

SEO MAJOR ASSIGNMENT

1) A) How on-page SEO would work for a "News publishing website?"

Suppose Ram is publishing a news article on Shahrukh khan's new movie.

1)**Tags**-We should focus on tags like Shahrukh khan, and the others actors or actress name, movie name, new release, movie's famous dialogue.

2)**Keywords**-Giving proper keywords, relevant to content is important. Use of keyword planner can help a lot. Using keywords in the main description and header tags become essential.

3)**Categories**- Ram should give proper SEO title so that if he is writing on Bollywood news so it would be showing on entertainment.

4)**Meta description** -is yet one another factor. Giving proper short, with main keywords in the sentence is a good practice for seo practitioner

5)**Rss field**- Giving proper geographical location is very helpful in targeting the audience.

And the language setting should be properly set. In which language you want to connect with your audience.

6)**Share** your website **URL** in your different **social platform**.

7)**Backlinks**- Covering high quality content on daily basis, examining competitor backlinks, contributing to 3rd party website would helps us getting backlinks

8)**Header tags**- Using proper header tags like H1, H2 and it goes on up to H6. Large texts look very attractive and scannable. So it's

important to use proper header tags so that the user have more chances of clicking on it and it also improve the on page SEO. The crawler feels easy for crawling as it will give content a structure, so its understandable for the robots file.

B) As a SEO practitioner what are the steps you would take to improve the on-page SEO for this website?

1)**Relevant content**- Giving relevant and authoritative content is essential for Seo ranking. Publishing in regular basis would help the news website to come on Google News publishing center, where their content is shown in different other websites of news.

2)**Keywords**- The second most important tips is keywords. Using relevant keywords and using it can improve the on page seo to a great extent.

3)**Metadata**- Giving proper title tags is good. From this only robots file known about the content.

4) **Backlinks**- Cover as much relevant backlinks to your sites.

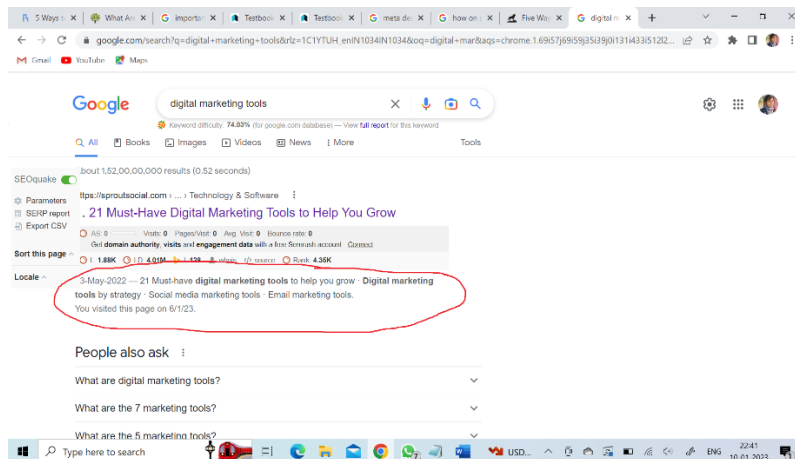
5)**Alt tags**- Giving description to image and video will help the crawler to understand what the image or video is all about.

Q2) Run a search query for "digital marketing tools" and answer the following questions.

a) What is the meta description of the first result?

b) Which are the important keywords in the article

a) **Meta description**- Must-have digital marketing tools to help you grow · Digital marketing tools by strategy · Social media marketing tools · Email marketing tools.



This is the meta description which I have marked with the red ink.

b) Important keywords-

KEYWORDS	AVERAGE SEARCH VOLUME
digital marketing tools	1k-10k
marketing tools	1k-10k
social media marketing	10K – 100K
email marketing	10K – 100K
online marketing	10K – 100K
digital marketing courses	100K – 1M
digital marketing meaning	10K – 100K
types of digital marketing	10K – 100K
marketing services	10K – 100K
digital marketing course online	10K – 100K
digital marketing agency	10K – 100K

