Search Engine Optimization Project

Website Optimization

Client Report

Project Targets

- **SEO Pitch**: create
- **Keyword map**: analyze and create
- **Competitive Analysis**: prepare and perform
- **Report** including **findings** and **recommendations** for the clients: Create and present

the seo process

Research
Research main keywords using various tools, analytics, and competitor analysis

Structure
Develop structure for keywords on each page.

On-Site SEO
Optimize each page for main keywords.

Link Building
Build links to homepage & main pages.

Keep Improving
Search engines take time to update links and keywords.

Analyze Rankings and Traffic
As search engines update and traffic increases, look into rankings and traffic to analyze results.

Milestone 1:

Gauging Sites Opportunity for improvement
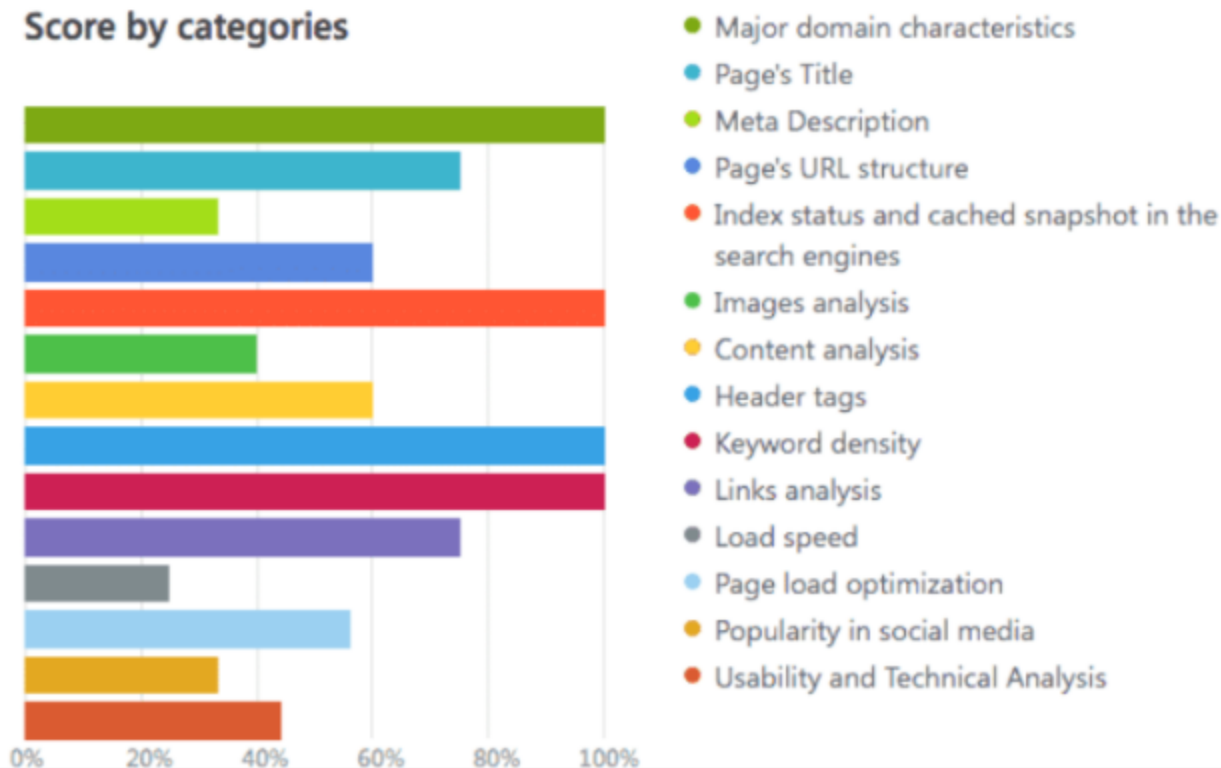
Part I: Potential Client

- **Website**: IEICE Publications and Conferences
- **Url**   : https://ieicemalaysia.org/?page_id=52
- **Industry**: Journal Publishing and Conference organization
- **Title**   : Less optimize
- **Effort Require**: Medium

Key Findings- Strength

- **Usability and Technology Analysis is very high**
- **Index Status and cached snapshot in search engines is very good**

Meta Description Report (example)

Score by categories

- Major domain characteristics
- Page's Title
- Meta Description
- Page's URL structure
- Index status and cached snapshot in the search engines
- Images analysis
- Content analysis
- Header tags
- Keyword density
- Links analysis
- Load speed
- Page load optimization
- Popularity in social media
- Usability and Technical Analysis

Key Findings- Weakness

- SEO Score is low
- Meta Description Tag and Load Speed are really low
-Improper keyword Matching
-The numbers of errors while browsing website is big
-No social Media account

Overall score

58%
Success

✅ Checks passed   **48**

⚠️ Warnings   **25**

❌ Errors   **10**

SEO Pitch

- Website needs intensive SEO improvement to increase sales and traffic
- Website needs to improve optimization due to many improper and irrelevant keywords to boost the website's performance

Strengths and Weakness

STRENGTHS

- Good use of Header Tags
- Great amount of Content
- Good structure data

Customer Centric

WEAKNESS

- Very low presence on Social Media
- Very large page size
- Very large empty space and less catchy design
- Irrelevant keywords

Our Solutions

Large Page Size

- Benefits: Decrease time-consuming for loading website and make better user experiences
- Solutions: ask designer

Low presence on Social Media

- Benefits: increase audience engagement and drive traffic
- Solutions: discuss with marketers

Improper and Irrelevant keywords

I Benefits: findings the right keywords for users helps increase website traffic
- Solutions: Find right keywords (below)

Low presence on Social Media

- To keep your accounts up to date
-> Followers know you are an active presence online.
-Choose the right social networks for specific content
Example:
+ Facebook: behind-the-scenes looks at companies.
+LinkedIn: more professional for users' advance careers.
- Link to other pages on the site

Should use social media

Stories and videos published per day

The Washington Post	500
The New York Times	230
The Wall Street Journal	240
BuzzFeed	222

| Get The Data | Embed

The Atlantic
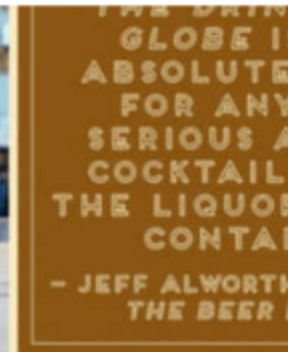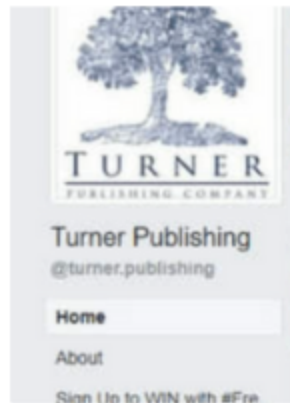
Improper & Irrelevant keywords

- Develop a structure for keywords on each page.
- Optimize each page for main keywords
- Build links to homepage and main pages.
- Search engines take time to update links and keywords.
-> As search engines update and traffic increases: look into rankings and traffic to analyze results..

top book publishing companies	390/mo
list of publishing companies	260/mo
publishing companies in new york	590/r
publishing companies near me	880/mo
publishing companies jobs	480/mo
list of book publishers for first time authors	
publishing companies for children's books	
publishing companies in california	140/

Overview: massage

Add to list ▾

Keyword difficulty	Search volume	Return rate	Clicks	$2.5 per click	Global volume
36	**191K** With clicks 34% Without clicks 66%	**1.3**	**97K** Paid 4% Organic 96%	0.51 clicks per search	**975K**

You'll need backlinks from ~47 websites to rank in top 10 for this keyword

Trend since Sep '15

Trend since Sep '15

Top countries by volume

🇺🇸	United States	191,000	20%
🇮🇳	India	70,000	7%
🇩🇪	Germany	60,000	6%
🇫🇷	France	58,000	6%
🇻🇳	Vietnam	53,000	5%

Parent topic	Its volume	Traffic potential
massage envy	**311,000**	**81,000**

Keyword ideas

Having same terms		Also rank for		Search suggestions		Newly discovered	
massage envy	311,000	massage envy	311,000	massage envy	311,000	ultra sound massage	450
massage	191,000	massage	191,000	massage therapy	39,000	asian brest massage	

Report bug

Kick off Questions

Past SEO work

Target Audiences

Goals

Available Resource

P

Past SEO work

-Did you hire any SEO consultants? Why?
- Do you have any marketing team to manage SEO things?
-What the timeframe you expect for website performance?

T

Target Audiences

-What the main target audiences? User personas please
- What are your current strategies to reach out them?
- How long is an audience normally engage to your service?

G

Goals

-What is the ultimate goal of your website?
-What the main responsibilities of SEO consultants?
- Do you want to develop quality content for the sake for improving engagement on social media? why?

R

Available Resource

- Do you have any dedicated team for developing content ?
- Any monthly usage statistics on the website?
- Any details on website traffic and demographic data on audiences?

Summary

Assess the implementation
of project

Project Self-Evaluation

CRITERIAS	NOT OK	FAIR	WELL DONE	GOOD	EXCELLENT
Project target completion : content				✔	
Deep analysis & nice personal ideas		✔			
Visualisation			✔		
Reliability of data	✔				

Reasons of 'Fair','Not Ok' features

Analysis, own ideas

Less of real experiences about SEO for teh website

Visualisation

NOt yet know the SEO Analytics tools such as Data Studio, Goohhle Analytics

Data

No real dataset Can not crawl data from the website

Improvement Timelines

3 weeks(W) on March 2022

IMPROVEMENT TIMELINE

STUDY
- On-page optimization
- Competitor benchmarking
- Data analysis

STUDY
B2B,B2C Marketing tools

START | W1 | W2 | W3 | W4 | Latter

BASIC SEO TOOLS

APPLY
- On-page optimization
- Competitor benchmarking
- Data analysis

APPLY
B2B, B2C Marketing + HTTP

Thank you.

I learnt nice things from the course and I continue to learn new things now

My big gratitude for your further feedbacks and ecommendations.
Thanks.