**Name: Smeet Parmar – 8897851**

**Course: Web Development [SEO]**

**Assignment-3: Website Implementation and Optimization**

Original Site URL: <https://www.muvez.co/>

My Site URL: <http://muvez.free.nf/>

Theme Used: Twenty Twenty-Four (Default One)

This is site made by me using WordPress and hosted it using Infinity Free Hosting. Credentials for admin login are:

Username: SmeetParmar

Password: SmeetParmar@2001

You can log in to admin here: <http://muvez.free.nf/wp-admin>

**Plugins Used**

1. Yoast SEO: For SEO Optimization of site.
2. WooCommerce: For adding products and its related functionalities.
3. All In One Migration: For exporting site made by me in localhost to original hosted site.
4. Custom Plugin: For removing admin bar from top of website.

**On-Page SEO Optimizations**

1. Used just one H1 on every page and for other headings used H2’s or H3’s for better crawlability.
2. Provided meta description for every page so that they can appear on search results.
3. In meta tags I have also used keywords with high volume.
4. Provided enough internal linking from each page to other pages of site that it is good according to yoast SEO.
5. On every page I have enough content (to be more specific more than 300 words) on each page with good keywords in it for better SEO performance.
6. The content is also good enough for providing user engagement and readability score is also good enough according to yoast SEO.

**Technical Optimizations**

1. Checked every page URL structure and it is accurate. But one problem as I used WooCommerce plugin on page title and products page it says “SHOP” on URL and everywhere in WordPress but when we go to single product page it says “PRODUCT/NAME”. Which is very confusing. I tried fixing that, but I am unable to do so. Also, one time if was fixed but it was not loading the page, it said page not found so later I decided to keep it as it is now.
2. The site is also mobile friendly because themes of WordPress is mobile friendly by default. I have also checked my site on lighthouse by chrome and in that it scored 89% mobile friendly performance.

**Off-Page Optimizations**

1. Provided the site with good outbound which has high authority like, the site has outbound links to YouTube, Google, Gmail, Instagram, and their original site’s blogs page. It also has good social media engagement for better off-page SEO Optimization.