

Milestone 4: Presenting Your Findings

In this final milestone, you will take all of the work you have done up to this point, put it all together into one cohesive Word or text document and present your findings to your peers. This milestone has two phases.

Phase 1: in a word or text document, you will develop a detailed report of your findings for your client. For each of your findings, provide a value for the priority of the item:

- **Low priority** will have minimal impact on their site. For example, this may have more of an indirect benefit such as boosting usability.
- **Medium priority** will have some impact, but it may be small or take a while to see the changes.
- **High priority** should be related to items that will have the biggest impact or are important elements of the site to optimize.

Your final document should consist of the following sections:

- **Project Overview** (50+ words)
- An overview of the **user or buyer**, and how your recommendations will appeal to them (50+ words)
- An overview of **organic competitors** and their individual strengths and weaknesses. Discuss the voice they use and how their audience responds to the type of content they produce. (100-200 words)
- **Technical Review**
Outline any technical issues found on the site, why these negatively impact SEO, and what you recommend doing to correct the issue. If no technical issues are found, describe the general health of the site and how this benefits SEO.
- **Content recommendations**
Create a section for each page of the site you analyzed. You will use your keyword map and content analysis notes to create this section. Each page analysis should include:
 - The URL of the page, the keywords the page is targeting (if any) the keywords you recommend the page target.
 - Write a Title Tag and Meta Description for each page that uses your recommended keywords. This should be the appropriate character limit.
 - An analysis of the heading tags of the page.
 - Do you recommend adding any (if so, where?)
 - Do you recommend changing existing heading tags (if so what is the current heading tag and what do you recommend changing it to?)
 - An analysis of content on the page:
 - Discuss the content and provide any recommendations you have for improving the content. For example:
 - Should the content length be adjusted (should this be condensed with another page, should the amount of content be increased?)

- Does the content sufficiently use keywords?
 - Does the content link to other pages of the site where appropriate?
 - Does the content include additional resources such as images, videos, etc.?
 - Does the content include a call to action?
 - Does the content sufficiently address a buyers question or concern that would have brought them to this page?
- Create a section of recommended pages for the site: (minimum 5 pages)
 - What keywords should this page use?
 - What type of content can be provided?
 - What potential issues does this address?
 - What pages can this link to?
 - Suggest a title tag and meta description
 - Suggest an H1 and an H2 tag (what should it be and where should it be placed)
 - Provide recommendations as to the length of the content.
 - What resources can be included to make this page more search engine friendly?
 - What kind of call to action can this page include?
- **Success Metrics**

In this area, list out any metrics the client will want to track to help gauge the success of their SEO efforts. These should be directly related to the goals you uncovered. If you were working with a real client – use their goals. If you were working on a site, you discovered list out metrics pertaining to the following goals:

 - Provide a minimum of 5 metrics to monitor.
 - Increase in rankings: What main keywords should they track to identify success in this area? What are things the client should be aware of when tracking rankings?
 - Increase in Traffic: What Analytics metrics should be tracked here?
 - User Engagement: What metrics should be tracked here?

Phase 2: Once you have completed the full analysis and prepared your presentation, choose 1-2 of the most critical areas the site can improve upon. These areas should be chosen based on what you believe will have the biggest impact for SEO. Create a video to present your findings. In this video you should give a brief, 1-2 minutes' overview of your findings and how much opportunity you think this site has to improve if these recommendations are followed. Then spend 3-4 minutes discussing the critical areas you selected.

Resources

- **Module 4: Identify Metrics to Drive Performance** (from the course *Advanced Search Engine Optimization Strategies*) <https://www.coursera.org/learn/seo-strategies/home/week/4>
- **Module 1: The Content Marketing Ecosystem** (from the course *Advanced Content and Social Tactics to Optimize SEO*) <https://www.coursera.org/learn/seo-tactics/home/week/1>
- **Module 4: Creating World Class Content** (from the course *Advanced Content and Social Tactics to Optimize SEO*) <https://www.coursera.org/learn/seo-tactics/home/week/4>