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UNIT 2:-

DETERMINING YOUR SEO OBJECTIVES AND DEFINING YOUR SITE'S AUDIENCE & FIRST STAGES OF SEO

Strategic Goals SEO Practitioners Can Fulfill
Every SEO Plan Is Custom
Understanding Search Engine Traffic and Visitor Intent
Developing an SEO Plan Prior to Site Development
Understanding Your Audience and Finding Your Niche
SEO for Raw Traffic
SEO for Ecommerce Sales
SEO for Mindshare/Branding
SEO for Lead Generation and Direct Marketing
SEO for Reputation Management
SEO for Ideological Influence
Conclusion
The Major Elements of Planning
Identifying the Site Development Process and Players
Defining Your Site's Information Architecture
Auditing an Existing Site to Identify SEO Problems
Identifying Current Server Statistics Software and Gaining Access
Determining Top Competitors
Assessing Historical Progress
Benchmarking Current Indexing Status
Leveraging Business Assets for SEO
Combining Business Assets and Historical Data to Conduct SEO/Website SWOT Analysis
Conclusion

<u>UNIT 2</u>

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CH-3 Determining Your SEO Objectives and Defining Your Site's Audience

➕ INTRODUCTION OF SEO PLANNING:-

✓ SEO, once a highly specialized task relegated to the back rooms of a website Development team is now a mainstream marketing activity. This dramatic rise can be Attributed to three emerging trends:

✓ Search engines drive dramatic quantities of focused,
1. Comprising people intent on accomplishing their search
2. Traffic
3. Purchasing goals.

✓ Businesses can earn significant revenues by leveraging the quality and relevance of This traffic for direct sales, customer acquisition, and branding/awareness campaigns.

✓ Visibility in search engines creates an implied endorsement effect, where searchers Associate quality, relevance, and trustworthiness with sites that rank highly for their Queries.

✓ Dramatic growth in the interaction between offline and online marketing necessitates Investment by organizations of all kinds in a successful search strategy.

✓ Consumers are increasingly turning to the Web before making purchases in verticals Such as real estate, autos, furniture, and technology.

✓ Organizations cannot afford to ignore their customers' needs as expressed through Searches conducted on the major search engines.

✓ As with any other marketing function, it is important to set specific goals and Objectives—if a goal is not measurable, it is not useful.

✓ Setting up such objectives is the only way you can determine whether you are getting Your money's worth from your SEO effort.

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✓ Although SEO can be viewed as a project, the best investment, in our opinion, is to Treat it as more of a process—one that is iterative, ongoing, and requires steady Commitment from the stakeholders of an organization.

Q.1 Explain Strategic Goals of SEO Practitioners.3M/5M

List of Strategic Goals of SEO Practitioners:-

1. **Visibility (Branding)**
2. **Website Traffic**
3. **High ROI (ROI = RETURN ON INVESTMENT)**
4. **Understanding Search Engine Traffic and Visitor Intent**

   1. **Visibility (Branding) :**

      ✓ Most consumers assume that top placement in the search engines is like a stamp of approval on a business.

      ✓ Surely a company could not rank highly in the search results if it were not one of the best in its field, right?

      ✓ However, the fact is that many consumers, and even business searchers, interpret high Search rankings as an implicit endorsement.

      ✓ Therefore, for critical brand terms, the SEO practitioner should work toward Improving the search engine rankings for the website he is working on.

      ✓ However, if you sell solar panels, you will want to rank well for the search term solar panels. When users see you ranking highly on that search term, they will assume your site is best for purchasing solar panels.

   2. **Website Traffic:**

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✓ Long gone are the days of a "build it and they will come" paradigm on the Web.

✓ Today's environment is highly competitive, and you need great SEO to ensure Targeted, high-quality traffic to your site.

✓ The SEO practitioner fills the different, more critical role of bringing new prospects to your website from an audience of people who would not otherwise have been interested in or perhaps aware of, the business at all.

✓ Experienced SEO practitioners know that users search for products, services, and Information using an extraordinarily wide variety of search queries and query types.

✓ An SEO professional performs keyword research to determine which search queries People actually use. For example, when searching for a set of golf clubs, some users May type in left handed golf clubs as a search query.

✓ Knowing that, the SEO process works on a site architecture strategy and a link-Building strategy to help the site's pages achieve Competitive search engine Rankings for these types of terms.

3. **High ROI (ROI = RETURN ON INVESTMENT):-**

✓ Improving visibility and driving traffic are nice, but the most important Objective is to achieve the goals of your organization.

✓ For most organizations, that means generating sales, leads, or advertising Revenue. For others, it may mean the promotion of a particular message.

✓ An important component of SEO is to deliver not just traffic, but relevant traffic That has the possibility of converting visitors into the customers.

✓ The great thing about SEO is that it can result in dramatically improved Website ROI.

✓ Whether you are selling products and services, advertising and looking for

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Branding value, or trying to promote a specific viewpoint to the world, a well-Designed SEO strategy can result in a very high return on investment when Contrasted with other methods of marketing.

✓ For many organizations, SEO brings a higher ROI when compared to TV, print, And radio campaigns. Traditional media is not in danger of being replaced by SEO, but SEO can provide some high-margin returns that complement and Enhance the use of offline media.

✓ The ever-changing, dynamic nature of the search marketing industry requires Constant diligence (EFFORTS).

✓ SEO professionals must maintain a research process for analyzing how the Search landscape is changing, because search engines strive to continuously Evolve to improve their services and monetization.

✓ It Provides advertisers with the continuous opportunity, either Independently or through outside consulting, to achieve top rankings for Competitive target searches for their businesses.

✓ Organizations should take many factors into account when pursuing an SEO Strategy, including:
- What the organization is trying to promote
- Target market
- Brand
- Website structure
- Current site content
- Ease with which the content and site structure can be modified
- Any immediately available content
- Available resources for developing new content
- Competitive landscape
- And so on...

4. **Understanding Search Engine Traffic and Visitor Intent:-**

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✓ As we discussed earlier, searchers enter many different types of queries. These are typically classified into three major categories:
  o Navigational query
  o Informational query
  o Transactional query

✓ The user types in **buy digital camera.** Although there is no information in the query about which one he/she wants to buy, the intent still seems quite clear.

✓ The searcher types in **canon powers hot G10.** The chances are very high that this user is looking to buy that particular camera.

✓ Part of an SEO plan is to understand how the various relevant types of searches relate to the content and architecture of your website.

❖ 1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	Give the name another of Branding is…	Visibility
2	Total numbers of objectives are….	4
3	Full form Of ROI.	Return on investment
4	Search engine marketing requires ….	Constant Efforts

Q.2 Explain about developing an SEO Plan Prior to Site Development.5M

✓ It is widely understood in the industry that search engine optimization should early as possible, to the entire site development strategy, from choosing a content Management system (**CMS**) and planning site architecture to developing on-page content.

✓ SEO plans have many moving parts, and SEO decisions can have a significant Impact on other departments, such as development, other marketing groups, and Sales.

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✓ Getting that input as soon as possible will bring the best results for a business at the least possible cost.

Business Factors That Affect the SEO Plan:-

Here are some examples of business issues that can impact SEO:

1. **Revenue/business model**
2. **Target customers**
3. **Competitor strategies**
4. **Branding goals**
5. **Budget for content development**
6. **How your potential customers search for products like yours**

1. Revenue/business model:-

✓ It makes a difference to the SEO practitioner if the purpose of the site is to sell products, sell advertising, or obtain leads.

2. Target customers:-

✓ Who are you trying to reach? This could be an age group, a gender group, or as specific as people looking to buy a house within a 10KM radius of Rajkot, Gujarat.

3. Competitor strategies:-

✓ The competitive landscape is another big factor in your SEO plan. Competition may be strongly entrenched in one portion of the market online, and it may make sense to focus on a different segment or you may be the big dog in your market but you have specific competitors you want to fend off.

4. Branding goals:-

There may be terms that it is critical for you to own, you have to perform more Brainstorming to define your products for branding reasons.

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5. Budget for content development:-

✓ An important part of content development in website is ensuring the quality of your content, as well as your capacity to commit to the ongoing development of high-quality on-page site content.

✓ To develop quality content you must be decided first your budget and then develop content of your site for optimization like link building process.

6. How your potential customers search for products like yours:-

✓ Understanding what customers do when they are searching for products or services like yours is one of the most basic functions of SEO.

✓ This involves mapping the actual search queries that your target customers use when they goto a search engine to solve their current problem.

❖ 1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	Full Form OF CMS is…	Content Management System
2	Total no. of business factors are….	6
3	Examples Of CMS languages …..	Word press and joomla
4	Your regular customer of website is also known as….	Potential Customers

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Q.3 Explain Understanding Your Audience and Finding Your Niche in detail.3M/5M

✓ A nontrivial part of an SEO plan is figuring out who you are targeting with your Website. This is not always that easy to determine.

✓ Many factors enter into this, including the competition, the particular strengths or Weaknesses of your own company, and more.

1. **Mapping Your Products and Services**
2. **Content Is King**
3. **Segmenting Your Site's Audience**

➕ **Mapping Your Products and Services:-**

✓ Successful SEO requires a thorough understanding of the business itself. What Products, services, and types of information and resources do your organization Have to offer?

✓ You will also need to understand the broad market categories that your products fall Into, as each of these categories might relate to sections of your website that you may Want to create.

✓ You also should consider business development and the company's expansion strategy At the outset of the SEO planning process. Consider Amazon, which began as a Bookseller but has evolved into a general purpose e-tailer.

➕ **Content Is King:-**

✓ One aspect of determining the desired audience for your website is determining who You want to reach, which requires an understanding of what you have to offer visitors To your site, both now and in the future.

✓ You may have a deep library of "how to" content, great videos, a unique photo

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Gallery or an awesome tool that people are interested in using.

✓ Each of these can be valuable in building a world-class website that does well in the Search engines.

✓ The content you have available to you will affect your keyword research and site Architecture, as your site content is the major source of information that search Engine use to determine what your site is about.

✓ As we discussed in "Algorithm-Based Ranking Systems: Crawling, indexing."

✓ To establish itself as a leader, Site must bring something new and unique to the Market. Perhaps it can offer a solution to a problem that no one else has been able to Solve before, perhaps it focuses on a specific vertical niche and establishes itself as a Leader in that niche—for example, by being the first to release a high-quality video Series on the topic it covers.

✚ Segmenting Your Site's Audience:-

✓ Let's not forget the audience itself! It is important for the SEO practitioner to Understand the target audience.

✓ Similar things can happen with gender. For example, women and men may not search For their shoes the same way, search terms are different in gender categories.

✓ Another major criterion to consider might be location. Searchers in Delhi may Want a different version of your product than searchers in Mumbai.

✓ For that matter, because they want different products, they may use different search Terms, which requires extensive keyword research—yet another critical aspect of the SEO process.

❖ 1 WORD QUESTION ANSWERS:-

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SR. NO	QUESTIONS	ANSWERS
1	Targeted Audience means….	Capable to purchase your products and services.
2	Targeted content means	Identify proper data for generate relevancy.
3	Which option is used to promote site…	Content

Q.4 Write a note on SEO for Raw Traffic.2M/3M

- ✓ Optimizing for search engines and creating keyword-targeted content helps a site rank for key search terms, which typically leads to direct traffic and referring links as more and more people find, use, and enjoy what you've produced.

- ✓ Thousands of sites on the Web leverage this traffic to serve advertising, directly monetizing the traffic sent from the engines.

- ➢ **Here are some factors to think about when considering SEO for raw traffic:**

  1. When to employ SEO for raw traffic.
  2. Keyword targeting.
  3. Page and content creation/optimization.

- ❖ When to employ SEO for raw traffic**:-**

- ✓ Use it when you can monetize traffic without actions or financial transactions taking place on your site (usually through advertising).

- ❖ Keyword targeting:-

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✓ Keyword targeting in this scenario can be very broad. The goal here isn't typically to select specific keywords, but rather to create lots of high-quality content that naturally targets interesting/searched-for terms.

✓ Concentrate efforts on great content, and use keyword-based optimization only as a secondary method to confirm the titles/headlines of the works you create.

❖ Page and content creation/optimization:-

✓ A shallow, highly crawl able link structure is critical to getting all of your content indexed—follow good information architecture practice and use intelligent, detailed category and subcategory structures to get the most benefit out of your work. You'll also need to employ good on-page optimization (titles, headlines, internal linking, etc.)

❖ <u>1 WORD QUESTION ANSWERS:-</u>

SR. NO	QUESTIONS	ANSWERS
1	Total numbers of factors for RAW traffic is …	3
2	Raw traffic is needed through ….	Advertisement
3	On page optimization means...	Proper optimization of single individual page.

Q.5 Write a note on SEO for Ecommerce Sales.2M/3M

✓ One of the most direct monetization (something conversion into money) strategies for SEO is driving relevant traffic to an ecommerce shop to boost sales.

✓ Search traffic is among the best quality available on the web, primarily because a search user has expressed a specific goal through his/her query, and when this matches a product or brand the web store carries, conversion rates are often extremely high.

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➢ **Here are some factors to think about when considering SEO for ecommerce sales:**

1. When to employ SEO for ecommerce sales.
2. Keyword targeting.
3. Page and content creation/optimization.

❖ **When to employ SEO for ecommerce sales::**-

✓ Use it when you have products/services that are directly for sale on your website.

❖ **Keyword targeting:-**

✓ Paid search advertising is an excellent way to test the efficacy and potential ROI of keyword targets.

✓ You'll often find that the more specific the query is—brand-inclusive, product-inclusive, and so on—the more likely the visitors are to make the purchase.

❖ **Page and content creation/optimization:-**

✓ You'll typically need to do some serious link building, along with internal optimization, to achieve high rankings for competitive, high-value keywords that bring in conversion-focused traffic.

Q.6 Write a note on SEO for Mindshare/Branding.2M/3M

✓ A less popular but equally powerful application of SEO is its use for branding purposes.

✓ Bloggers, social media/community websites, content producers, news outlets, and dozens of other web publishers have found tremendous value in appearing atop the SERPs and using the resulting exposure to bolster their brand recognition and authority.

✓ Online marketers have observed that being at the top of the search rankings around a particular subject has a positive impact on traffic and its consideration authority.

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➤ **Here are some factors to think about when considering SEO for Mindshare or Branding.**

1. When to employ SEO for mindshare/branding.
2. Keyword targeting.
3. Page and content creation/optimization.

❖ When to employ SEO for mindshare/branding:-

✓ Using it when branding or communicating a message is your goal. If you do not have direct monetization goals for the moment or for the foreseeable future, this is the approach for you.

✓ This approach can also be used on portions of ecommerce sites that are not about conversion but more about long-term branding and mindshare.

❖ Keyword targeting:-

✓ A keyword focus is less critical here—you'll likely have a few broad terms that receive the high traffic you want, but the long tail may be far more achievable and the better target.

✓ Focus on keywords that are going to bring you visitors who are likely to be interested in and remember your brand.

❖ Page and content creation/optimization:-

✓ Make an accessible site, use good link structure, apply best practices, and focus on links for domain authority rather than chasing after specific keywords.

✓ 1 WORD QUESTION ANSWERS:-

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SR. NO	QUESTIONS	ANSWERS
1	Mindshare is useful for branding process…	Yes
2	E commerce business is boost up using…	Keyword targeting, Page and content optimization.

Q.7 Write a note on SEO for Lead Generation and Direct Marketing.2M/3M

- ✓ Although lead generation via the Web is less useful than an ecommerce transaction, it is arguably just as valuable and important for building customers, revenue, and long-term value.

- ✓ Millions of search queries have commercial intents that can't be (or currently aren't) fulfilled directly online.

- ✓ These can include searches for services such as legal consulting, contract construction, commercial loan requests, alternative energy providers, or virtually any service or product people source via the Web.

- ➢ **Here are some factors to think about when considering SEO for Lead Generation and Direct Marketing.**

  1. When to employ SEO for lead generation and direct marketing.
  2. Keyword targeting.
  3. Page and content creation/optimization.

- ❖ When to employ SEO for lead generation and direct marketing:-

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✓ Use it when you have a non-ecommerce product/service/goal that you want users to accomplish on your site or for which you are hoping to attract inquiries/direct contact over the Web.

❖ Keyword targeting:-

✓ As with ecommerce, choose phrases that convert well, have reasonable traffic, and have previously performed in PPC campaigns.

❖ Page and content creation/optimization:-

✓ You'll need a solid combination of on-site optimization and external link building to many different pages on the site to be competitive in the more challenging arenas.

Q.8 Write a note on SEO for Reputation Management.2M/3M

✓ Since one's own name—whether personal or corporate—is one's identity, establishing and maintaining the reputation associated with that identity is generally of great interest.

✓ You may accomplish this using social media, major media, bloggers, your own sites and sub domains, and various other tactics.

✓ SEO enables this process through both content creation and promotion via link building. Although reputation management is among the most challenging of SEO tasks (primarily because you are optimizing many results for a query rather than one), demand for these types of services is rising as more and more companies become aware of the issue.

➢ **Here are some factors to think about when considering SEO for reputation management:**

1. When to employ SEO for reputation management:

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2. <u>Keyword targeting</u>
3. <u>Page and content creation/optimization</u>

❖ When to employ SEO for reputation management:-

✓ If you're trying to either protect your brand from negative results, for reputation management SEO is the only path to success.

❖ Keyword targeting:-

✓ Chances are this is very easy—the keyword you are targeting is your personal name, your brand name, or some common variant (and you already know what it is).

✓ You might want to use keyword research tools just to see whether there are popular variants you're missing.

❖ Page and content creation/optimization:-

✓ Unlike the other SEO tactics, reputation management involves optimizing pages on many different domains to demote negative listings.

✓ This involves using social media profiles, public relations, press releases, and links from networks of sites you might own or control, along with classic optimization of internal links and on-page elements.

Q.9 Write a note on SEO for Ideological Influence.2M/3M

✓ For those seeking to way public (or private) opinion about a particular topic, SEO can be a powerful tool.

✓ By promoting ideas and content within the search results for queries likely to be made by those seeking information about a topic, you can influence the perception of even very large groups.

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✓ Politicians and political groups and individuals are the most likely employers of this tactic, but it can certainly be applied to any subject, from the theological to the technical or civic.

➢ **Here are some factors to think about when considering SEO for Ideological Influence :**

1. <u>When to employ SEO for ideological influence</u>.
2. <u>Keyword targeting</u>
3. <u>Page and content creation/optimization</u>

❖ When to employ SEO for ideological influence:-

✓ Use it when you need to change minds or influence decisions/thinking around a subject.

❖ Keyword targeting:-

✓ It's tough to say for certain, but if you're engaging in these types of campaigns, you probably know the primary keywords you're chasing and can use keyword research query expansion to find others.

❖ Page and content creation/optimization:-

✓ This is classic SEO, but with a twist. Leverage your combined links and content to espouse your philosophical preferences.

❖ <u>1 WORD QUESTION ANSWERS:-</u>

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SR. NO	QUESTIONS	ANSWERS
1	Reputation management involves...	Website and website owner both...
2	Ideological Influence is used for...	Public and private opinion.

Conclusion:

- ✓ To bring this all together, your objectives, tactics, and strategies need to be aligned. They need to take into account your market, your business, and the competition.
- ✓ The best strategy is the one that gets you to your goals the fastest. Don't spread yourself too thin. Remember to ask yourself the tough questions, such as:

- Does your company need direct sales, traffic, branding, or some combination of these?
- Are there specific influencers you're trying to reach with a message?
- Is the organization/brand subject to potentially negative material that needs to be controlled/mitigated?
- Do you have products/services you sell, either directly over the Web or through leads?

Ch – 4 First Stages Of SEO

INTRODUCTION:-

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✓ SEO projects require forethought and planning to obtain the best results, and SEO needs to be considered during, and incorporated into, all stages of a website development or redevelopment project.

✓ For example, the site architecture (including the selection of a content management system, or CMS), the marketing plan (including branding concepts), and much more are affected.

✓ In this chapter, we will discuss several aspects of how SEO projects start, including:
- Putting together an SEO plan
- Performing a technical SEO audit of a site
- Setting a baseline for measuring results and progress

✓ These are the things you want to do at the very beginning of your SEO efforts for any website.

Q.1 Explain the Major elements of planning in detail.3M/5M

✓ As any experienced SEO consultant will tell you, you should incorporate your SEO strategy into the site planning process long before your site goes live.

✓ Your strategy should be well outlined before you make even the most basic technology choices, such as the hosting platform and your CMS.

1. **Technology Choices.**
2. **Market Segmentation.**
3. **Where You Can Find Great Links.**
4. **Content Resources.**
5. **Branding Considerations.**
6. **Competition.**

Technology Choices:-

✓ As we already suggested, SEO is a technical process, and as such, it impacts major technology choices.

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✓ For example, a CMS technology can facilitate or help to develop best SEO strategy.

✓ Sometimes in non CMS web platforms do not allow you to access titles and Meta descriptions that vary from one web page to the next, create hundreds (or thousands) of pages of duplicate content, or make page redirection issues.

Market Segmentation:-

✓ Another critical factor to understand is the nature of the market in which you are competing. This tells you how competitive the environment is in general, and augmented with additional research.

✓ Method you can use to get a very quick read on competitiveness is using a Keyword tool such as the Traffic Estimator tool.

Where You Can Find Great Links:-

✓ Getting third parties to link their websites to yours is a critical part of SEO.

✓ Without inbound links, there is little to no chance of ranking for competitive terms in search engines such as Google, whose algorithm relies heavily on link measuring and weighting criteria.

✓ An early part of the SEO brainstorming process is identifying the great places to get links, as well as the types of content you might want to develop to encourage linking from other quality websites.

Content Resources:-

✓ Content is a king.

✓ The driver of any heavy-duty link campaign is the quality and volume of your content. If your content is of average quality and covers the same information dozens of other sites have covered, it will not attract many links. If, however, you are putting out quality content, or you have a novel tool that many will want to use, you are more likely to receive external links.

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⬕ Branding Considerations:-

✓ Most companies have branding concerns of its various products.

✓ Where the nature of the brand makes a particular SEO strategy pretty compelling. Ultimately, your goal is to detail SEO efforts with branding as seamlessly as possible.

⬕ Competition:-

✓ The competitor discovers a unique, highly converting set of keywords.

✓ The competitor discovers a targeted, high-value link.

✓ The competitor saturates a market segment, justifying your focus elsewhere.

✓ Weaknesses appear in the competitor's strategy, which provide opportunities For Exploitation.

Conclusion:-

Understanding the strengths and weaknesses of your competition from an SEO perspective is a significant part of your own SEO strategy.

❖ 1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	Major elements for optimization are...	**Technology Choices. Market Segmentation. Where You Can Find Great Links. ContentResource,Branding Considerations, Competition.**
2	From Competitors we discovers...	Unique Keywords and links
3	Which technology is best for developing search engine friendly website?	CMS technology

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Q.2 Explain about Identifying the Site Development Process and its Players.3M/5M

- ✓ Before you start the SEO process, it is imperative to identify who your target audience is, what your message is, and how your message is relevant.

- ✓ There are no web design tools or programming languages that tell you these Things. Your Company's marketing, advertising, and PR teams have to set the Objectives before you can implement them—successful SEO requires a team effort.

➢ **Your SEO team should be:-**
  - ♦ **Cross-functional and multidisciplinary**
  - ♦ **Consisting of the team manager**
  - ♦ **The technical team & The creative team**
  - ♦ **The data and analytics team (if you have one)**
  - ♦ **The major stakeholders from marketing**
  - ♦ **Advertising and PR**

1. **Cross-functional and multidisciplinary:**

- ✓ In this team Senior and expert members are there to create strong SEO plan which includes cross functional connection between various departments of company to apply optimization in multidisciplinary way.

2. **Consisting of the team manager:**

- ✓ The team manager wants to know who the target audience is. What does the marketing team knows about them? How did we find them? What metrics will we use to track them? All of this is key information that should have an impact on the project's technical implementation.

3. **The technical team and The creative team:**

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✓ The technical and creative team is responsible for delivering the project. They take direction from marketing, advertising, and PR on what needs to be accomplished, but from there on out they have to put the pieces into place.

4. The data and analytics team (if you have one):

✓ In most of the organizations they don't have separate Data and analytics team But if this team is available then they think about appropriate budget and product data and Its analytics as per the market trend.

5. The major stakeholders from marketing:

✓ Generally they are responsible to arrange budget for the site marketing and based on the analytics report they release budget for the optimization.

6. Advertising and PR:

✓ Advertising messages need to be well thought out and prepared. You do not want your team bickering over whether to optimize for "hardcore widget analysis" or "take your widgets to the next level."

✓ Advertising serves multiple purposes, but its most fundamental purpose is to compel people to take a specific action.

✓ The PR team has to take your story to the media and entice them into writing and talking about it. What message do they want to deliver? You have to mirror that message in your content.

❖ **Conclusion:**

✓ Ongoing feedback is essential because the success of your project is determined solely by whether you're meeting your goals. A successful SEO team understands all of these interactions and is comfortable relying on each team member to do his part.

❖ 1 WORD QUESTION ANSWERS:-

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SR. NO	QUESTIONS	ANSWERS
1	Main player/person for website development is ….	Project Manager
2	Optimization and development teams includes...	Advertizing, PR, Data Analytics, Technical, Creative and Marketing team.
3	Which team guides/instruct technical team members…?	Marketing, Advertizing and PR team instruct Technical tem

Q.3 Explain your Site's Information Architecture in detail.3M/5M

✓ Whether you're working with an established website or not, you should plan to research the desired site architecture (from an SEO perspective) at the start of your SEO project. This task can be divided into two major components:

- Technology decisions
- Structural decisions

Technology decisions:

✓ Technological decisions are based on site URL structure and language that is used to develop site.

❖ Dynamic URLs:-

✓ Although Google now states that dynamic URLs are not a problem for the company, this is not entirely true, nor is it the case for the other search engines.

✓ Make sure your CMS does not end up rendering your pages on URLs with many convoluted parameters in them.

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❖ Session IDs or user IDs in the URL:-

✓ It used to be very common for CMSs to track individual users surfing a site by adding a tracking code to the end of the URL.

✓ Although this worked well for this purpose, it was not good for search engines, because they saw each URL as a different page rather than variants of the same page. Make sure your CMS does not ever serve up session IDs.

❖ Superfluous flags in the URL:-

✓ Related to the preceding in URL is the notion of extra junk being present in the URL.

✓ This probably does not bother Google, but it may bother the other search engines, and it interferes with the user experience for your site.

❖ Links or content based in JavaScript, Java, or Flash:-

✓ Search engines often cannot see links and content implemented using these technologies. Make sure the plan is to expose your links and content in simple HTML text.

❖ Content behind forms (including pull-down lists):-

✓ Site developer may hide its site content from search engines, to hide content developer use content behind forms option.

✓ Making content accessible only after the user has completed a form (such as a login)
✓ Do not use these techniques unless you want to hide your content!

❖ Temporary (302) redirects:-

✓ This is also a common problem in web server platforms and CMSs. The 302 redirect blocks a search engine from recognizing that you have permanently moved the content

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and it can be very problematic for SEO as 302 redirects block the passing of Page Rank.

♦ Structural Decisions:

✓ One of the most basic decisions to make about a website concerns internal linking and navigational structures, which are generally mapped out in a site architecture document.

✓ What pages are linked to from the home page?

✓ What pages are used as top-level categories that then lead site visitors to other related pages?

✓ For search engines, the navigation structure helps their crawlers determine what pages you consider the most important on your site, and it helps them establish the relevance of the pages on your site to specific topics.

❖ Target keywords:-

✓ Keyword research is a critical component of SEO.

✓ What search terms/keywords do people use when searching for products or services similar to yours? How do those terms match up with your site hierarchy?

✓ Ultimately, the logical structure of your pages should match up with the way users think about products and services like yours.

❖ Cross-link relevant content:-

✓ Linking between articles that cover related material can be very powerful. It helps the Search engine as certain with greater confidence how relevant a web page is to a particular topic.

✓ The "Frequently Bought Together" and "What Do Customers Ultimately Buy after Viewing This Item?" sections are brilliant ways to group products into categories that

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establish the relevance of the page to certain topic areas, as well as to create links between relevant pages.

✓ In the Amazon system, The "Customers Who Bought..." data is part of Amazon's internal databases, and the "Tags Customers Associate..." data is provided directly by the users themselves.

❖ Use anchor text:-

✓ Anchor text is one of the golden opportunities of internal linking.

✓ As an SEO practitioner, you need to have in your plan from the very beginning a way to use keyword-rich anchor text in your internal links. Avoid using text such as **"More"** or **"Click here,"** and make sure the technical and creative teams understand this.

❖ Use breadcrumb navigation:-

✓ Breadcrumb navigation is a way to show the user where he is in the navigation hierarchy.

❖ Minimize link depth:-

✓ Search engines (and users) look to the site architecture for clues as to what pages are most important.

✓ A key factor is how many clicks from the home page it takes to reach a page. A page that is only one click from the home page is clearly important.

✓ Standard SEO advice is to keep the site architecture as flat as possible, to minimize clicks from the home page to important content. Do not go off the deep end, though; too many links on a page are not good for search engines.

❖ 1 WORD QUESTION ANSWERS:-

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SR. NO	QUESTIONS	ANSWERS
1	Information architecture is base on…	Technological decisions and structural decisions.
2	Google supports the concept of dynamic URL.	Yes
3	Superfluous flags means…	Unwanted characters in URL.
4	One of the beat opportunities of internal linking is...	Use of anchor text.
5	What is breadcrumb navigation?	Breadcrumb navigation is a way to show the user where he is in the navigation hierarchy.
6	Search engine crawlers does not support…	JavaScript, Java and Flash files.

Q.4 Explain Auditing an Existing Site to Identify SEO Problems in detail.3M/5M.

✓ Auditing an existing site is one of the most important tasks that SEO professionals encounter.

✓ SEO is still a relatively new field, and many of the limitations of search engine crawlers are nonnutritive.

✓ In addition, many web developers, unfortunately, are not well versed in SEO, But in Today's industry it is now not a big issue for the expert developers.

✓ Even more unfortunately, some stubbornly refuse to learn, or, worse still, have learned the wrong things about SEO.

❖ Now in auditing part, it required following 4 major critical aspects.

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1. Elements of an audit.
2. Importance of keyword review.
3. Keyword cannibalization.
4. Server & hosting issue.

➕ 1. Elements of an Audit:-

➢ The following sections identify what you should look for when performing a site audit.

➢ **Usability:-**

✓ It is a very good place to start auditing. Usability affects many factors, including conversion rate as well as the propensity of people to link to a site.

✓ In this element it includes spider ability, health checkup of search engines and keywords.

1. Accessibility/spider ability:
✓ Make sure the site is friendly to search engine spiders.

2. Search engine health check:
✓ Open your site and your products in search engines to check how many of your page and products results appear in search engines.

3. Keyword health checks:
✓ In this auditing it compares your site keywords with user's keyword. If keywords are matched then optimization of website is proper and perfect.

➢ **Duplicate content checks:-**

✓ This element is useful to find duplicate content on your site. Search commands like inurl and intitle are helpful to check duplicate content in any site.

➢ **URL check:-**

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✓ Make sure you have clean, short, descriptive URLs. Descriptive means keyword-rich but not keyword-stuffed.

➢ **Title tag review:-**

✓ Make sure the title tag on each page of the site is unique and descriptive also check to make sure the title tag is fewer than 70 characters long.

✓ If you want to include your company brand name in the title, consider putting it at the end of the title tag, not at the beginning, as placement of keywords at the front of a URL brings ranking benefits.

➢ **Content review:-**

✓ Important element to check content in your site especially in main web pages of your website with proper header tags.

➢ **Meta tag review:-**

✓ Make sure every page has a unique Meta description. If it is possible in your site then it is good indication of high ranking.

➢ **Sitemaps file and robots.txt file verification:**

✓ For this verification developer must required help web master tools from search engines.
✓ Most famous tool is Google webmasters tool.

➢ **Redirect checks:**

✓ It is responsible to check all the redirection links on the website.

➢ **Internal linking checks:**

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✓ Look for pages that have excessive internal links. Google advises 100 per page as a maximum, although it is OK to increase that on more important and heavily linked-to pages.

✓ Make sure the site makes good use of anchor text in its internal links.

➢ **Avoidance of unnecessary sub domains:**

✓ It is preferable that developer should avoid the use of sub domain for the betterment of search engines.

➢ **Geolocation:**

✓ If the domain is targeting a specific country, then it is recommended that search engine must follow the policy of this specific country.

➢ **External linking:**

✓ All the links from your website are targeted to another websites is known as external linking.

✓ Use a back linking tool such as Open Site Explorer (http:// www.opensiteexplorer.org) or Majestic SEO (http://www.majesticseo.com) to collect data about your links.

➢ **Page load time:**

✓ If any website required more time to load web pages then it is very difficult for crawling and indexing process of search engines.
✓ Generally few seconds are enough for display different web pages and its content.

➢ **Image alt tags:**

✓ Search engines can't easily tell what is inside an image, and the best way to provide them with some clues is with the alt attribute and the filename of the image.

➢ **Code quality:**

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✓ Powerful coding is required in site. Poor coding can have some undesirable impacts.

2. The Importance of Keyword Reviews:

✓ Another critical component of an architecture audit is a keyword review. Basically, this involves the following steps.

Step 1: Keyword research:-

✓ It is vital to get this done as early as possible in any SEO process. Keywords drive on-page SEO, so you want to know which ones to target in site to generate traffic.

Step 2: Site architecture:-

✓ The procedure of site architecture is very tricky because you have to think and put different keyword in the terms of your product and services.

✓ You need a sequence (hierarchy) of products/services that leads site visitors to your money pages (i.e., the pages where conversions are most likely to occur).It is not easy.

Step 3: Keyword mapping:-

✓ Once you have a list of keywords and a good sense of the overall architecture, start mapping the major relevant keywords to URLs (not the other way around).

✓ When you do this, it is a very easy job to spot pages based on keywords and revenue generates very fast.

Step 4: Site review:-

✓ Once you are armed with your keyword mapping, the rest of the site review becomes a lot easier.

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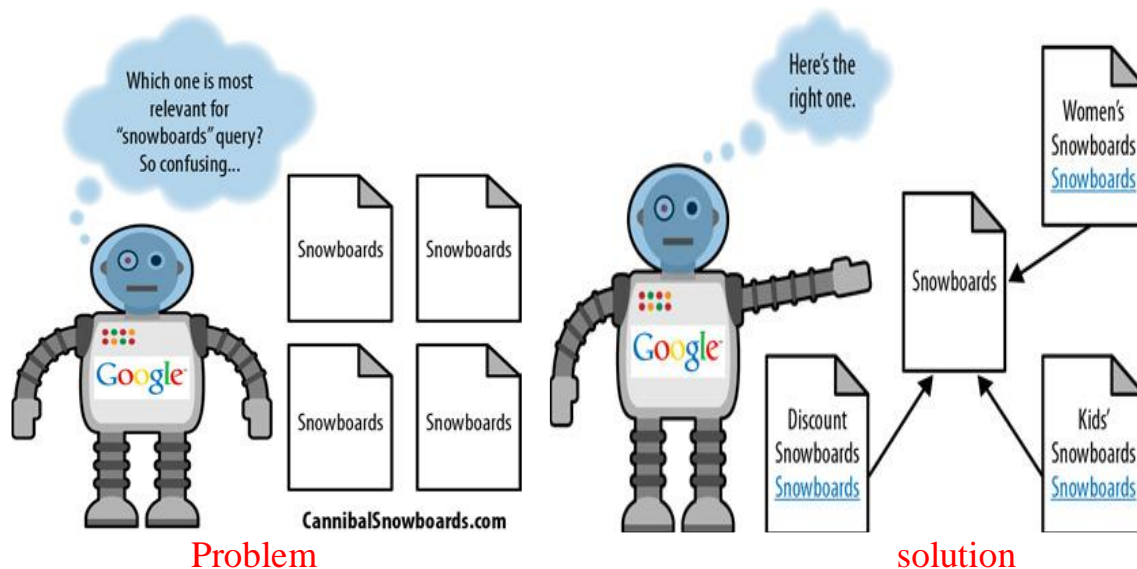
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✓ Now when you are looking at title tags and headings in site review please check they also include the right keywords or not.

➕ **3. Keyword Cannibalization:-**

✓ Keyword cannibalization typically starts when a website's information architecture calls for the targeting of a single term or phrase on multiple pages of the site.

✓ In website Single keyword available in multiple pages with same meaning so duplication of keyword issue is generated and it is known as keyword cannibalization.

✓ This is often done unintentionally, but it can result in several or even dozens of pages that have the same keyword target in the title and header tags. Figure shows the problem.

Problem   solution

✓ The difference in this example is that instead of every page targeting the single term snowboards, the pages are focused on unique, valuable variations and all of them link back to an original, canonical source for the single term.

➤ **Server and Hosting Issues:-**

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✓ The following are some server and hosting issues that can negatively impact search engine rankings:

1. Server timeouts
2. Slow response times
3. Shared IP addresses
4. Blocked IP addresses
5. Bandwidth and transfer limitations
6. Server geography

❖ Server timeouts:

✓ If website does not reply in proper time on the request of search engines crawler then it is consider as a server timed out issue.

✓ Due to this issue website pages may not make it into the index at all, and will almost certainly rank very poorly (as no index able text content has been found).

❖ Slow response times:-

✓ It is not a major issue like server timed out issue. But if website is providing slow then users required more time to access the content of website.

✓ If this issue isn't solved within time then users may go for another website option Instead of your website.

❖ Shared IP addresses:-

In this issue some websites share its IP address into the its neighbor to take the benefits of full links in Its IP address but sometimes untrusted neighbors creates issues.

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❖ Blocked IP addresses:-

As search engines crawl the Web, they frequently find entire blocks of IP addresses filled with nothing but egregious web spam.

❖ Bandwidth and transfer limitations:-

Many servers have set limitations on the amount of traffic that can run through to the site.

❖ Server geography:-

This isn't necessarily a problem, but it is good to be aware that search engines do use the location of the web server when determining where a site's content is relevant from a local search perspective.
Since local search is a major part of many sites' campaigns and it is estimated that close to 40% of all queries have some local search intent, it is very wise to host in the country where your content is most relevant.

❖ 1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	Site Auditing Means ….	Complete verification of website.
2	Auditing has how many parameters…	4
3	What is keyword cannibalization?	In website Single keyword available in multiple pages with same meaning so duplication of keyword issue is generated and it is known as keyword cannibalization.

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4	Major server and hosting issue is...	Server timed out issue.
5	Google maximum supports internal links in one page is..	100 links per page.
6	For auditing of elements which Google tool is useful	Google webmaster tool

Q.5 Explain different tools for the measurement of seo projects.3M/5M

✓ It is very important to identify current server statistics with the help of measurement tools for the SEO based project.

✓ There are four different tools to measure optimization projects.
1. Web Analytics tool
2. Log file tracking tool
3. Web Masters tool
4. Search analytics tool

⬇ 1. Web Analytics tool:-

✓ Analytics software can provide you with a rich array of valuable data about what is taking place on your site.
✓ It supports total numbers of unique visitors per day, tracking website traffic and its up and down situation , it also identifies popular search terms that is searched by the users, this tool also indicates most popular pages and most converting pages on your site.

✓ High-quality, free analytics tools are available with required authentication, such as Yahoo! Web Analytics and Google Analytics.

⬇ 2. Log file Tracking:-

✓ Log files contain a detailed click-by-click history of all requests to your web server.

✓ If you use a third-party hosting company for your site, chances are that it provides some sort of free log file analyzer, such as AWStats, Webalizer, or something similar.

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3. Webmaster Tools:-

✓ To identify and verify different valuable sources of website, web masters tools are helpful.

✓ Google and Bing search engines has its own Webmaster Tools to identify different sources of websites.

4. Search Analytics:-

✓ Search analytics is a new and emerging category of tools.

✓ Search analytics tools specifically monitor how your website interacts with the search engines.

✓ Compete (http://www.compete.com) offers search-specific analytic tools, as do many smaller vendors.[NOTE: THIS SITE IS SHUTDOWN ON AUGUST 2016.]

❖ 1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	Example of Log file tracking tools is…	Aw stats,weblizer
2	Example of web analytics software is…	Google analytics and yahoo analytics.
3	Popular Web masters tools are …..	Google and bing web master tool.

Q.6 Explain about Determining Top Seo Competitors in details.3M/5M

✓ Understanding the competition should be a key component of planning your SEO strategy.

✓ The first step is to understand who your competitors in the search results really are. It can often be small players who give you a run for your money.

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✓ Now, we discuss two most important aspects about SEO competitors.
1. Seeking the best.
2. Uncovering their secrets.

1. Seeking the Best:-

✓ Look for competitors whose efforts you would like to emulate (or "embrace and extend," as Bill Gates would put it).

✓ Usually a website that consistently dominates the upper half of the first page of search results in the search engines for a range of important keywords that are popular and relevant to your target audience.

✓ To assess competitors' competence at SEO, you need to answer the following questions:
- Are their websites fully indexed by Google and Yahoo or other search engines?
- Do their product and category pages have keyword-rich page titles (title tags) that are unique to each page?
- Do their product and category pages have reasonably high Page Rank scores? Is anchor text across the site, is keyword-rich?
- Are the websites getting penalized?
- Are they spamming the search engines with "doorway pages"?
- According to Google, Doorway pages are typically large sets of poor-quality pages.
-

2. Uncovering Their Secrets:-

- What keywords are they targeting? You can determine this by looking Meta keywords tag at the html coding of website.
- Who's linking to their home page?

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- If it is a database-driven site, what technology tricks are they using to get search engine spiders such as Googlebot to cope with the site being dynamic?
- You can check to see whether they are using the same server software as you used in your site.

✓ To get the answers of above questions you are required to access following tools.
   - Https://www.news.netcrafts.com OR
   - Compete.com OR
   - Alexa.com.
   - If you have the budget for higher-end competitive intelligence tools, you can use comScore.com or Hitwise.com.

✓ The tools are most useful but limited in its accuracy when making relative comparisons between sites in the same market space.

❖ 1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	Which site is useful to identify secrets from competitors…?	Compte.com, Alexa.com, News.netcrafts.com
2	Which aspects are needed to verify competitors planning…?	Seeking the best, Uncovering their secrets.
3	Alexa.com provides accurate data about competitor's site.	NO

Q.7 Explain about Historical Progress of Seo in detail.5M

✓ Measuring the previous results of SEO changes can be challenging.

✓ This difficulty only increases the importance of measuring past seo progress.

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✓ In this section we will discuss methods for measuring the results from your SEO efforts.

❖ Methods for measuring the results from SEO efforts.

1. Maintain a Timeline of Site Changes
2. Types of Site Changes That Can Affect SEO
3. Previous SEO Work

1. Maintain a Timeline of Site Changes:-

✓ Website developer must keep a log file to exactly know about all the changes in site.

✓ If you're not keeping a timeline then without timeline you can still gauge the immediate effects of content additions/revisions, link acquisitions, and development changes, but visibility into how technical modifications to the website might have altered the course of search traffic, whether positively or negatively, is obscured.

✓ If you can't map changes you'll be optimizing blind and could miss powerful signals that could help dictate your strategy going forward.

❖ There are many scenarios in which you will want to try to establish cause and effect, such as:

➢ **If search traffic spikes or plummets(Decrease):-**

✓ Sudden changes in organic traffic are obviously notable events.
✓ If traffic plummets, you will be facing lots of questions about traffic reducing process. Site Changes are recommended to reducing plummets in search traffic.

➢ **When gradual traffic changes begin:-**

✓ Changes do not always come as sudden spikes or plummets.

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✓ If you see the traffic beginning a gradual descent, you will want to be able to assess the likely reasons.

➢ **To track and report SEO progress:-**

✓ Accountability is a key component of SEO. Budget managers will want to know what return they are getting on their SEO investment.

2. **Types of Site Changes That Can Affect SEO:-**

✓ Your log should track all changes to the website, not just those that were made with SEO in mind. Organizations make many changes that have a big impact on it.

✓ Here are some examples:
   • Adding content areas/features/options to the site.
   • Changing the domain of the site.
   • Modifying URL structures. Changes to URLs on your site will likely impact your Rankings, so record any and all changes.
   • Implementing a new CMS. This is a big one, with a very big impact.
   • Establishing new partnerships means your site is earning new links or linking out to New places.
   • Making changes to navigation/menu systems (moving links around on pages, Creating new link systems, etc.).
   • Implementing redirects either to or from the site.

✓ When you track these items, you can create an accurate storyline to help correlate causes with effects.

✓ If, for example, you've observed a spike in traffic from Yahoo! that started four to five days after you switched your menu links from the page footer to the header, it is likely that there is a causal relationship.

✓ NOTE: Without such documentation it could be months before you noticed the surge—and there would be no way to trace it back to the responsible modification.

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Your design team might later choose to switch back to footer links, your traffic might fall, and no record would exist to help you understand why. Without the lessons of history, you are doomed to repeat the same mistakes.

3. **Previous SEO Work:-**

✓ When you are brought on to handle the SEO for a particular website, one of the first things you need to find out is which SEO activities have previously been attempted.

✓ There may be valuable data there, such as log files of changes that you can match up with analytics data to gauge impact.

✓ You should also pay particular attention to understanding the types of link-building activities that took place in previous optimization planning.

❖ 1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	What is timeline?	Website developer must keep a log file to exactly know about all the changes in site.
2	If you change domain of your site then it creates big impact on your optimization results…	Yes
3	TO check previous seo work which file is used?	Server/site Log file

Q.8 Explain about Benchmarking Current Indexing Status in detail.3M

✓ The search engines have an enormous task—that of indexing the world's online content; well, more or less. The reality is that they try hard to discover all of it, but they do not choose to include all of it in their index.
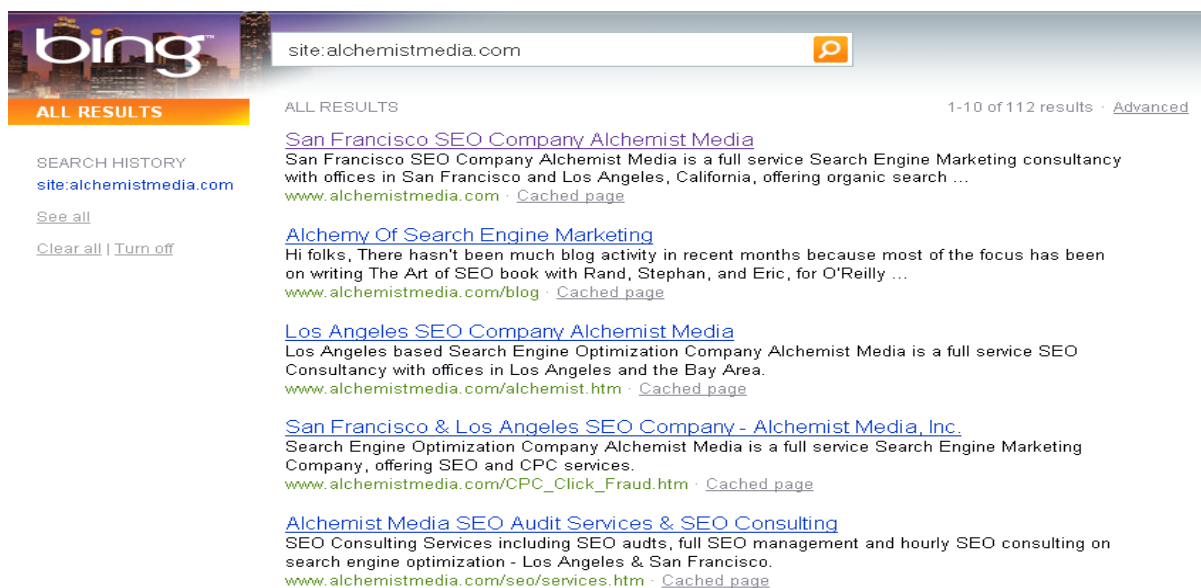
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✓ This can happen for a variety of reasons, such as the page being inaccessible to the spider, being penalized, or not having enough link juice to merit inclusion.

✓ When you launch a new site, or add new sections to an existing site, or are dealing with a very large site, not every page will necessarily make it into the index.

✓ To get a handle on this you will want to actively track the indexing level of your site. If your site is not fully indexed, it could be a sign of a problem (not enough links, poor site structure, etc.).

✓ Getting basic indexation data from search engines is pretty easy. All three major search engines support the same basic syntax for that, which is site: yourdomain.com. Figure shows a sample of the output from Bing.

Q.9 Write a note on Benchmarking Current Rankings.3M

People really love to check their search rankings. Many companies want to use this as a measurement of SEO progress over time, but it is a bit problematic for a variety of reasons. Here is a summary of the major problems with rank checking:

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- Google results are not consistent.
- Different geographies (even in different cities within the United States) often give different results.
- Different data centers give different results (and you can hit multiple data centers from a single location at different times).
- It appears to match up only on very heavily trafficked, consistent search results—anything mid-tail or long tail is invariably inaccurate.
- It is extremely slow to update, so even though news results or geographic results might be mixed in (or even new sites or pages that have a large amount of recent link growth), the API won't update for days or sometimes weeks.
- Obsessing over rankings (rather than traffic) can result in poor strategic decisions.

✓ So, indulge your desire to check rankings by going to the search engine and typing in a few queries, but be sure to also keep an eye on your visitor and conversion statistics.

Q.10 Write a note on Benchmarking Current Traffic Sources and Volume.2M

✓ The most fundamental objective of any SEO project should be to drive the bottom line. For a business, this means generate more revenue with affordable ROI.

✓ The SEO practitioner must focus on increasing the volume of relevant traffic to the site.

✓ This is a more important objective than anything related to rankings or number of links obtained.

✓ More relevant traffic should mean more revenue for the business (or more conversions, for those whose websites are not specifically selling something).

✓ Today's web analytics tools make the gathering of such data incredibly easy by Using free web analytics software like Google Analytics and Yahoo! Web Analytics.

✓ These tools are sufficient for many smaller sites, though larger sites will probably need to consider a paid solution such as Omniture.com, Insight, or Webtrends.com.

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❖ 1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	In Optimization website needs to be full or partial indexed.	Full index.
2	For traffic volume verification available paid tools are ….	Omniture.com, Insight, or Webtrends.com
3	Is it possible to identify exact site ranking.	NO

Q.11 Explain Leveraging Business Assets for SEO in detail.3M/5M

✓ Chances are your company/organization has a lot of valuable commodities beyond the website that can be put to good use to improve the quality and quantity of traffic.

✓ Traffic that you receive through search engine optimization efforts. We discuss some of these things as follow.

1. Other Domains You Own/Control:-

➢ If you have multiple domains, the major items to think about are:

✓ Manage multiple domains with proper rights and permissions.
✓ Redirection process from main domain to sub domain and sub domain to main domain.
✓ In Domain name use relevant keywords based on your product.
✓ If you have domains with separate sites then links all the domains intelligently.

2. Partnerships On and Off the Web:-

✓ Partnerships between sites can be leveraged particularly on the link-building structure.

✓ If you have business partners then you can implement link strategies between their sites and yours.

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3. Content or Data you've never put online:-

✓ Chances are that you have content that you never published on your website. This content can be immensely valuable to your SEO efforts.

✓ However, many companies are not savvy (Understand) of publishing that content in a manner that is friendly to search engines.

✓ You should publish articles related to your site and products.

✓ You should take all of your email newsletters and make them accessible on your site. If you have unique data sets or written material related to your site content, you should apply it to relevant pages on your site.

4. Customers Who Have Had a Positive Experience:-

✓ Customers are a terrific resource for earning links, but did you also know they can write? If they can write then publish it.

✓ Customers and website visitors can share all kinds of positive content/responces about site.

5. Your Fans:-

✓ People who have used your product or services and would love to share their experience about your site then they all consider as a fans.

✓ Normally fans also known as your potential site customers who have trust in your site, products and services.

✓ 1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	How many sites business assets are useful in optimization?	5
2	Your valuable business asset resource is…	Customers
3	Who promote your product?	Your fans and potential customers

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Q.12 Write a note on website SWOT analysis.3M/5M.

Or

Explain SWOT analysis with the combination of your business data and Historical data.3M/5M.

✓ A classic staple of business school is the SWOT analysis—identifying strengths, weaknesses, opportunities, and threats faced by a business or project.

✓ By combining data from your business asset assessment and historical tracking data (and visitor analytics), you can create some very compelling analyses of your organization and its marketplace.

➢ **SWOT means……**

S – Strengths, W- Weakness, O- Opportunities, T- Threats

Strengths…	**Weakness…**
1. Simple and attractive website.	1. Poor content.
2. Appropriate content.	2. Poor site development
3. Short URL.	3. Wrong keywords
4. Easy to operate.	4. Wrong selection of web hosting server.
5. Easy to Understand.	5. Server timed out issue.
6. Developing language.	6. Slow site response time.
7. Keywords research.	7. Bandwidth limitations.
8. Search engines friendly Robors.txt file.	
9. Updates related to Audience and competitors.	
Opportunities…	**Threats…**
1. Up gradation from Non CMS to CMS language.	1. Cyber Attack.
2. Solve normal issues related to site operation.	2. Security.
3. Perform keyword targeting process based on your product relevancy.	3. Virus Issue.
4. Upgrade your site after understanding	4. Internet Speed.
	5. Authentication issue.

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of competitors site planning.	