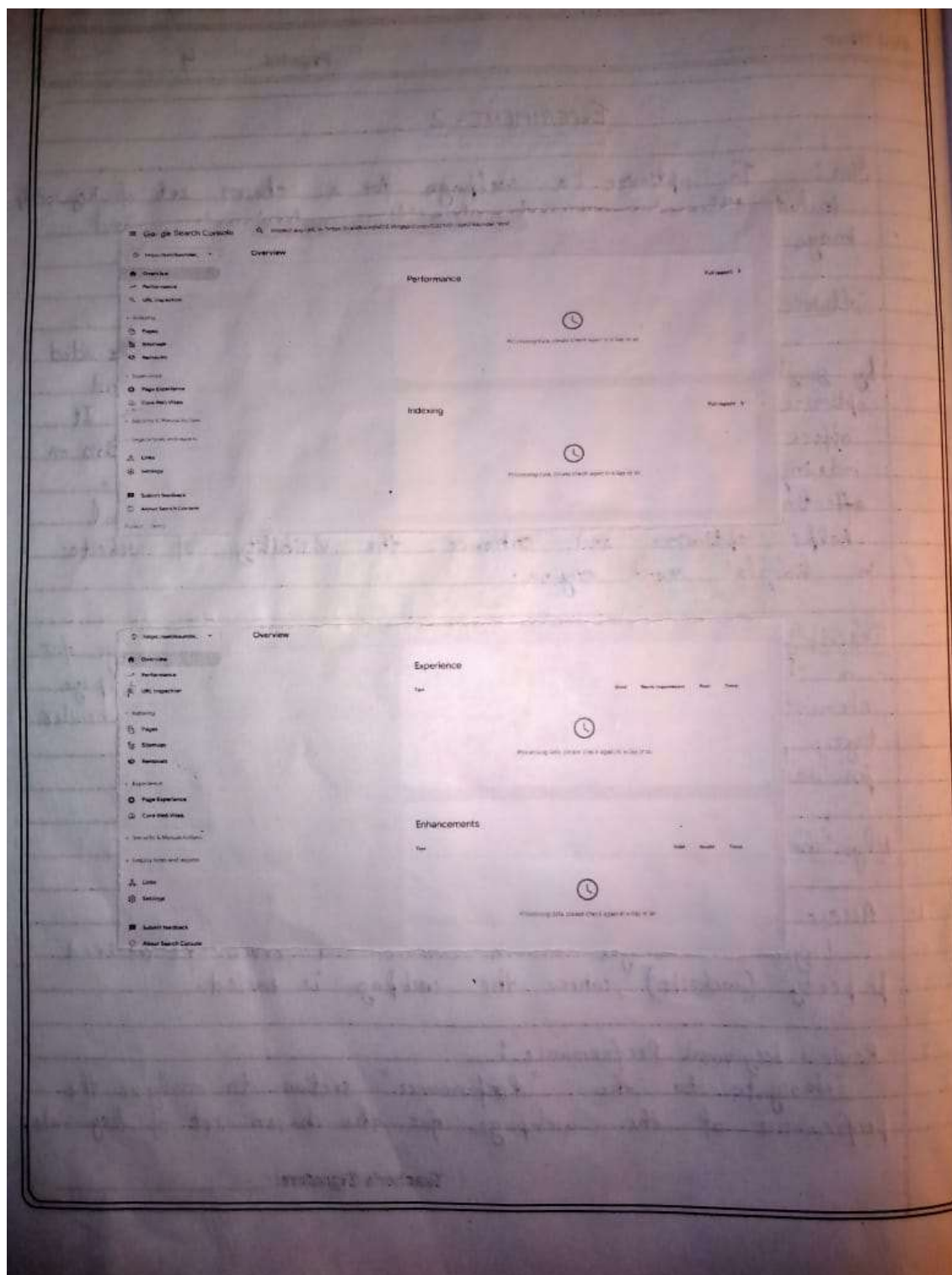
7. Optimize image Alt Attributes:

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.

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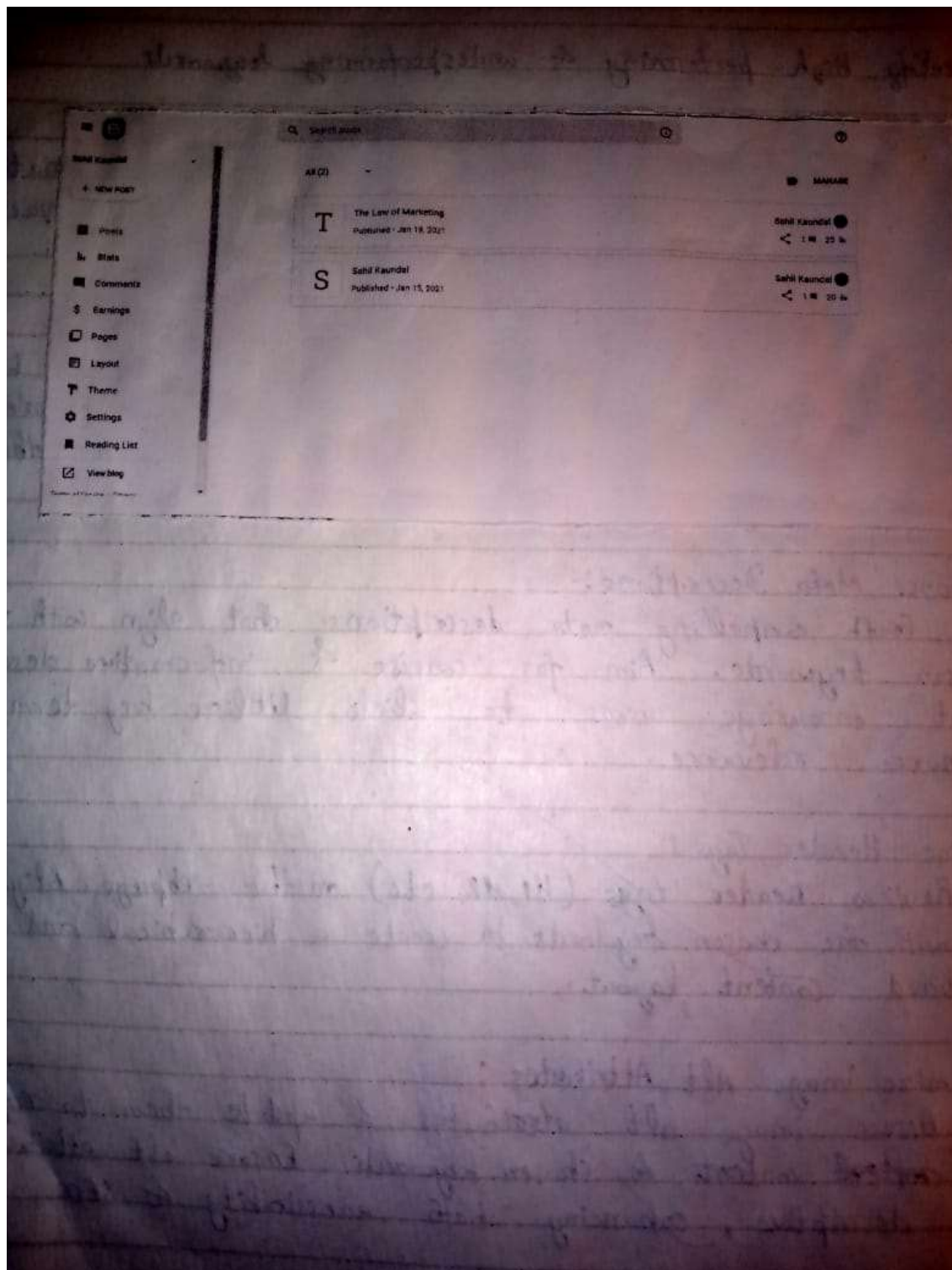
Upload revised title tags, meta descriptions, header tags, and image alt attributes to the content management system.

g. 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.

Sruach
2/12/2024

Teacher's Signature: _____



SCREENSHOTS:

https://sahilkaundal22.blogspot.com/2021/01/sahil-kaundal.html

Your general SEO Checkup Score

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SEO Score

84/100

This website received an SEO score of 84 out of 100, which is higher than the average score of 74. Our analysis has identified 11 important issues that can be addressed to further enhance your website's performance and improve its search engine visibility.

11 Failed

3 Warnings

60 Passed

Average SEO score of top 100 sites: 74%

Common SEO issues

Score: 66 Failed: 5 Warnings: 2 Passed: 19

Meta Title Test

100% of top 100 sites passed

This webpage is using a title tag with a length of 13 characters. While there's no target number of characters, titles should be descriptive and concise. Using a title tag with less than 20 characters is a missed opportunity since it can be difficult to fit all your targeted keywords in such a short text. We recommend using a title with a length between 20 - 60 characters in order to fit Google Search results that have a 600-pixel limit.

Text: Sahil Kaundal

Length: 13 characters

Meta Description Test

96% of top 100 sites passed

This webpage is not using a meta description tag! You should include this tag in order to provide a brief description of your page which can be used by search engines. Well-written and inviting meta descriptions may also help click-through rates to your site in search engine results.

How to fix

Google Search Results Preview Test

Desktop version

https://sahilkaundal22.blogspot.com/2021/01/sahil-kaundal.html

Sahil Kaundal

Mobile version

https://sahilkaundal22.blogspot.com/2021/01/sahil-kaundal.html

Sahil Kaundal

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GENERAL11360

COMMON SEO ISSUES5219

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MOBILE USABILITY003

ADVANCED SEO217

