BOTPRESSO SEO OPTIMIZER

INTRODUCTION

The Botpresso SEO Optimizer is a Google Chrome extension that utilizes web scraping techniques to aid in search engine optimization efforts. This tool allows users to easily gather data and analyze the SEO performance of their website, as well as their competitors' websites.
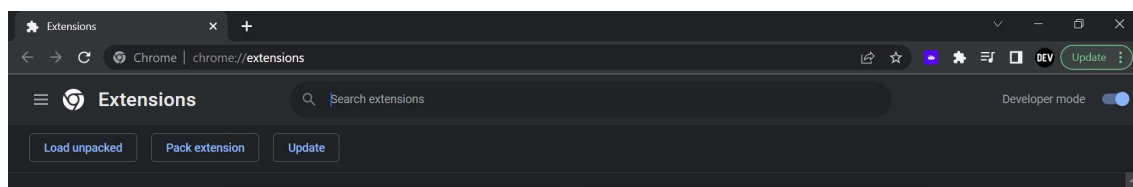
One of the main advantages of using web scraping for SEO is the ability to quickly and efficiently gather large amounts of data. This data can then be analyzed and used to identify areas of improvement for a website's SEO. Additionally, web scraping can be used to monitor a website's performance over time, allowing for ongoing optimization efforts.
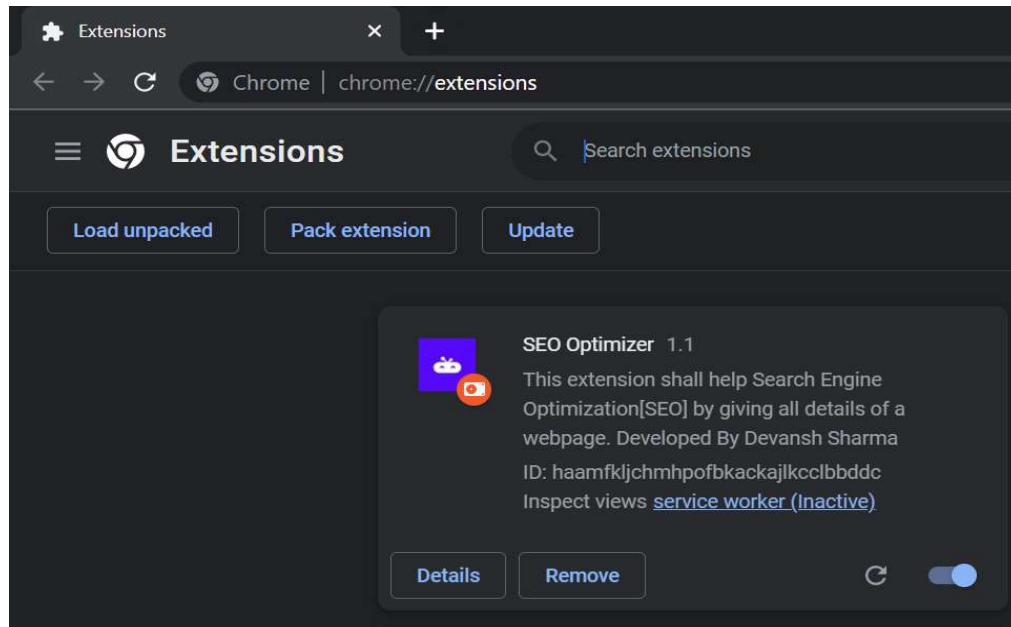
TECHSTACK USED

The tech stack used to develop the Botpresso SEO Optimizer includes HTML, CSS, JavaScript, JQuery, and Tailwind CSS. HTML and CSS are used to structure and style the user interface, while JavaScript and JQuery are used to handle the logic and functionality of the extension. Tailwind CSS is used for responsive design and consistent styling throughout the extension.

INSTALLATION PROCESS

1. Open Google Chrome and navigate to the browser's extensions page by typing "chrome://extensions" into the address bar and pressing enter.

2. Enable developer mode by clicking on the toggle switch in the top-right corner of the page.
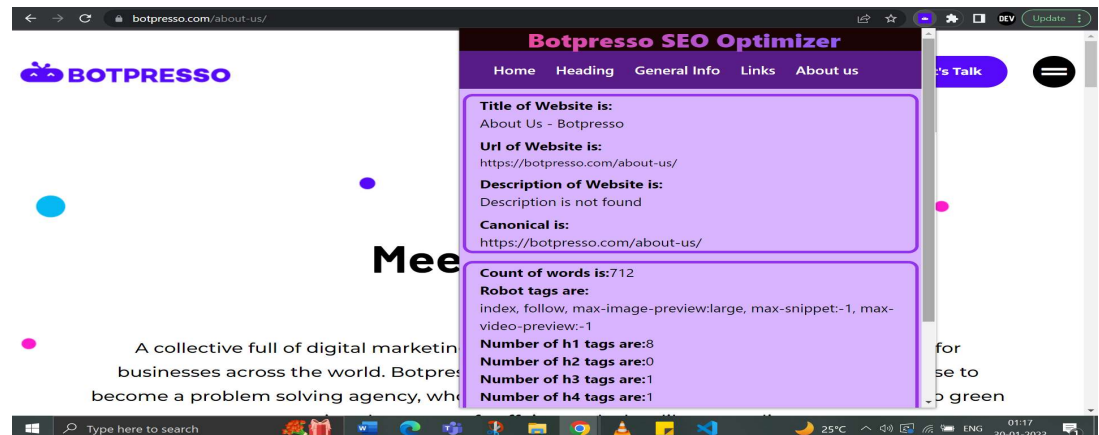
3. Click on the "Load unpacked" button.

4. Navigate to the folder that contains the extension's code and select it.

5. The extension will now be loaded and can be used in Google Chrome.

<u>**UI DEMO**</u>

1.)<u>Homepage:-</u>

2.) <u>Heading:-</u>

Botpresso SEO Optimizer

Home   Heading   General Info   Links   About us

Different Headings are as follows:

H1 statements encountered are:
Meet Botpresso
Meet the founder
Who are we?
Who are we?
Remotely Together
Our Social Handles
As seen on
As seen on

H2 statements encountered are:

3.)General Info:-

Botpresso SEO Optimizer

Home   Heading   General Info   Links   About us

Language of Website is:en-US
Host of Website is:botpresso.com
Hostname of Website is:botpresso.com
Protocol followed is:https:
Pathname of this website is:/about-us/
Link for the robot.txt:
https://botpresso.com/robots.txt

4.)Links:-

Botpresso SEO Optimizer

Home   Heading   General Info   Links   About us

Internal links and their anchor values are as follows:

#content
Anchor value is:-Skip to content
https://botpresso.com
No anchor value found
https://botpresso.com/get-in-touch/
Anchor value is:-Let's Talk
https://botpresso.com
No anchor value found
https://botpresso.com/get-in-touch/
Anchor value is:-Let's Talk
https://botpresso.com/get-in-touch/
Anchor value is:-Connect now
https://botpresso.com/get-in-touch/
Anchor value is:-Let's Talk
https://botpresso.com/get-in-touch/

5.)About us:-

CONCLUSION

The result of using the Botpresso SEO Optimizer is an improved understanding of a website's SEO performance, as well as actionable insights for optimization efforts. This can lead to increased visibility in search engine results, resulting in more traffic and potential customers for the website.

-Devansh Sharma

(devansh67@gmail.com)

(7330812741)