Project

Module

Web
Optimization
Fundamentals

Module Code

IT43007FP

Duration

10 hours

Title:

To be able to improve the performance of a website to drive traffic, increase conversions and grow revenue by:

- Conduct Keyword research
- Perform on-site Search Engine Optimization for website
- Configure and generate Web Analytics reports

Tools, Equipment and Materials:

1   Personal Computer with Internet Access
2   Web Browser
3   Microsoft Office

Instructions:

Set up a live WordPress website using free hosting service available on Internet by importing the website given to you. Perform the following task and submit a report at the end of project.

1. Based on the website given, use appropriate tools to conduct keyword research

- Create a list of at least 5 important, relevant topics based on the given business
- Generate a list of at least 2 head terms and 2 long-tail keywords based on above topics
- Generate the volume and competition of the above keywords
- Identify 2 top head terms and 2 long-tail keywords to be focus on.

2. Perform SEO on the given website

- Register Google Search Console account and verify the website with Google Search Console.
- Create a sitemap for the site and submit to Google Search Console
- Install the necessary plug-in for SEO
- Perform necessary configuration on SEO plug-in and improve the content of the site to ensure
    - Readability of the website
    - Proper preview content for search engine and social media

3. Perform Web Analytics and generate Web Analytics reports

- Create Google Analytics account and link the website to Google Analytics
- Configure Google Analytics account and add the email address given by lecturer as one of the users

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- Invite others to visit your website after all necessary configuration, and generate the following reports or other reports requested by lecturer:
  - o User acquisition report
  - o Traffic acquisition report
  - o Demographic report
  - o Tech report

4. Complete a softcopy report using Microsoft Word and attached necessary screen shot and reports generated online. Your report should include and not limit to the following:

- Report on Keyword research
- Screenshot and necessary explanations on the SEO settings
- Necessary screen shot and reports for Web Analytics

Project

Module: Web Optimization Fundamentals	Module Code: IT4038FP

Release 1
29 March 2018