

INTERNSHIP TASK -3

SEARCH ENGINE OPTIMIZATION (SEO) STRATEGY

Name: Devika J

Internship program: Digital marketing internship

Company name: CODTECH

Task Title: SEO Strategy

Website Chosen

Brand/Website: CODTECH (Digital Marketing & Internship Platform)

Industry: EdTech / Digital Marketing

Target Audience: Students, freshers, job seekers, internship aspirants

Primary Goal: Increase organic traffic, improve keyword rankings, and generate internship/course inquiries

1. KEYWORD STRATEGY

a) Keyword Research

Tools used:

- Google Keyword Planner
- Ubersuggest
- SEMrush
- Google Search (Auto-suggest)

b) Primary Keywords

- Digital marketing internship
- SEO internship online
- Digital marketing courses
- Free internship with certificate
- Online internship for students

c) Secondary Keywords

- SEO strategy
- Content marketing internship
- Learn digital marketing
- Marketing internships for beginners

d) Long-Tail Keywords

- Best digital marketing internship for students in India
- Free online SEO internship with certificate
- How to learn digital marketing for beginners

e) Keyword Placement

- Page title
- Meta description
- Headings (H1, H2, H3)
- URL
- Content body
- Image alt text

2. ON-PAGE SEO STRATEGY

a) Title & Meta Description

- Title length: 50–60 characters
- Meta description: 150–160 characters
- Include primary keyword naturally

b) Content Optimization

- High-quality, informative, and plagiarism-free content
- Keyword density: 1–2%
- Internal linking between related pages
- Clear headings and subheadings

c) URL Structure

- Short and keyword-rich URLs
- Example:

www.codtech.com/seo-internship

d) Image Optimization

- Compressed images for faster loading
- Proper file names
- Alt text with keywords

3. TECHNICAL SEO STRATEGY

a) Website Performance

- Fast loading speed
- Mobile-friendly (responsive design)
- HTTPS secure website

b) Indexing & Crawling

- XML sitemap submission
- Robots.txt optimization
- Google Search Console setup

c) Technical Improvements

- Fix broken links
- Avoid duplicate content
- Proper canonical tags

4. BACKLINK BUILDING STRATEGY

a) White-Hat Link Building Methods

- Guest blogging
- Business directory submissions
- Educational forums & Q&A sites (Quora)
- Blog commenting (relevant blogs only)

b) Social Media Backlinks

- LinkedIn
- Instagram
- Twitter (X)
- Facebook

c) Content-Based Backlinks

- Blog posts
- Infographics

- Case studies

5. CONTENT STRATEGY

- Content Types
- Blog posts (SEO, digital marketing tips)
- Internship guides
- Career-related articles
- FAQs

Posting Frequency

- 2–3 blogs per week

Content Goals

- Increase organic traffic
- Improve keyword ranking
- Build authority & trust

6. SEO TOOLS USED

- Google Analytics
- Google Search Console
- Ubersuggest
- SEMrush
- Yoast SEO

7. PERFORMANCE MEASUREMENT (KPIs)

- Organic traffic growth
- Keyword ranking improvement
- Click-through rate (CTR)
- Bounce rate
- Conversion rate

SEO IMPLEMENTATION CHECKLIST

- Keyword research completed
- Keywords added to titles & content
- Meta titles & descriptions optimized
- Mobile-friendly website

- Page speed optimized
- Images optimized with alt text
- Internal linking implemented
- XML sitemap submitted
- Google Search Console setup
- Backlinks creation started
- Content publishing regularly
- SEO performance tracking

Conclusion

This SEO strategy helps CODTECH improve search visibility, attract relevant users, and increase internship enrollments organically through keyword optimization, quality content, strong backlinks, and technical improvements