**SEO Project: Personal Portfolio Website**

**Part 1: Analysis**

**1.Research and choose several keywords for your personal web page. Explain why you chose the ones you did.**

The below mentioned are the keywords which I used in my personal portfolio website

* Shirisha suruguru
* Web developer
* Responsive website
* Conestoga college
* Kitchener/waterloo
* Web design and development
* MongoDB
* Java
* Education
* Work experience

I used my full name shirisha suruguru as a keyword because it is mentioned in all social media, websites, networking sites. It would be easy way to approach me through this keyword.

Since, I’m interested in finding a job in web designing field I used web developer, Responsive website, web design and development, MongoDB and Java keywords because company’s would be showing interest in searching for all these keyword if they require any web developer for their company.

Many companies would like to hire people from local community. So, I mentioned Kitchener/waterloo for regional search.

I have given Education and work experience as keyword so that it would improve my page rank and give top result when people search by my name.

**2.Design the basic structure of your website and create an XML site map.**

**3.Search for local competitors, try to find individual people, not a company.**

**4.Use tools like openlinkprofiler to find the backlinks for your competitors.**

**5.Create a brief plan (about 650 words) describing what your SEO strategy would be to improve your ranking for your chosen keywords and how you would deal with your competition. Note: You do not have to implement the strategy.**

* **Keyword**: First, choose right keywords for your website. keywords play a major role in SEO strategy. It would be great idea to take simple words and form a sentence rather than making complicated sentences. Include your keywords in page title, header tags, image captions, meta description, meta tags, content, alt tags and navigation. If your keywords go with search, your website can get higher chance of top ranking.
* **Improve page loading speed**:Page loading is terrible for SEO because it eventually destroys traffic to your website. It is essential to develop the page speed and response time of server.
* **Make your site responsive:** Now a days, mobile devices use is increasing. The website should be optimized for mobile users. If it is not optimized, it would obstruct the user experience.
* **Share on Social media:** All business and website should be active on social media. If you share links in social media, it will help people to get common knowledge about the website.
* **Quality content:** Try to update your website with quality and relevant content. if your site provides informative, exciting, breaking news. It would keep visitors stay longer on website.
* **Use links:** Use proper links like outbound links or hyperlinks. These links will direct user to other pages. It would increase the credibility of your website. We can utilize outbound connections for our site. There are sure things you can do to expand the validity of our site. Certainly, we can make claims, yet it looks much better if you back them up. The entirety of our information cases ought to be connected to dependable and definitive sources.
* **Optimize meta description:** The meta descriptions is the next thing you need to optimize. Google limits the meta description to 160 words. Make them descriptive and unique that are relevant to the article.
* **Optimize media:** To make it extra compelling I would upload pics, and videos. Optimizing the media is likewise essential because huge amounts of information will make the internet site slow. However, a properly arranged and optimized media stack will make the website speedy and appealing. Also, the usage of CDN (compact delivery network) to load the scripts is a higher alternative. I can make certain to apply CDN for CSS and JavaScript files.
* **Track Ranking:** Google analytics is a superb resource to track your internet site customers and enhance consumer interface for that reason like a/b testing. Also, content control gadget (CMS) is a key a part of search engine optimization. To get quality content and preserve updating the content, I have made a blogs web page wherein I can upload keywords. Blogs with right content will interact customers for greater time, giving me a terrific risk to enhance and maintain my page ranking.
* **Monitor Competitors:** It is important to monitor any modifications with the hyperlinks. You should keep in mind to change the links your competitors are building.
* **Digital Marketing:** While implementing SEO, the digital marketing strategy to attract new visitors to website. The pay-per-click is also the best method to increase visitors.
* **Be aware of Seo news:** Seo can be changing constantly. It is best to new techniques and growing trend before your competitors. If you have seen major change in SEO, change the site and prevent your site from falling behind the search results.
* **Adding Images:** we must ensure they are advanced appropriately on the off chance that we need these pictures to improve your SEO positioning. I am alluding to components, for example, the document configuration and size. Immense pictures can slow our page stacking time, which, thusly harms our page positioning. We can resize or pack our pictures to advance them. We can likewise utilize our pictures to sneak in watchwords by naming them as needs be.