

Part 1: Find a Potential Client with a Website

Estimated time 3-5 hours

The first stage of this project is to find the site you will be working on. Look at several different sites and gauge the level of effort needed to get the website to rank higher in search; look for opportunities throughout the website. Things to consider include:

- *Are their title tags optimized?*
- *Do their pages lack substance?*
- *Are there errors while you are browsing their website?*

Remember: The greater level of effort needed to fix a website, the better success you will have with this project.

Whether this is a site you found online, or an actual business owner you have reached out to, the site needs to contain a minimum of 10 pages. Be sure to list the name of the business and the URL to the website.

Website Name: **Tanzire**

Website URL: www.tanzire.co

- The website overall has typos in their title tags. The website itself is a scroll down responsive website, rather than broken down into separate pages. I think they can improve on their title tag by implementing the correct capitalizations and spelling.
- I think overall, the 'pages' all inform the user what the business is all about.
- I think there are some errors in spelling. Furthermore, I think the text is not optimized perfectly. For example, in their menu they use the word "Jewellery" yet throughout their pages, they use the word "jewelry." While both spelling is justified, the inconsistency makes the website look less professional and put together.

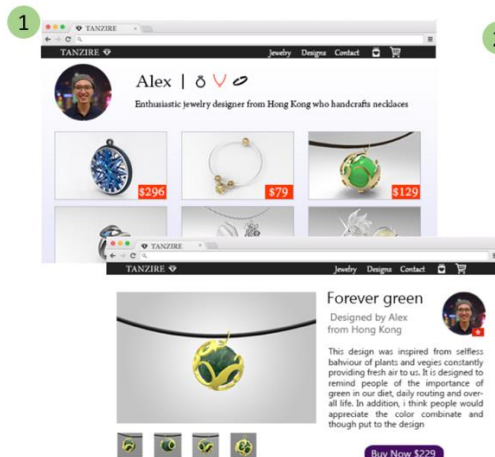
Part 2: Create an SEO Pitch

Estimated time 3-5 hours

Now that you have identified your potential client, you need to create a pitch to prove your value to the client. You will need to identify areas of opportunity and any low-hanging fruit that can be quickly fixed on the website. Your pitch will need to include:

- 5-10 slides: slides should only have 1-2 main points
- List of the website's strengths (at least three examples) and weaknesses (area of opportunity)
- For each opportunity, develop an argument for why the website will likely rank better after improving it

Include visual elements (screenshots, graphs, etc.) to show the client the issues for each slide
Remember: Don't give away all of your ideas. They aren't your client yet, so you want to give them enough to prove your worth.



2 Show the world what you have got

Unlike lengthy process from listing your product to receiving cash, selling online has never felt easier and personalized. With high quality pictures and detailed description, people will not only love your designs, but understand the emotions and meaning hidden in those designs.

Once an order is placed, designers are notified to deliver the product. Upon receipt of the product to the customers, the money is transferred to the designers.

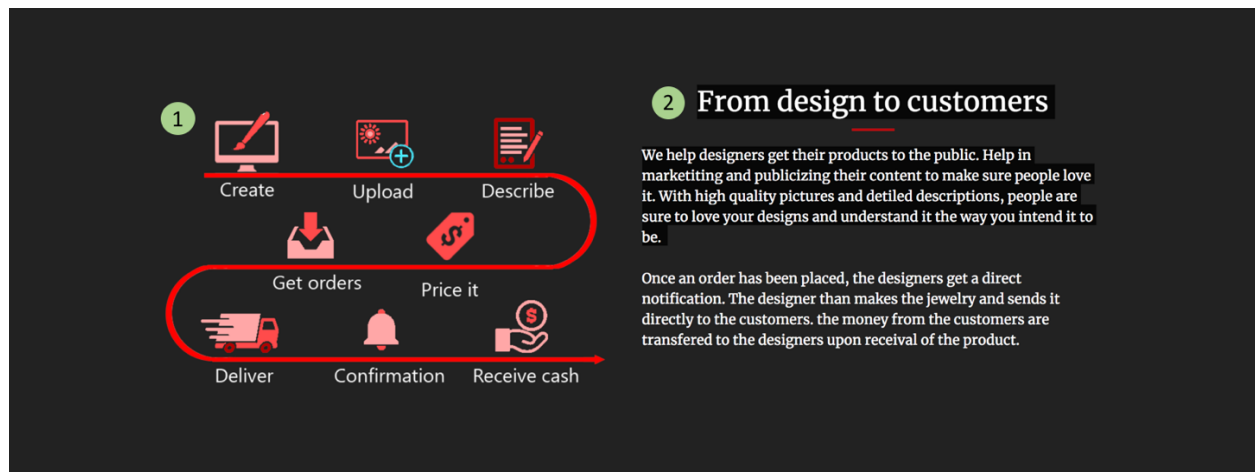
In 3 easy steps, you can showcase your portfolio and sell directly to people

1. Upload your designs
2. Add a description and price
3. Receive orders

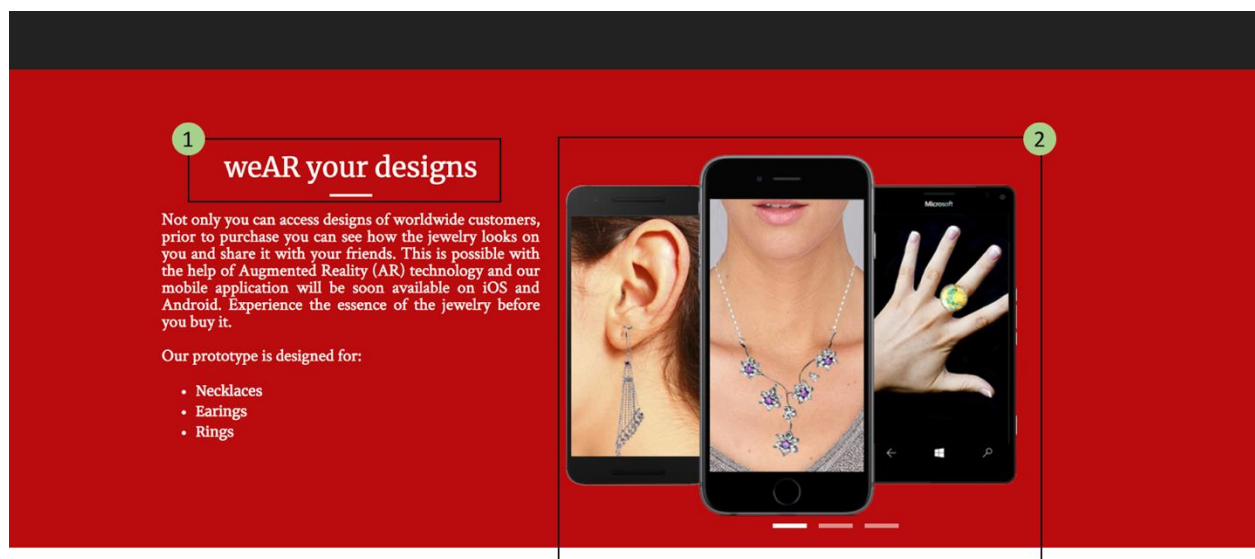
We allow each designer to customize their page and add details about them and why their designs stand out. You can attach a story, a memory, an inspiration to any design you put. This allows customers to engage with a design and experience it from your stand point. We provide customizable services to design your shop

1 The screenshots could be updated with a more recent template of the website

2 Once again, proper capitalization on headers, and the paragraph text could be simplified to bullet points.







- 1 The images are pixelated – not of good quality. Also, I feel like you could use a better graphic to display the cycle. Rather than a zig-zag, just create a circle
- 2 Once again, proper capitalization on headers, and the paragraph text could be simplified to bullet points, since you’re just explaining a cycle.



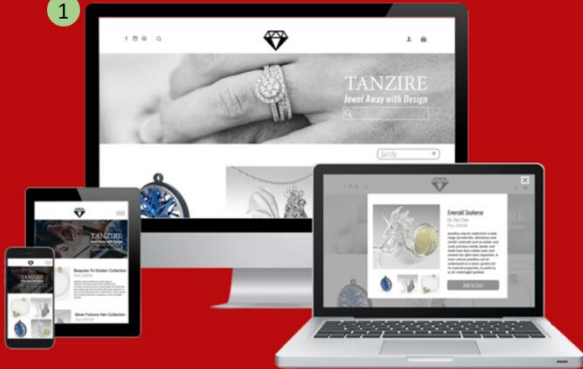
- 1 While I understand the emphasis on the AR text to highlight Augmented Reality technology, I feel like this is explained down below anyway. So, there is no need to distort the header in capitalization. Plus it should be properly capitalized to give a more professional look such as: “Wear Your Designs”
- 2 I feel like there could be more spacing between the images and the text. Also, the images should be centered evenly with the slider tab. Also, there should be an arrow indicating users that the images can be changed as a slider.

At Your Service

			
1 Contemporary designs	Ready to Ship	Try the designs	Made with Love
2 We have designs from all around the world	Fashionable jewellery will arrive at your footsteps within a few weeks	Before you purchase any design, see how it looks on your hand using Augmented Reality (AR)	Each design is made with love by the designer and inspired from a story

- 1 Optimize the headers to have proper capitalization throughout. For example, rather than 'Try the designs,' it would be much better to have "Try Your Designs"
- 2 I think the text can be limited to two lines to give a cleaner look and more consistency throughout. This way, it all looks balanced.

1



2

We're all about you

Tanzire is a platform dedicated to the contemporary jewelry from around the globe, which is seen as an expression of individuality. Designers can open their online store on Tanzire and exhibit their designs, along with their story and inspiration. Customers have the convenience to buy the jewelry designs at an affordable price and also virtually try the jewelry prior to purchase using Augmented Reality(AR).

- 1 I feel like the image is a bit irrelevant to the main "mission statement" to the side.
- 2 Once again, proper capitalization on headers.

Strengths	Weaknesses
<ul style="list-style-type: none"> • Colors are easy on the eyes and stand out • Easy to navigate through • Doesn't feel cluttered 	<ul style="list-style-type: none"> • Text - It would be better if it was Sans-Serif style rather than Serif • Consistency – There needs to be more consistency across the spelling (for example, jewelry vs jewellery) • Headers need to be capitalized better

Part 3: Develop Kickoff Questions

Estimated time 1-2 hours

Once your client or organization agrees to either hire you or create an SEO strategy, you will need to create a list of 10-15 questions to ask a client or new manager about the website and business. The answers to these questions should help inform your SEO strategy going forward.

The questions should:

- Relate to the client's intended target audience
- The client's goals for the site or business
- History of the site (ie, was there prior SEO work done before?)
- Any questions related to resources available and the website itself

Remember: You want to ask them enough questions for you to get a good idea of where to start and what success looks like to them.

If you are working with a real website owner or company, get the answers to your questions after you have received feedback from your peers. If you are not working with a real person on this project, please come up with reasonable answers to these questions as they will help inform the work you do in the next milestones

The following are questions to ask the business manager to implement a better SEO strategy for optimizing design and overall text.

1. Who is your main target demographic?
2. What is the purpose of the website? Just to inform users of the service or a platform where people can actually come to?
3. What is the history of Tanzire?
4. Does Tanzire have social media accounts?
5. What do each of the employees do on the team?
6. What is the age group of your demographic?
7. What is the meaning of Tanzire? Is it a random word or does it have a specific meaning for your brand?
8. Is this a platform for designers or buyers? Who is the main goal?
9. Does Tanzire have a phone app?
10. Is this AR technology specific to Tanzire alone?