DIGITAL MARKETING CA-1

Search Engine Optimization

Submitted By

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Submitted to
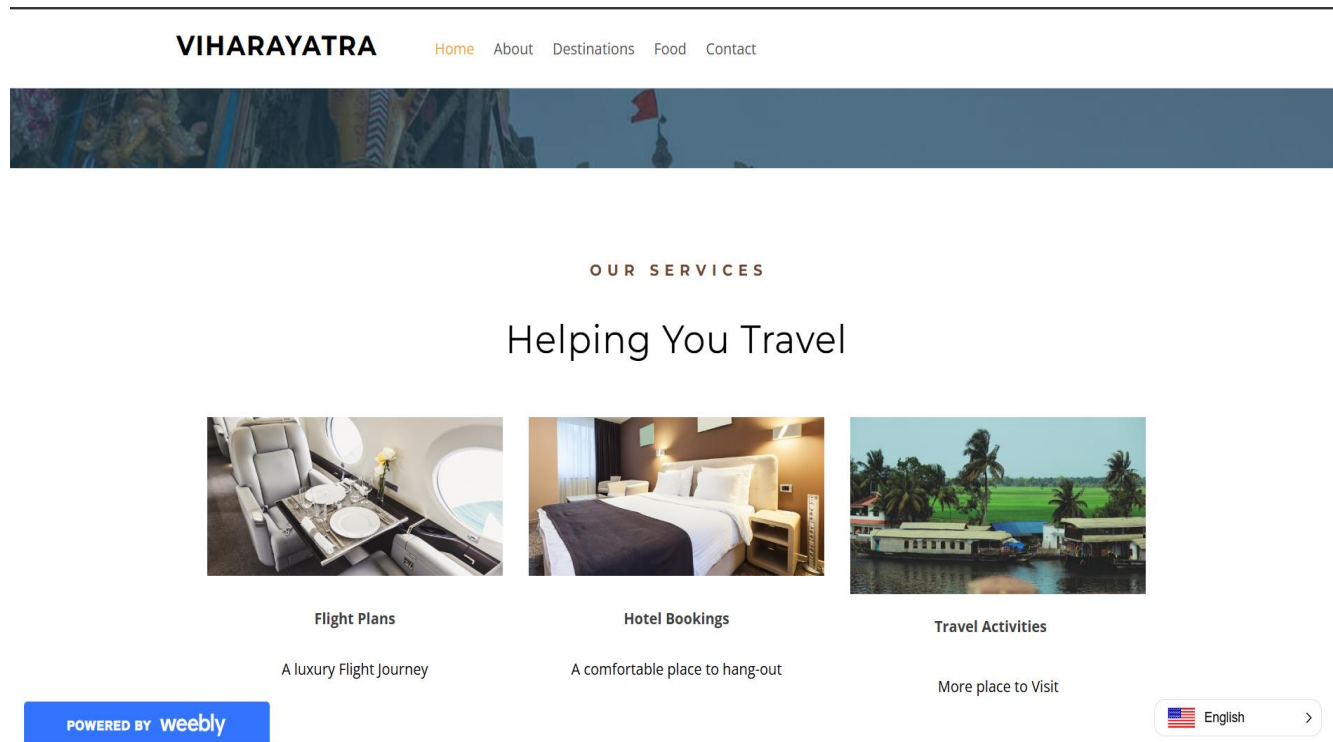
Dr Pinnika Syam Yadav

School of Computer Science and Engineering is a Lovely professional university, in Punjab

DECLARATION

This is to certify that I have completed the CA1 of Blogs, Website on one of the interested fields for "Search Engine Optimization(Digital Marketing)-MKT905", under the guidance of "**Dr. Pinnika Syam Yadav** ", in the partial fulfillment of the requirement for the award of the degree of B. Tech CSE, Lovely Professional University, Phagwara.
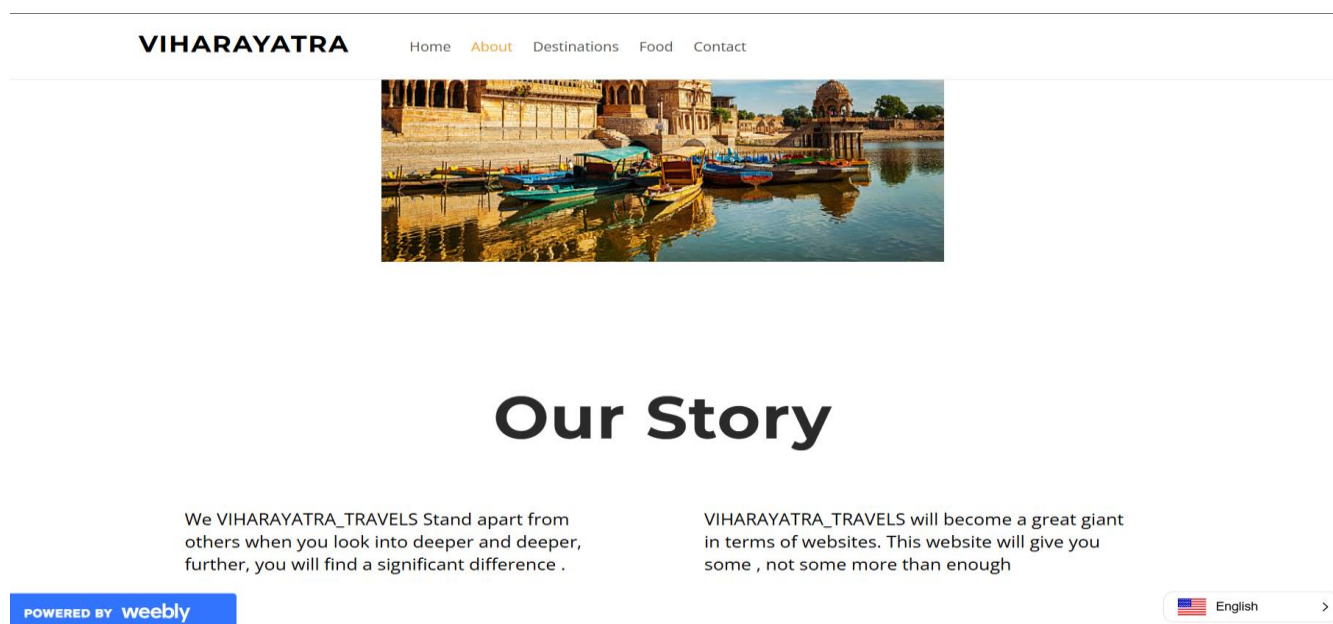
Date:19/03/2025

Viharayatra Website:

VIHARAYATRA   Home   About   Destinations   Food   Contact

OUR SERVICES

Helping You Travel

Flight Plans

A luxury Flight Journey

Hotel Bookings

A comfortable place to hang-out

Travel Activities

More place to Visit

POWERED BY weebly   🇺🇸 English ›

Viharayatra Website is a travel guide that helps travelers. VIHARAYATRA_TRAVELS Stand apart from others when you look deeper and deeper, you will find a significant difference. To check the website keenly.

click on the pictures/text for the website.

VIHARAYATRA   Home   About   Destinations   Food   Contact

Our Story

We VIHARAYATRA_TRAVELS Stand apart from others when you look into deeper and deeper, further, you will find a significant difference .

VIHARAYATRA_TRAVELS will become a great giant in terms of websites. This website will give you some , not some more than enough

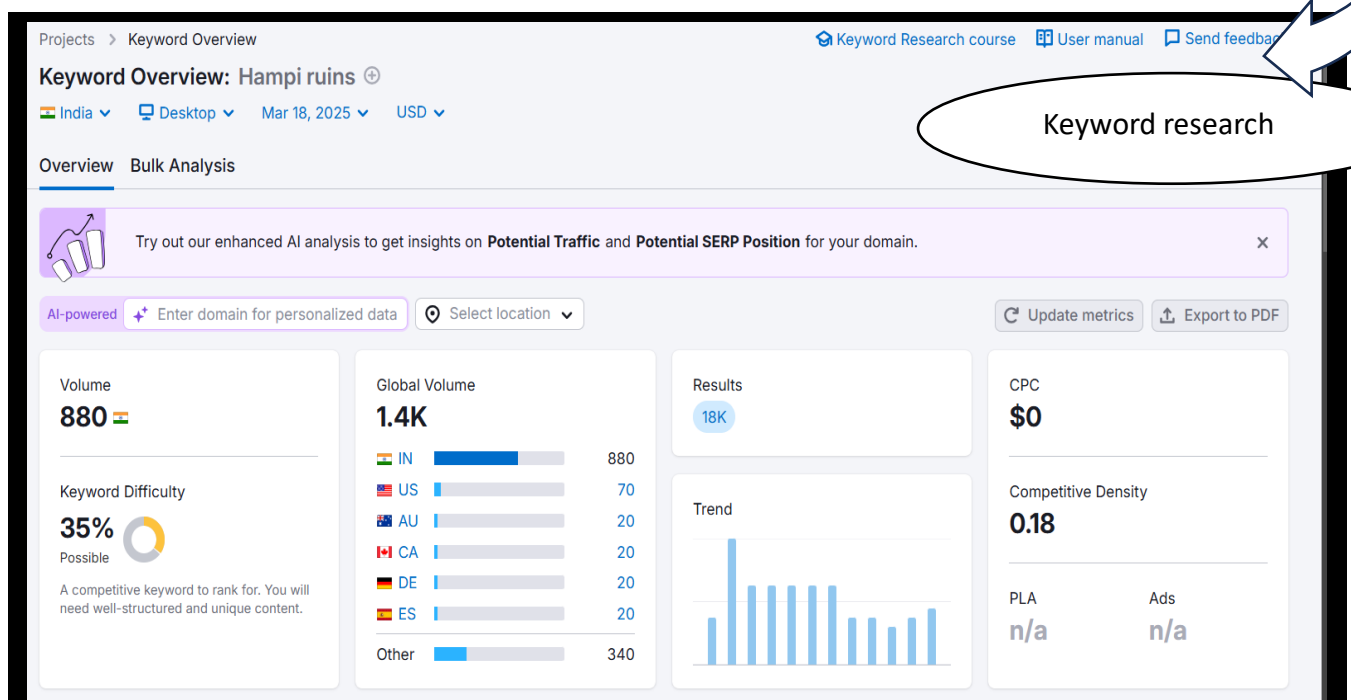POWERED BY weebly   🇺🇸 English ›

Keyword Research:

       I conducted a keyword research using some websites like SEM Rush, Google Keyword Planner, ubersuggest, backlinko. There I can find keyword difficulty, global volume, CPC, etc…Parameters, Help in deciding the keywords that are needed. All the Keywords and their details are given below.

Short-Tail KEYWORDS :

sr	KeyWords	K.D %	Volume	CPC $	Results
1	Tirupati Temple	30	1.3K	0	21.4M
2	amaravati stupa	32	90	0	542K
3	Taj Mahal visit	46	1.6K	0.35	540K
4	Mysore Palace	67	563.3K	0.12	15K
5	Hampi ruins	35	1.4K	0	18K
6	Vijayawada	55	74K	0.50	1.02M
7	Gandikota	66	35K	0.30	7.20K
8	Vijayawada temples	45	25K	0.20	8.5k
9	Kanipakam	30	10.2K	0.05	4.02k
10	Ahobilam	50	30K	0.25	3.01K

Projects > Keyword Overview

Keyword Research course   User manual   Send feedback

Keyword Overview: Hampi ruins ⊕

India ∨   Desktop ∨   Mar 18, 2025 ∨   USD ∨

Overview   Bulk Analysis

Try out our enhanced AI analysis to get insights on **Potential Traffic** and **Potential SERP Position** for your domain.   ✕

AI-powered ✦ Enter domain for personalized data   ⊙ Select location ∨   ↻ Update metrics   ⬆ Export to PDF

Keyword research

Volume
880 🇮🇳

Keyword Difficulty
35%
Possible
A competitive keyword to rank for. You will need well-structured and unique content.

Global Volume
1.4K
🇮🇳 IN ▇▇▇▇ 880
🇺🇸 US ▏ 70
🇦🇺 AU ▏ 20
🇨🇦 CA ▏ 20
🇩🇪 DE ▏ 20
🇪🇸 ES ▏ 20
Other ▇ 340

Results
18K

Trend

CPC
$0

Competitive Density
0.18

PLA   Ads
n/a   n/a

Long-Tail KEYWORDS :

sr	KeyWords	K.D %	Volume	CPC $	Results
1	tirupati balaji temple place	30	720	0	7.9M
2	UNESCO sites in Andhra Pradesh	28	1.06K	0.05	0.81M
3	why is hampi called the city of ruins	n/a	40	0	190
4	hotels near Mysore palace	36	15.5K	0.19	580
5	Best pilgrimage sites in Andhra Pradesh	50	12.01K	0.40	3.05M
6	Temples in Andhra Pradesh with rich history	40	8.02K	0.30	2.01M
7	Top historical monuments in Andhra Pradesh	32	4.08K	0.10	1.2M
8	how to visit taj mahal	38	460	0.24	40.2K
9	Historical monuments to visit in Andhra Pradesh	35	1.01K	0.20	120K
10	Unexplored historical places in Andhra Pradesh	42	0.54K	0.28	50K

Long Tail keyword research
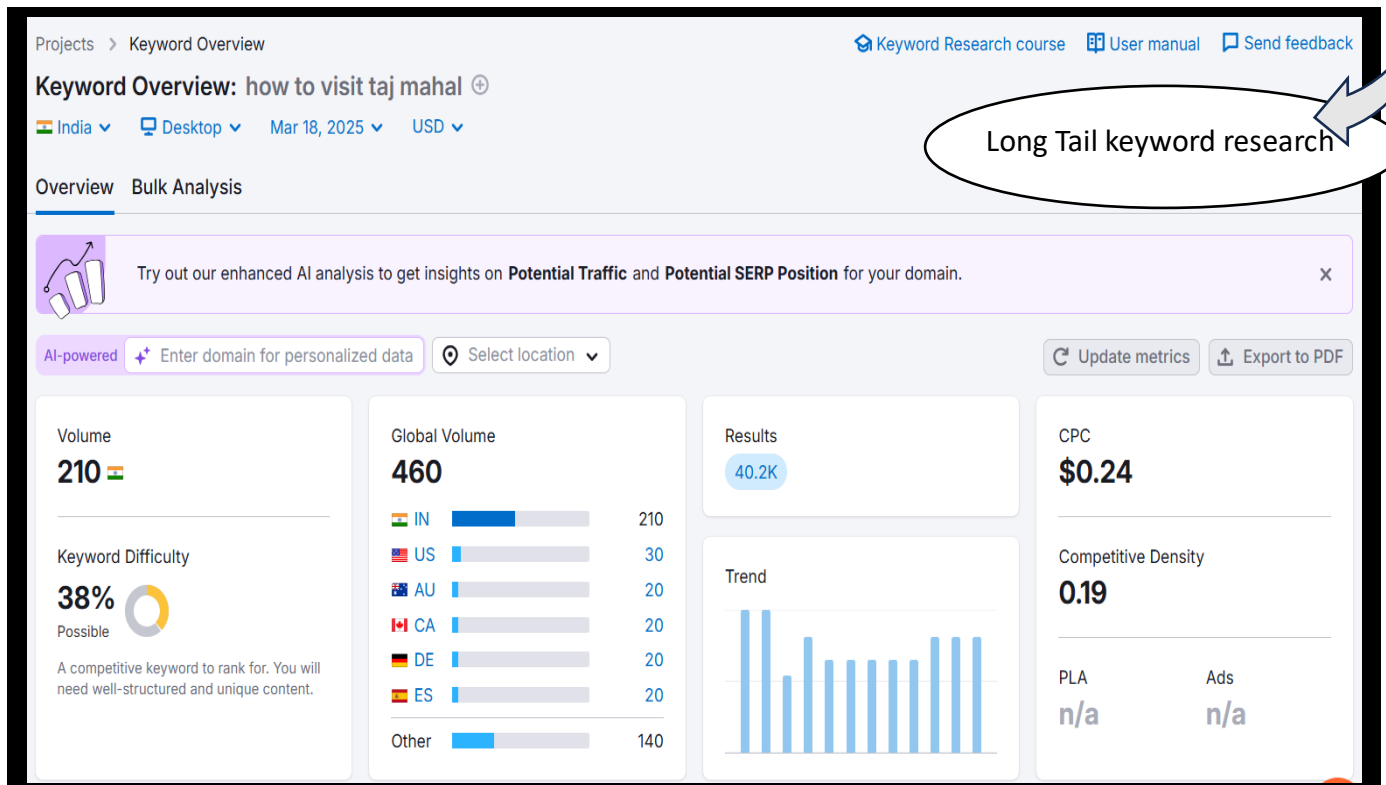
Selecting Suitable Keywords for Website:

Tirupati Temple:

30%	1.3K	0	21.4M
KD	Volume	CPC	Results

Hampi ruins:

35%	1.4K	0	18K

Gandikota:

56%	35K	0.30	7.20K

Vijayawada:

55%	74K	0.50	1.02M

Taj Mahal Visit:

46%	1.6K	0.35	540K

Top historical monuments in Andhra Pradesh:

32%	4.08K	0.10	1.2M

Temples in Andhra Pradesh with rich history:

40%	8.02K	0.30	2.01M

Unexplored historical places in Andhra Pradesh:

42%	0.54K	0.28	50K

why is hampi called the city of ruins:

n/a	40	0	190

tirupati balaji temple place:

30%	720	0	7.9M

Inconsideration of these parameters of keywords, There have been identified as suitable for website.

Linking To Website:

SEO Settings

PAGE TITLE
Appears in browser headline

HomePage

PAGE PERMALINK
Page's URL

/ index .html

PAGE DESCRIPTION
Appears in search engine results

Tirupati Temple, Temples in
Andhra Pradesh with rich
history

VIHARAYATRA   Home

Becom

SEO Settings

PAGE TITLE
Appears in browser headline

Destinations Page

PAGE PERMALINK
Page's URL

/ .html

PAGE DESCRIPTION
Appears in search engine results

Pradesh,   Unexplored
historical places in
Andhra Pradesh, Hampi
ruins

META KEYWORDS

VIHARAYATRA   Home   About   Destinations

The Great

SEO

Site Description

Presenting you the most elegant website that makes your work easy as a guide and all .

Appears in search engine results

Meta Keywords

Vijayawada, Taj Mahal Visit, Top historical monuments in Andhra Pradesh, Gandikota,Temples in Andhra Pradesh with rich history, Hampi ruins

AMARAVATHI

Ancient civilization made a lot of difference compared to the modern civilization.

when it

comes under the category of civilization in Andhrapradesh. The people here are

very polite when it comes to acquaintance they beat rest others.

You need to visit Andhrapradesh to make sure everything is true about it.

Visit Most significant Places............!!!
Like RushiKonda along with beach and
More....

Are you bored of routine life of your , then dive into a Adventurous journey with us
Visiting popular and spiritual temple may change your life and life style completely

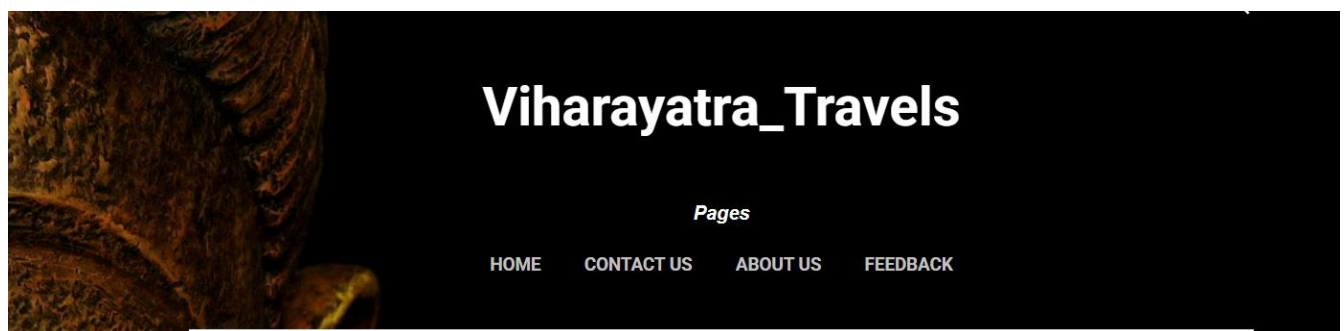**Successfully added Keywords to our website on page and off page……>**
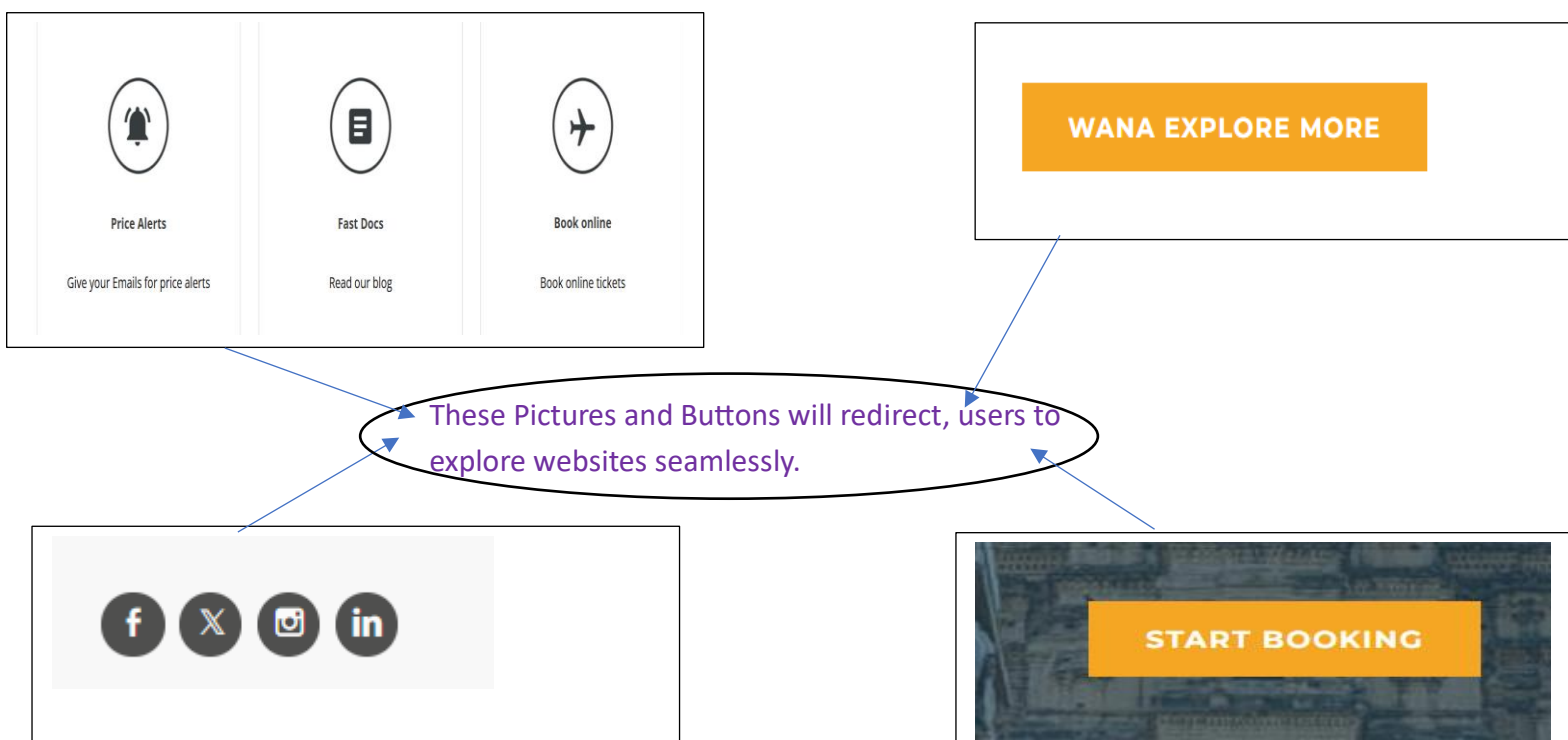
Off Page Optimization:
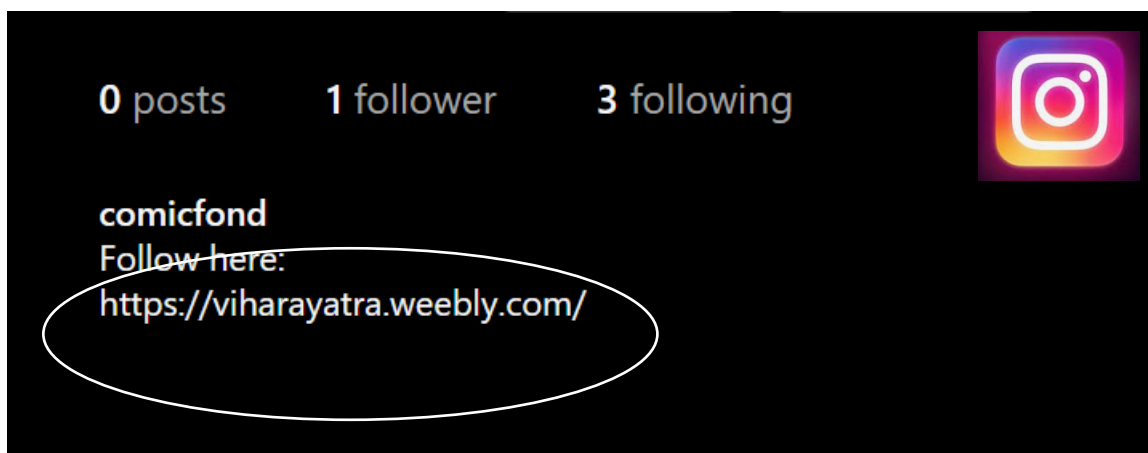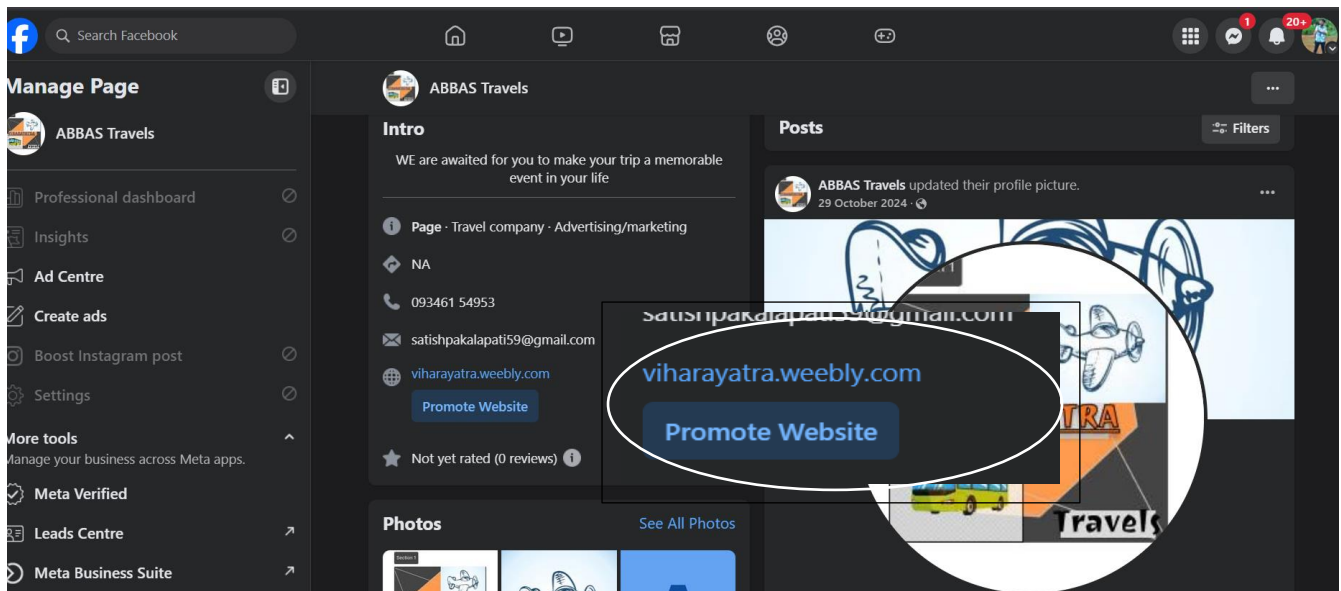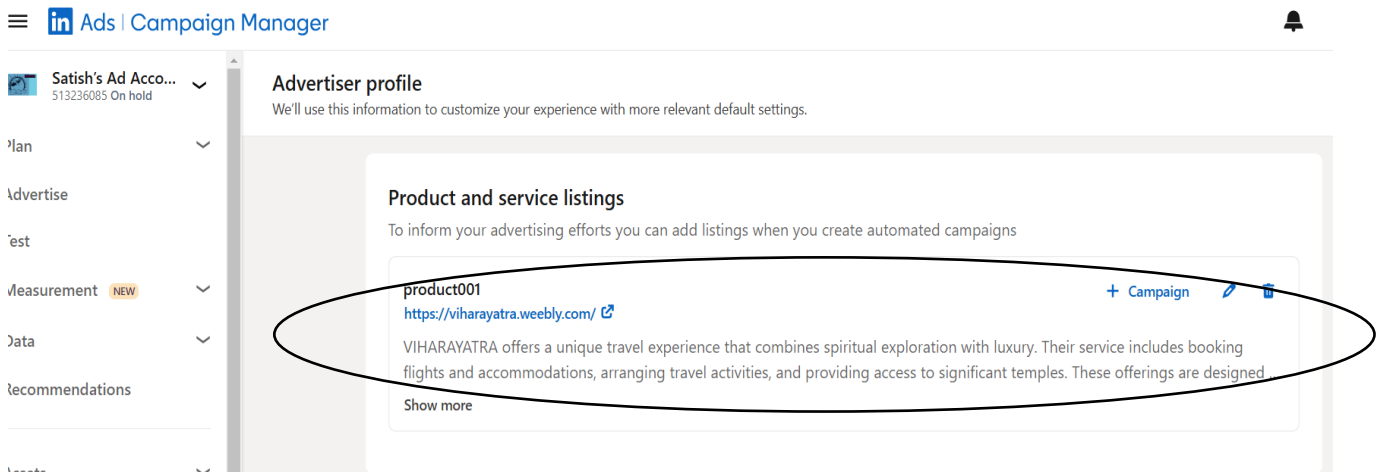
Successfully added backlinks to social media platforms for optimization.

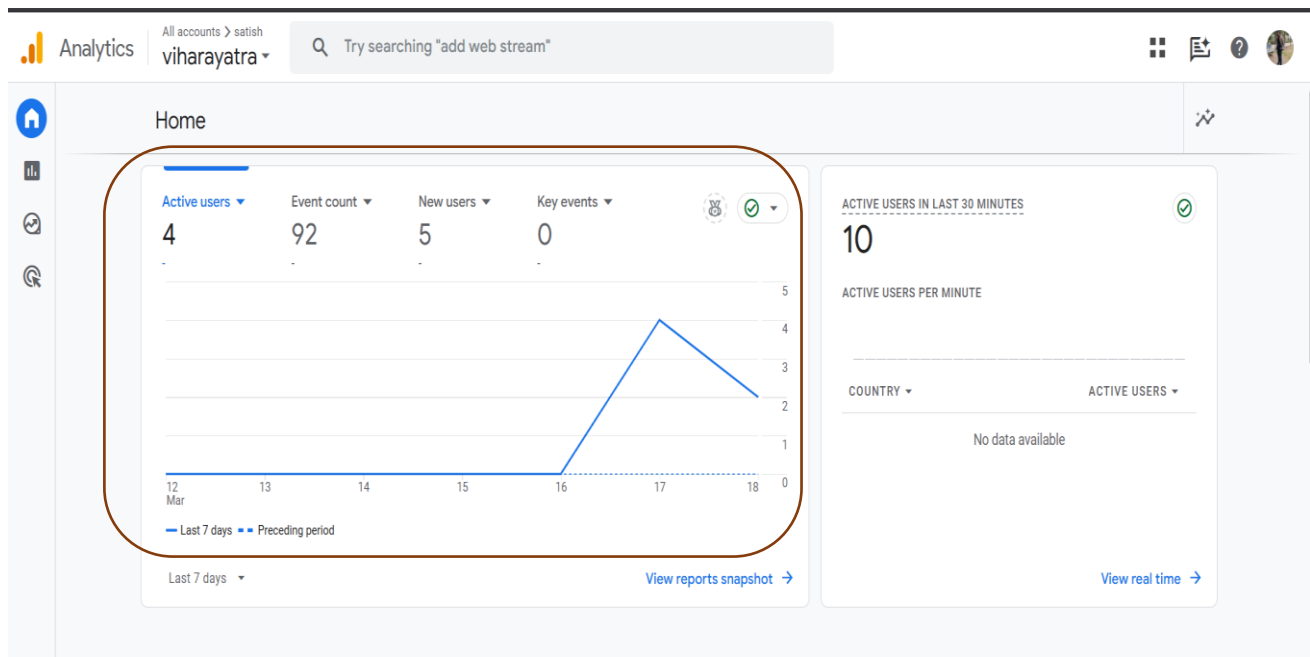**Next Step is to add some blogs in associate to our website.**

Blog done…

Internal Links From Website with buttons/pictures:

These Pictures and Buttons will redirect, users to explore websites seamlessly.

Off-Page Optimization is done for website…

Site Analytics :

Analytics Interpretation :

- The website demonstrates extremely low engagement because of its four active users during seven days although the registration process was active.
- This data points to possible problems with both user journey optimization and call-to-action strategies because no essential user interactions were tracked.
- A quick check must be made to determine the reason for the atypical traffic jump of ten active users since the last 30 minutes.

Conversion Rate:

- Keyword Research
- Content Optimization
- Backlink Building

By implementing effective SEO strategies, the website can attract more qualified traffic, leading to increased active users and potentially higher conversion rates.
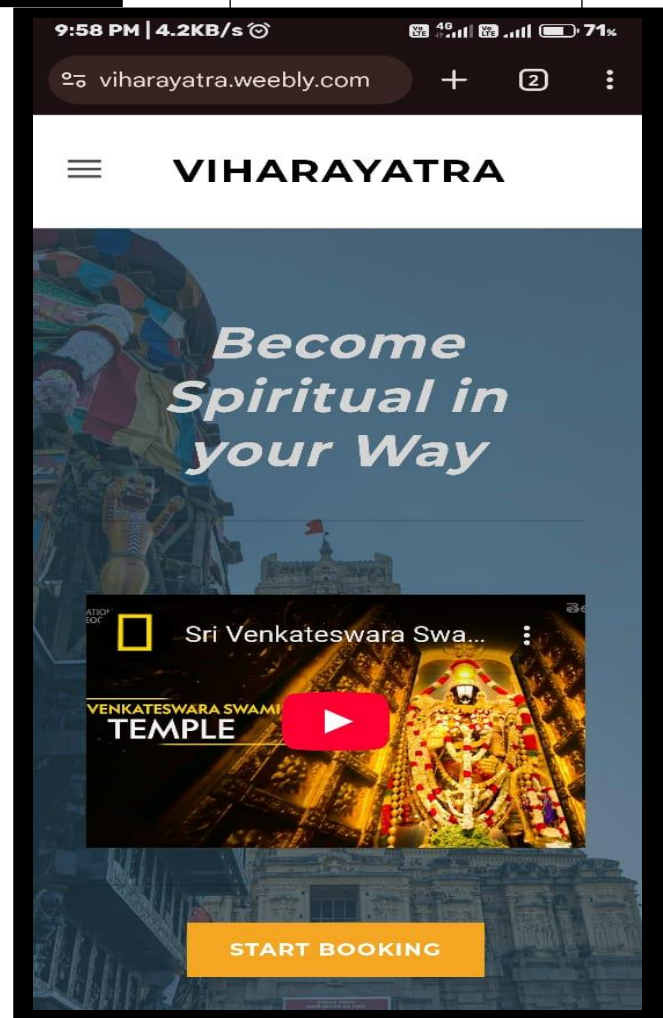
SEO Web Design and Mobile Optimization :

Desktop Web Page

Mobile Web Page

- ➢ Designing an SEO-friendly website structure and layout.

- ➢ Ensuring mobile-friendliness and responsiveness for optimal user experience.

- ➢ Implementation of SEO best practices to improve website search engine compatibility.

Conclusion:

This Digital Marketing Assessment consists of Keyword research, Analytics, Off-Page Optimization, SEO Web Design and Mobile Optimization and other things mentioned as per the Guidelines...   **- CA 1**