

# SEO OPTIMIZATION

## INTRODUCTION

This SEO project focuses on MuscleBlaze, a leading Indian sports nutrition brand. The purpose of the project

was to analyze and optimize various aspects of the MuscleBlaze website to improve its organic visibility,

keyword rankings, and overall performance on search engines like Google.

## TOOL USED

Google Search Console - Performance tracking, index coverage

- Ubersuggest - Keyword research, domain analysis
- Ahrefs (or Semrush) - Backlink profile, site audit
- Google PageSpeed Insights - Website performance and speed audit
- Screaming Frog - On-page and technical SEO crawl
- Grammarly / Hemingway - Content readability and improvement

## WEB-SITE AUDIT

Broken links (404 errors)

- Slow loading pages
- Missing or duplicate meta tags
- Mobile responsiveness
- Core Web Vitals performance