**DOCUMENTATION**

* **Problem statement:**

Well as we know now a days, online world is keep growing and growing. Now most of start-ups, business and anyone who wants to get famous or to achieve something in life, everyone moving toward online world. Due to this competition in online world is just increasing day by day. So many to have having problem in ranking their site on search engine which directly affect traffic on their site which lead to their downfall in business or views and even by this they starts demotivating themselves and starts giving up on their dreams.

Now, this is where our site come, we made a tool website which contain several SEO tools. By using our tools one can easily scan their webpage for technical errors and SEO issues that can have negative impact on search engine ranking. By solving these errors and issues one can able to rank their site higher in search engine which directly leads to their motivation and growth in traffic and growth in their business.

* **Requirements:**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **WINDOWS** | **MAC** | **LINUX** |
| **Operating system** | Windows 8 or later | macOS Sierra 10.12 or later | 64-bit Ubuntu 14.04+, Debian 8+, openSUSE 13.3+, or Fedora Linux 24+ |
| **Processor** | Intel Pentium 4 or later | Intel | Intel Pentium 4 or later |
| **Memory** | 2 GB minimum, 4 GB recommended | | |
| **Screen resolution** | 1280x1024 or larger | | |
| **Application window size** | 1024x680 or larger | | |
| **Internet connection** | Required | | |

* **Technologies Used:**

For getting a domain we used websites called Pro Free Host.

This is link for this website: “https://profreehost.com/”

For building our website we use Wordpress.

* **Project Description:**

We made a website as our project, type of our website is tool website. Our website is all about helping everyone whose website is not ranking on search engine. Our website has 9 SEO tools in total.

These are:

1. **SEO Checker:**

SEO checker is a tool that scans any web page for technical errors and SEO issues that can have a negative impact on search engine rankings. Use it to get a comprehensive list of errors found on your web page and find out where you still have to improve your website.

1. **KEYWORD LIST MULTIPLIER:**

If you are one of the many people that want to increase your traffic to your website then you should consider using the Keyword List Multiplier. If you use that tool you can increase the amount of traffic to your website by up to 200%.The Keyword List Multiplier is a program that will help you identify profitable keywords to use in the search engines. The reason that this tool is so useful is that it allows you to know what the search engines are looking for, in regards to keywords. What’s more, it will tell you how much competition you are likely to face. This can give you a huge advantage over your competition, making it much easier for you to achieve great success with your website.

1. **BULK URL CHECKER:**

The Bulk URL Checker allows you to check the server response of just one or a large batch of URLs to see which ones might be redirected or which ones might come up 404 not found, and then make that list available for download. The longer the list of URLs, the longer the tool will take to run.

1. **LINK SPINNER:**

Link spinner Allow your site visitors to put a list of URLs on one side then a list of varied anchor text on the other side, press a button, and get a complete list of every possible variation of text link and landing page. This list can then be given to bloggers, authors, programmers etc. to use throughout your content.

1. **RSS FEED COMMANDER:**

The RSS Feed commander allows you to format any valid RSS feed to display as they wish. Control the look, content, character count, and even the font and colours for any RSS feed you want to display on your page. You can then use the generated code on any website you like.

1. **ANALYTICS SPAM FILTER TOOL**

This tool lets you apply Google Analytics spambot referral filters directly to any linked Google Analytics account.

1. **FILE MERGER:**

Time spent copy and pasting can be tedious, and the File Merger tool lets you merge multiple .csv files or .txt files into one downloadable file.

1. **STRUCTURED DATA TOOL FOR LOCAL BUSINESSES:**

This tool uses the JSON-LD type of structured data, which Google officially endorsed as a markup format in January, of 2015. Structured data markup that allows any local business to provide search engines with useful information.

1. **GOOGLE CACHE FINDER:**

This tool will show you Google's cache of any URL you paste, opened in a new tab. If you get a 404 page at Google, that means there's no cache of that URL.

Our site has 13 pages in total:

1. Home
2. Analytics Spam Filter Tool
3. Bulk URL checker
4. File Merger
5. Google Cache Finder
6. Keyword List Multiplier
7. Link Spinner
8. RSS Feed Commander
9. SEO Checker
10. Structured Data Tool for Local Businesses
11. About us
12. Contact us
13. Join us

* **Scope:**

The main function of our site is to detect technical errors and SEO issues of a web page and provides profitable keywords to use in the search engines which going to help many to achieve higher ranking in search engine. Our site is a tool website, currently we provided 9 SEO Tools and all are free to be used by anyone.

The tools and their functions are:

1. **SEO Checker:**

It scans any web page for technical errors and SEO issues that can have a negative impact on search engine rankings.

1. **Keyword List Multiplier:**

The Keyword List Multiplier is a program that will help you identify profitable keywords to use in the search engines.

1. **Bulk URL Checker:**

Bulk URL Checker is a tool used to check thousands of URLs at same time to see which ones might be redirected or which ones might come up 404 not found, and then make that list available for download.

1. **Link Spinner:**

Allow your site visitors to put a list of URLs on one side, then a list of varied anchor text on the other side, press a button, and get a complete list of every possible variation of text link and landing page

1. **RSS Feed Commander:**

Allow your site visitors to format any valid RSS feed to display as they wish, using the generated code on any website they like.

1. **Analytics Spam Filter Tool:**

This tool lets you apply Google Analytics spambot referral filters directly to any linked Google Analytics account

1. **File Merger:**

 This tool lets your users merge multiple .csv files or .txt files into one downloadable file. They'll just select multiple files to upload, then choose the output file type, and press the button.

1. **Structured Data Tool for Local Businesses:**

This tool uses the JSON-LD type of structured data, which Google officially endorsed as a markup format in January, of 2015

1. **Google Cache Finder:**

This tool will show you Google's cache of any URL you paste, opened in a new tab. If you get a 404 page at Google, that means there's no cache of that URL.

* **Challenges Faced:**

The biggest challenge for us is that we don’t know coding but we have to make site within 2 days. After some research we decided to use wordpress to make our site but there is again big problem comes ahead us that we had never build a website and even more we are using wordpress for first time but we decided to go on, we just want to build our first website no matter if it look professional or not. We tried so many times to even change background of our website. But all this trying and our hard work pays and we able to make our own first website within 2 days.

* **Conclusion:**

It was a great experience of building our first website when we don’t even know how to code or basics of wordpress. Well we gave our all to this project and learnt so much with this project.

Our site is a SEO tools website, all tools are free to use and can be accessible to anyone who wants to use them. After using them one can surely increase their ranking in search engine and traffic on their webpage.