Personal Portfolio Website + SEO Strategy

🎯 Objective

You will build a **professional portfolio website** and optimise it using SEO techniques so that it becomes **search-discoverable on Google**.

This assessment evaluates:
- Website creation
- On-page SEO implementation
- Keyword strategy
- Search intent alignment
- Personal brand positioning
- SERP ranking performance

You are not just building a website.
You are building a **discoverable digital identity.**

🧭 Assignment Overview

Each student must:
1. Build a personal portfolio website
2. Define a target job role
3. Optimise the website using SEO best practices
4. Rank on Google for two levels of search queries
5. Submit proof of ranking and SEO implementation

🔍 SERP Ranking Requirement (Two-Level Strategy)

🔹 Level 1: Identity Query (Controlled Ranking)
Search format:
    Target Job Role + PES University + Your First Name
Example:
- Digital Marketing Executive PES University Aditi
- UI UX Designer PES University Rahul

This tests:
- Meta tags
- Keyword placement
- Basic SEO structure

- ◆ **Level 2: Market Query (Competitive Ranking)**

Search format:

> Target Job Role + Location

Example:

- Digital Marketing Intern Bangalore
- UI UX Designer Fresher Bangalore

This tests:

- Competitive keyword strategy
- Content depth
- Differentiation
- Authority signals

⚠️ Ranking higher for competitive queries will receive higher evaluation weight.

🧠 Keyword & Search Intent Strategy

You must:

- Choose one primary job role
- Identify the search intent behind your target keyword:
    - Hiring intent?
    - Portfolio discovery?
    - Skill validation?

You must ensure your website content satisfies:

- What a recruiter expects
- What a hiring manager wants to see
- What differentiates you from others

🌐 Website Requirements

Your website must include:

- Home page
- About page
- Skills page
- Projects / Work page
- Resume download
- Contact page

Your website must demonstrate:

- Real project examples
- LinkedIn profile link
- Professional positioning
- Clear value proposition

Your portfolio should not just say what you know — it should show proof.

📊 Submission Requirements

Submit:

1. Website URL
2. Screenshot of Google SERP (Level 1 query)
3. Screenshot of Google SERP (Level 2 query)
4. Screenshot of meta tags
5. SEO audit report

🚫 Restrictions

- No paid ads
- No fake backlinks
- No keyword stuffing
- No copied content
- No black-hat SEO techniques

📊 Evaluation Rubric

Criteria	Weight
Keyword strategy & intent alignment	15%
On-page SEO implementation	25%
Content depth & clarity	20%
SERP ranking (Identity query)	10%
SERP ranking (Competitive query)	20%
UX & professional branding	10%