

## Summary

In the second Sprint, the Product Owner suggested a new requirement for our team to work out – find out the popular Keywords that relative with GetSkills' website's topic and content. He thought this is an important task and would like to give it priority since appropriate keywords being used in websites will influence the ranking result on search engines and increase the media exposure rate of their website. Under this consideration, our team accept this user story in Sprint 2 backlog. The detail of this user story is showed below.

No.	Completed User Stories	Relative tasks
6.	As a CEO, I want to know how to make my website stand out from google searching results.	So that I can change the keywords with some strategies. (Research report)

## Research Results

### Implementation Instructions

These are the three issues to consider during the keyword optimisation process: (Source: <http://www.seomark.co.uk/keywords-website/#ixzz3nk0eu1m0>)

- Where to use keywords
- How to vary keyword usage
- How often to use keywords

1. The 8 places on website that can use keywords to signal to Google

which pages on your site you want to rank for which keywords:

- a) Page Title
- b) URL: *i.e. www.yoursite.co.uk/mention-your-keywords-here*
- c) H1 Tag: The main header tag for the page.
- d) Body Content: The main written text on a page, such as a product/service description or an article.
- e) Site Navigation Link Text
- f) In-Context Link Text
- g) Image Tag: The html code used to add an image to the page  
*(i.e. ).*
- h) Meta Description: The snippet of text that gets displayed in the search results to describe the content of the page.

2. Vary keyword usage: The best approach is to have 1 main keyword target for each page, and then to also target variations of that keyword with that same page. Keyword variations will typically be the main keyword with one or more extra words (online, service, review, buy, cheap, London, Yorkshire, etc.) added.
3. Frequency to use keywords: use keywords in at least 2 of these 3 places... Url/H1 Tag/Body Content, and at least 2 of these 5 places...Site Navigation Link Text/In-Content Link Text/Image Tag/Meta Description

**Popular Keywords Relevant with GetSkills**

ISTQB      ISTQB Certified Training Provider      ISTQB-Foundation  
Test Automation Tools      Testing      Tester      IT Recruitment  
Career Paths      Job Search Job Seek      Immigrants  
International Students Career Suggestions      Training Programs  
Look for Experiences      Gain IT Experiences      Start a career  
Upgrade IT Professional Skills      Graduated Students  
Graduation Programmes      IT Relevant      Vacancies and Jobs

**Implementation Suggestion Sample**

**Example:**

**Target Keyword:** Online Education & IT Recruitment

**Page Title:** Online Education | IT Recruitment | Software Testing | GetSkills

**Url:** [www.getskills.co.nz/it-education-recruitment](http://www.getskills.co.nz/it-education-recruitment)

**H1 Tag:** ISTQB Certified Training Provide & Recruitment Training

**Site Navigation Link Text:** ISTQB-Foundation-Testing-Syllabus-And-Simple-Questions

**Image Tag:** Test-Automation-Utilization-And-Tools