



## **SEO Analytics & Optimization Toolkit**

Submitted by: ADHITHYA A

College: ARINGNER ANNA GOVT ARTS COLLEGE, VILLUPURAM

Course/Branch: B.COM

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## **1. Introduction**

Search Engine Optimization (SEO) is the process of optimizing websites to achieve higher rankings in search engine results.

This project, 'SEO Analytics & Optimization Toolkit,' is designed to provide basic analytics and optimization techniques for

improving a website's visibility on search engines like Google.

## **2. Objectives**

- To understand the key components of SEO.
- To conduct Keyword Research and Competitor Analysis.
- To develop a basic SEO Analytics system for measuring website SEO performance.

## **3. Features of the Toolkit**

1. Keyword Research Tool
2. On-page SEO Audit Module
3. Backlink Analysis Module
4. Competitor SEO Analysis
5. SEO Performance Visualization Dashboard

## **4. Technologies Used**

- Python Programming Language
- Libraries: BeautifulSoup, Requests, Pandas, Matplotlib



- Jupyter Notebook for visualization

## **5. Conclusion**

SEO is a vital tool for any digital marketing strategy. This project introduces the foundations of SEO analysis and provides a toolkit for practicing basic SEO techniques to improve website visibility.