



Hands-on Exercise No. 3
Batch-10
Search Engine Optimization (SEO)

Total Marks: 10
Due Date: 05/08/2021

Instructions:

Please read the following instructions carefully before submitting this Hands-on Exercise:

- Use MS Word to prepare exercise solution.
- You may consult tutorials and videos if the concept is not clear.
- Your submitted exercise will not be considered/counted if:
 - It is submitted after due date.
 - It is not in the required format (.doc or .docx)
 - It does not open, or file is corrupt.
 - It is copied (partial or full) from any source (websites, forums, students, etc.)

Learning Outcome:

After completing this exercise, you shall be able to:

- Create an audit report and find the errors regarding the SEO of a website.
- Use SEO Quake extension to audit a website
- Use W3C validator to validate the HTML of your website.

Problem Statement

In this exercise, you are required to audit a website using online tools like SEO Quake extension and W3C validator. With the help of this, you can resolve issues to attain top position in SERPs for your website. You are required to complete following tasks:

Task 1:

1. Install SEO Quake extension to your chrome browser.
2. Open any website in your browser and enable the SEO Quake extension by clicking on its icon from the left side category bar.
3. Click on the Diagnosis tab from the menu.
4. Take the screenshot of the result and paste it into a Word file.
5. Also, enlist the issues detected by the tool in the word file.

Task 2:

1. Open W3C validator tool by visiting <https://validator.w3.org/> .
2. Consider the website that you have used in Task 1 and put its URL in the address bar.
3. Click on “Check” button.
4. Take screenshot of the result and paste it into the Word file.
5. Also, enlist 5 HTML issues detected by the tool.

Submit the exercise.

NOTE:

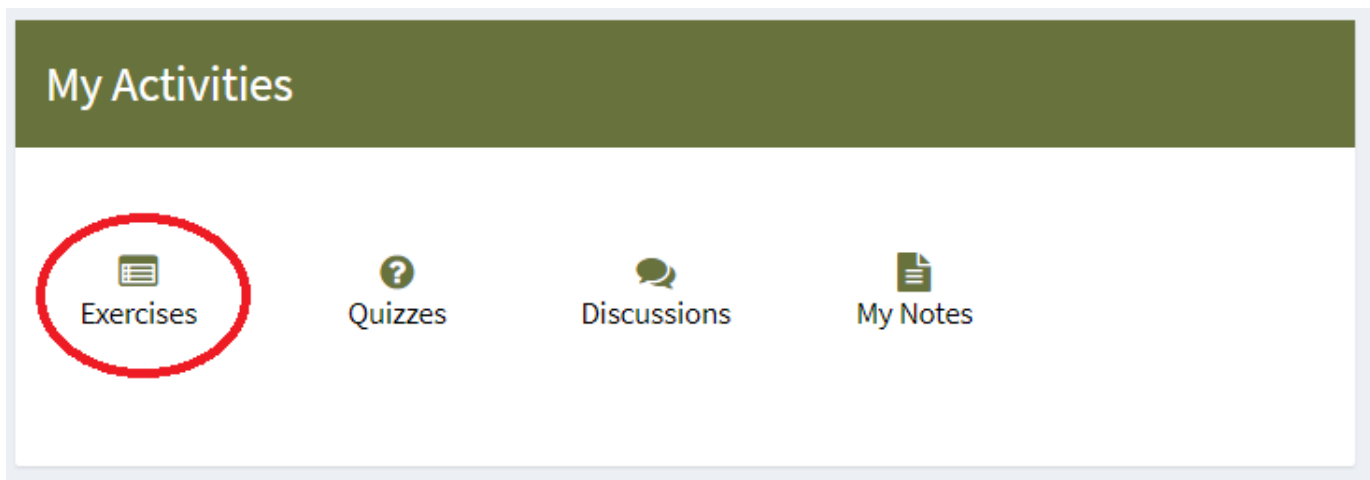
- You can follow **Lecture#131** and **Lecture#139** for the solution.
- This Hands-on Exercise will be evaluated based on the procedure and steps that you shall follow during the exercise.

BEST OF LUCK ☺

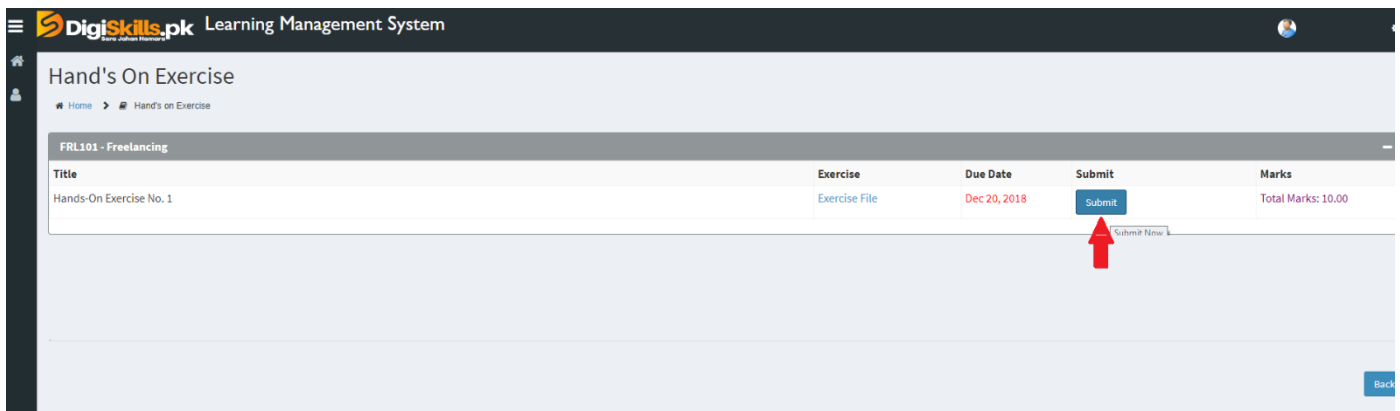
How to submit solution file on LMS?

Please perform the following steps for submitting your solution using LMS:

- 1) Login to the LMS
- 2) Click on the **Exercises** button within the **My Activities** section



- 3) Click on the submit button to upload your Solution.



- 4) Keep in mind to upload your Solution in .doc or .docx format