



Ministry of Information  
Technology & Telecom  
Government of Pakistan



**Hands-on Exercise No. 1**  
**Batch-09**  
**Search Engine Optimization (SEO)**

**Total Marks: 10**  
**Due Date: 25/02/2021**

**Instructions:**

Please read the following instructions carefully before submitting this Hands-on Exercise:

- Use MS Word to prepare exercise solution.
- You may consult tutorials and videos if the concept is not clear.
- Your submitted exercise will not be considered/counted if:
  - It is submitted after due date.
  - It is not in the required format (.doc or .docx)
  - It does not open, or file is corrupt.
  - It is copied (partial or full) from any source (websites, forums, students, etc.)

**Learning Outcome:**

After completing this exercise, you shall be able to:

- Extract keywords of your competitors
- Use Google Ads' Keyword Planner tool

### **Problem Statement:**

In this exercise, you are required to shortlist five long tail keywords of the selected website. The shortlisted keywords should have Low Competition and High Average Monthly Searches. Also, check the Competition and Average Monthly Searches of the shortlisted keywords in the United States.

#### **Task 1:**

1. Select a business website of your own choice
2. Open Google Keyword Planner tool by visiting <https://ads.google.com/>
3. Click on “Discover New Keywords” and then click on “Start with a Website”
4. Enter the URL of the chosen website and click on “Get Results”
5. Shortlist 5 keywords having Low Competition and High Average Monthly Searches from the displayed results and paste them in a word document along with screenshots of your work done on the tool.

#### **Task 2:**

1. Now consider the above shortlisted keywords.
2. Enter them in the required field.
3. Change the country to United States and click on “Get Results”.
4. Check the Competition and Average Monthly Searches of each keyword from the displayed results of the tool and write them in the word document along with screenshots of your work done on the tool.
5. Submit the exercise.

#### **NOTE:**

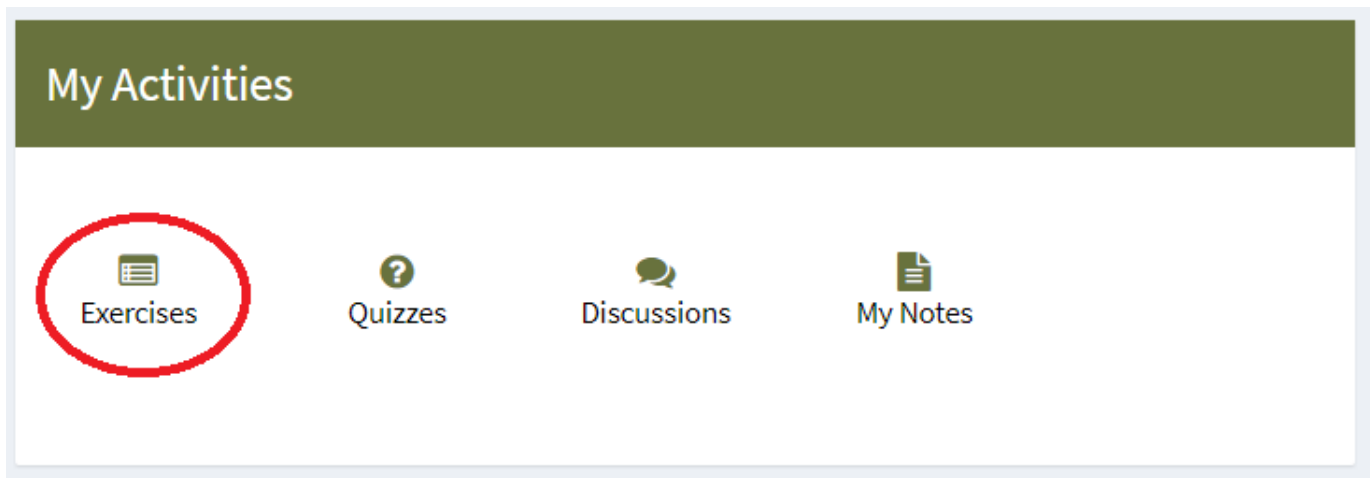
- You can follow the Topic#33 for the solution.

**BEST OF LUCK ☺**

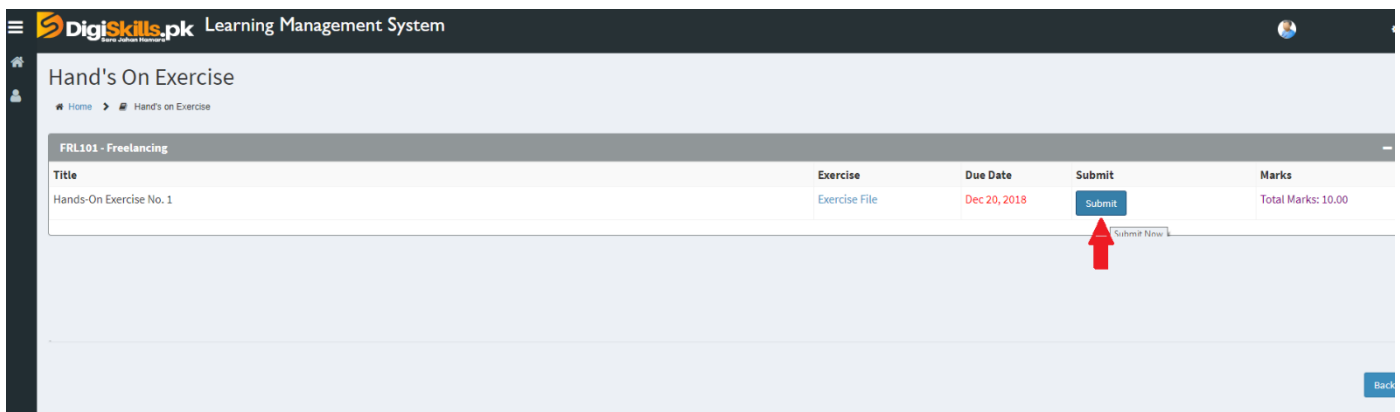
## How to submit solution file on LMS?

Please perform the following steps for submitting your solution using LMS:

- 1) Login to the LMS
- 2) Click on the **Exercises** button within the **My Activities** section



- 3) Click on the submit button to upload your Solution



- 4) Keep in mind to upload your Solution in .doc or .docx format