A PROJECT

ON PAGE SEO FOR THE

PRODUCT

"STREAMBIZ"

Search engine optimization (likewise Online Marketing, Internet Marketing or Web Marketing) is an aggregate name for showcasing action completed on the web, rather than customary showcasing through print media, live advancements, TV and radio commercial. Search engine optimization is advancement of items or brands by means of one or more types of electronic media.

The essential target is to concentrate on the viability of Search engine optimization administrations on BrickSteel Enterprises InfoTech Private Limited's Product StreamBiz. The auxiliary destinations are to examine the effect of advanced marketing in acquiring top positions Google SERP for a site in a natural route by utilizing Search Engine Optimization(SEO) on BrickSteel Enterprises InfoTech Private Limited, survey the fulfillment level with BrickSteel Enterprises InfoTech Private Limited on the computerized showcasing, comprehend the most favored advanced showcasing procedure to advance the site and distinguish the viability of on the significant point of computerized promoting.

SEO stands for **search engine optimization**, which is a set of practices designed to improve the appearance and positioning of web pages in organic search results. Because organic search is the most prominent way for people to discover and access online content, a good SEO strategy is essential for improving the quality and quantity of traffic to your website.

Why is SEO important?

To understand the value of SEO, let's break our definition into three parts:

- Organic search results: the unpaid listings on a search engine results page (SERP) that the search engine has determined are most relevant to the user's query. Ads (in this context, [PPC or pay-per-click ads](#)) make up a significant portion of many SERPs. Organic search results are distinct from these ads in that they are positioned based on the search engine's organic ranking algorithms rather than advertiser bids. You can't pay for your page to rank higher in organic search results.

- Quality of organic traffic: how relevant the user and their search query are to the content that exists on your website. You can attract all the visitors in the world, but if they're coming to your site because Google tells them you're a resource for Apple computers when really you're a farmer selling apples, those visitors are likely to leave your site without completing any conversions. High-quality traffic includes only visitors who are genuinely interested in the products, information, or other resources your site offers. High-quality SEO capitalizes on the search engine's effort to match a user's search intent to the web pages listed in the SERP.

    Quantity of organic traffic: the number of users who reach your site

via organic search results. Users are [far more likely](#) to click on search results that appear near the top of the SERP, which is why it's important to use your SEO strategy to rank relevant pages as highly as you can. The more high-quality visitors you attract to your site, the more likely you are to see an increase in valuable conversions.

What Is an SEO Audit?

An SEO audit is the process of identifying problems or errors that can prevent your site from ranking on Google and other search engines. Multiple parts make up an SEO audit, including:

- Making sure your site is being correctly crawled, indexed, and rendered by Google

- Checking your website for on-page SEO problems

- Examining your off-page SEO for potential issues on others' sites that relate/link back to your site

- Verifying that your site has a good user experience (for both mobile and desktop users)

- Keyword-optimizing your content

- Combing your website for duplicate or thin content

- Setting up and maintaining comprehensive reporting to track your website's performance

On-Page SEO Checklist

If you have read the article so far, then the below checklist summarizes the key points covered before.

Make sure your content is original, well researched, and address the user's search intent.

Use the targeted keyword or phrase in the title, heading, alt text, and body content.

Ensure that your website is mobile-friendly and meets the guidelines defined by search engines.

Optimize your title, URL, and meta description, considering they create the first impression for your website and boost the click-through rate.

Add an appropriate number of internal and external links to each article.

Provide clear page naming and URL structure that enhances readability.

Keep track of your website core web vitals and make sure that it loads within 2.5 seconds.

Secure your website by installing an SSL certificate with the help of your hosting provider.

Heading tags should follow chronological order starting from H1 to H6.

Perform a quarterly or half-yearly content audit to repurpose and delete non-performing content assets.

ON PAGE SEARCH ENGINE OPTIMIZATION

On page SEO is for the product StreamBiz which is owned by BSE Tec

About STREAMBIZ

BSEtec new innovation for making your own live streaming app. StreamBiz is one the finest live streaming script for web, iOS and Android. If you have used Facebook live and bigo live streaming apps, then you can easily understand that StreamBiz is a live tv streaming php script.

StreamBiz app is fully-responsive live streaming clone that enables viewers of stream videos to comment and chat with the dedicated person through live chat.

This is flawless live streaming video software with advance and unique features.

COMPETITIVE ANALYSIS:

An SEO competitor analysis, or SEO competitive analysis, involves researching the content and other elements of the content, like the links and keywords a

competitor has used. Put simply, it is an SEO comparison between two competing websites in a similar industry or business.

Competitor analysis SEO can include:

• SEO keyword competition analysis
• Competitor backlink analysis
• Keyword gap analysis
• Top content analysis

SEO competitive analysis is effective and efficient because you don't have to start your research from scratch. You can see what other competitors are doing and apply it to your own SEO efforts.

To be efficient, most marketers use an SEO competitor analysis tool to make the process streamlined and collect massive data without too much work. These tools are also useful in generating competitor analysis SEO reports. Some examples of SEO competitor analysis tools include Ahrefs, SEMrush and Moz.

Marketers learn how to do competitor analysis SEO to keep up their rankings and make sure they remain competitive in their industry.

Here, our competitor for the StreamBiz (Live Periscope Clone) is OMNIOUS SOLUTION.

PAGE ANALYSIS FOR STREAMBIZ AND OMINIOUS SOLUTIONS

The next step on how to do competitive analysis is to look at a competing

website and its top-performing pages. What keywords are these pages using and

how was it used in their content?

This is called keyword gap analysis. This is the stage of your competitor SEO

analysis where you find keywords on a competitor's site that they are ranking

for and your site is not.

The tool used here is GTmetrix

Now by comparing the two URL of StreamBiz and Omnious solutions in

GTMetrix will be the result like
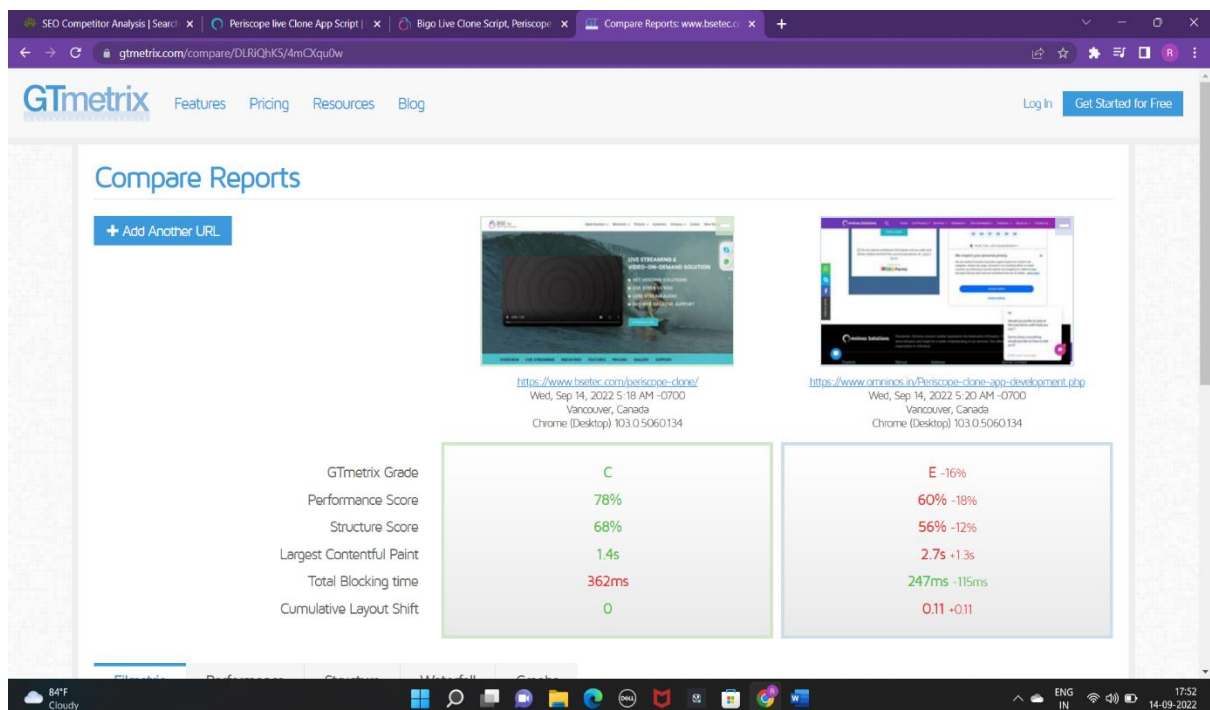
By the upper picture we have the results for the comparison in

- GTmetrix Grade

- Performance Score

- Structure Score

- Largest Contentful Paint

- Total Blocking Time

- Cumulative Layout Shift

In this report we can come to the conclusion Bse Tec's StreamBiz is

Comparatively better than Omnious Solutions.

Total Blocking Point should be reduced which is the only fault or drawback in

the comparison report.
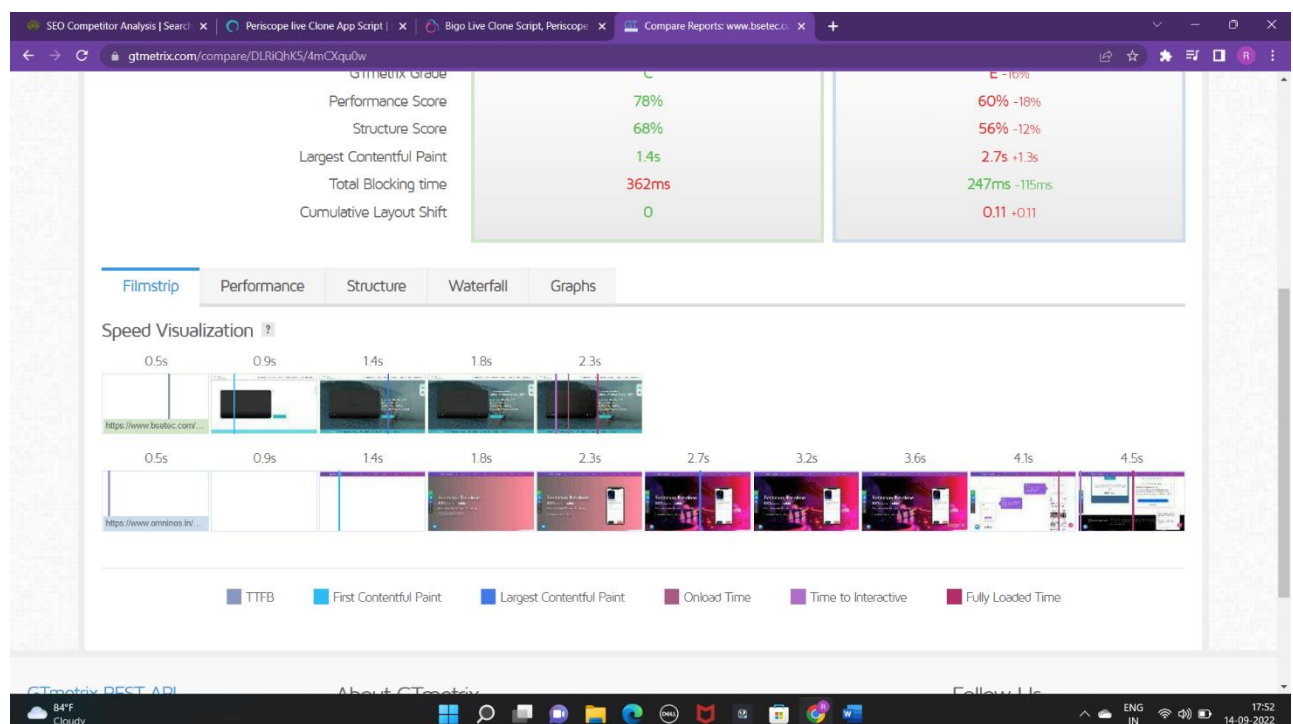
By the above diagram we can conclude the Filmstrip Speed Visualization

StreamBiz has the speed of 2.3s ,Wheareas Omnious solution has the speed of

4.5s by this we can come to the point StreamBiz is superior than Omnious.

INSPECTING THE WEBSITE OF BOTH BSE TEC AND OMNIOUS
SOLUTIONS.

BSE TEC [STREAMBIZ]
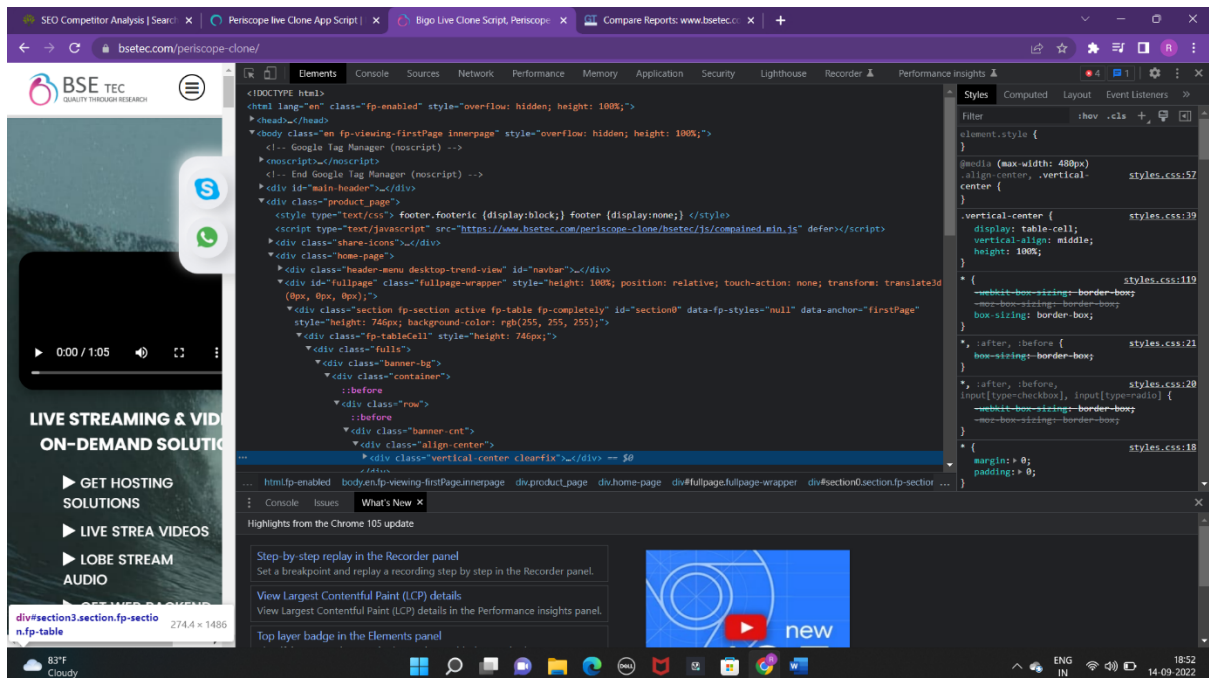
OMNIOUS SOLUTION
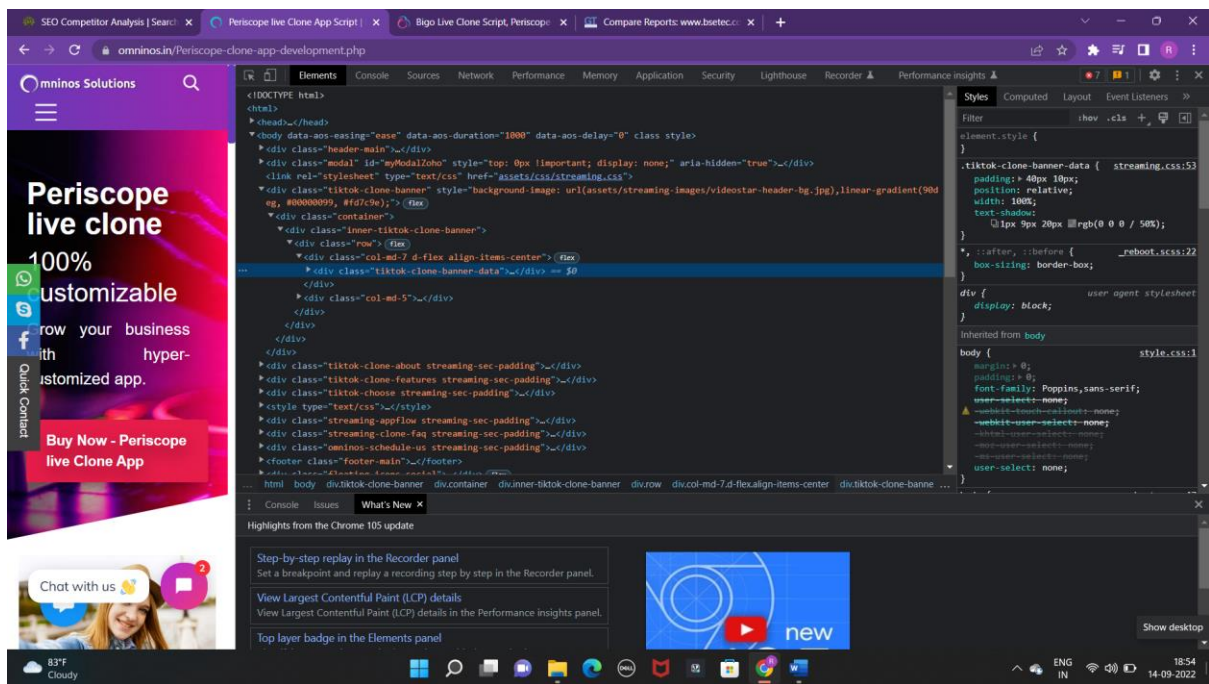
KEYWORDS USED IN BOTH THE SITES

BSE TEC
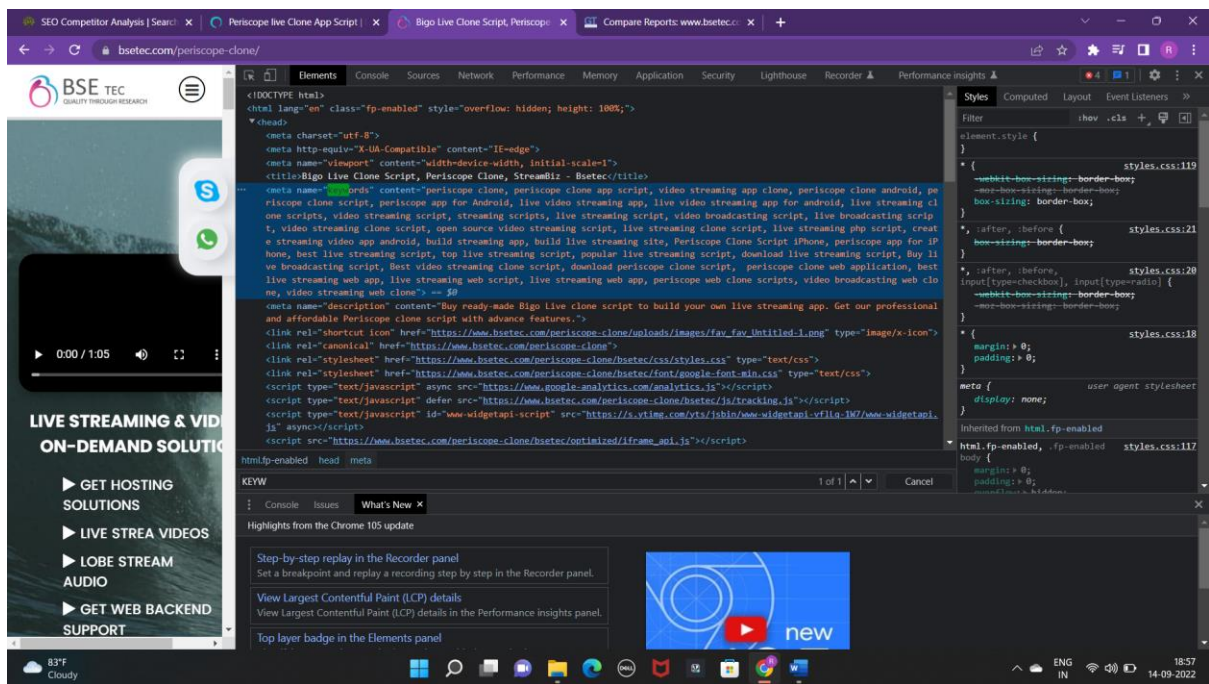
Keywords contents for BSE TEC

periscope clone, periscope clone app script, video streaming app clone, periscope clone android, periscope clone script, periscope app for Android, live video streaming app, live video streaming app for android, live streaming clone scripts, video streaming script, streaming scripts, live streaming script, video broadcasting script, live broadcasting script, video streaming clone script, open source video streaming script, live streaming clone script, live streaming php script, create streaming video app android, build streaming app, build live streaming site, Periscope Clone Script iPhone, periscope app for iPhone, best live streaming script, top live streaming script, popular live streaming script, download live streaming script, Buy live broadcasting script, Best video streaming clone script, download periscope clone script, periscope clone web application, best live streaming web app, live streaming web script, live streaming web app, periscope web clone scripts, video broadcasting web clone, video streaming web clone.

OMNIOUS SOLUTIONS:
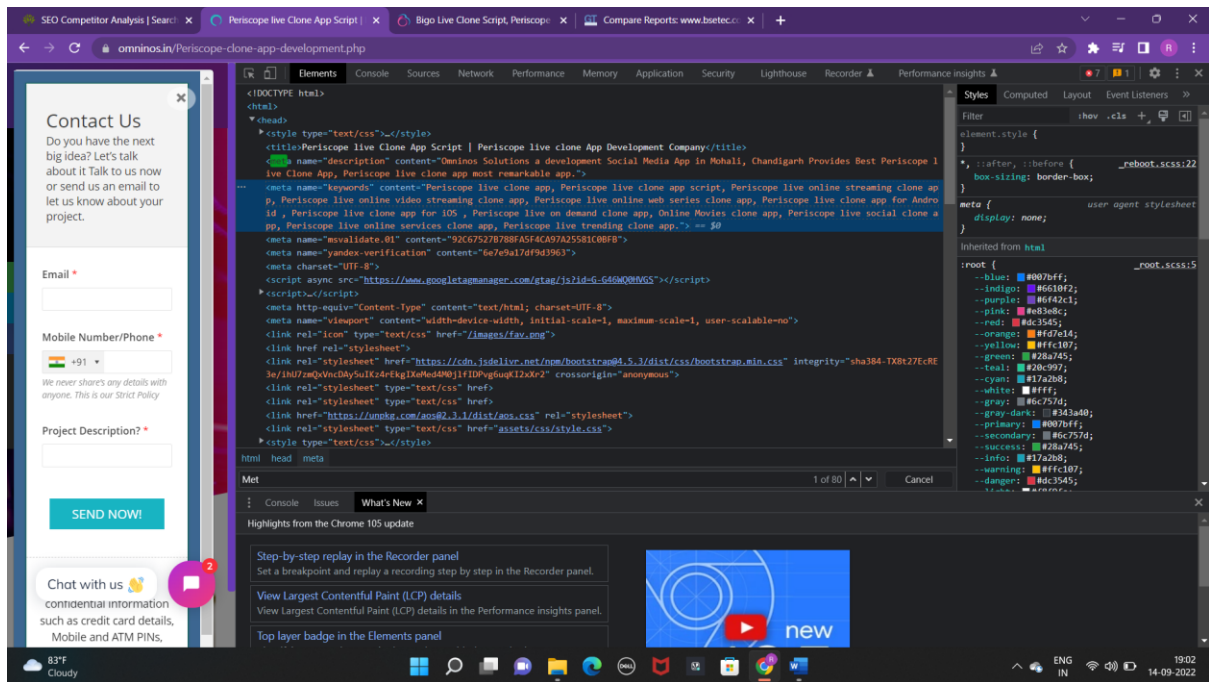
Keywords content for Omnious solutions

Periscope live clone app, Periscope live clone app script, Periscope live online streaming clone app, Periscope live online video streaming clone app, Periscope live online web series clone app, Periscope live clone app for Android , Periscope live clone app for iOS , Periscope live on demand clone app, Online Movies clone app, Periscope live social clone app, Periscope live online services clone app, Periscope live trending clone app.

Comparitively StreamBiz has the most number of Keywords than Omnious Solutions.

The main keyword used is the PERISCOPE CLONE

 What is Periscope Clone?

A periscope clone is an online solution that includes all significant features to instantly arrive at a live streaming app like periscope quickly and within

your budget. Therefore, building a feature-packed live streaming platform will not be a tough job with a readymade and reliable periscope clone.

KEYWORDS PLANNER FOR STREAMBIZ

periscope clone, periscope clone app script, video streaming app clone, periscope clone android, periscope clone script, periscope app for Android, live video streaming app, live video streaming app for android, live streaming clone scripts, video streaming script, streaming scripts, live streaming script, video broadcasting script, live broadcasting script, video streaming clone script, open source video streaming script, live streaming clone script, live streaming php script, create streaming video app android, build streaming app, build live streaming site, Periscope Clone Script iPhone, periscope app for iPhone, best live streaming script, top live streaming script, popular live streaming script, download live streaming script, Buy live broadcasting script, Best video streaming clone script, download periscope clone script, periscope clone web application, best live streaming web app, live streaming web script, live streaming web app, periscope web clone scripts, video broadcasting web clone, video streaming web clone.

 These are the existing keywords in the website

The above picture is the example of how the keyword should be added by using the Google Ads Keyword Planner.

We can see the Avg.monthly searches, three month change , YoY change, Competition , Ad impression share, Top of page bid (high range) , Account Status.

SOLUTION

This is the solution for StreamBiz to get or surpass the rank of Omnious Solution in SERP.

By analysing with omnious keyword. There are some keywords which

Have low competition and high monthly avg. searches

The above picture shows the example

The keywords which can be added to Streambiz are given below

periscope mobile

sites like periscope

periscope for iphone

new periscope

periscope site

periscope play store

periscope videos online

periscope

periscopeapp

periscope clone

periscope bigo

periscope online stream

periscope clone script

These are some of the keywords which has low competition and many search averages, so which can be added to the Streambiz keywords in Webpage