Ministry of Information Technology & Telecom
Government of Pakistan

DigiSkills.pk
Sara Jahan Hamara

Ignite
NATIONAL TECHNOLOGY FUND

Executed by
VU
Virtual University

Hands-on Exercise No. 1 **Batch-11** **Search Engine Optimization (SEO)**	**Total Marks: 10** **Due Date: 28/10/2021**

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:

- Have knowledge about Google Related Searches
- Be able to practice keyword research using UberSuggest and Google Keyword planner tool.

Problem Statement

In this exercise, you are required to perform keyword research and find keyword ideas using Google Related Searches, Ubersuggest tool, and Google Keyword Planner Tool.

Task 1. Search "Best freelancing platforms" OR any keyword of your choice on Google and paste the screenshot of the **Related Searches** in a word document. (Related searches are shown at the bottom of the results page)

Task 2. In this task, you are required to use **UberSuggest** tool to research keywords.

1. Go to https://neilpatel.com/ubersuggest/
2. Search for the keyword of your choice
3. Jump to "Keyword Ideas"
4. Set "SEO Difficulty" to Easy
5. Take screenshot of the keyword ideas and paste it in the word document

Task 3. In this task, you are required to do research for the same keyword using **Keyword Planner tool**.

1. Click on "Discover New Keywords" and then click on "start with keywords"
2. Open Google Keyword Planner tool by visiting https://ads.google.com/
3. Enter the same keyword which is used for research in Task 2 and click on "Get Results"
4. Use "Refine keywords" option according to your keyword to get filtered results
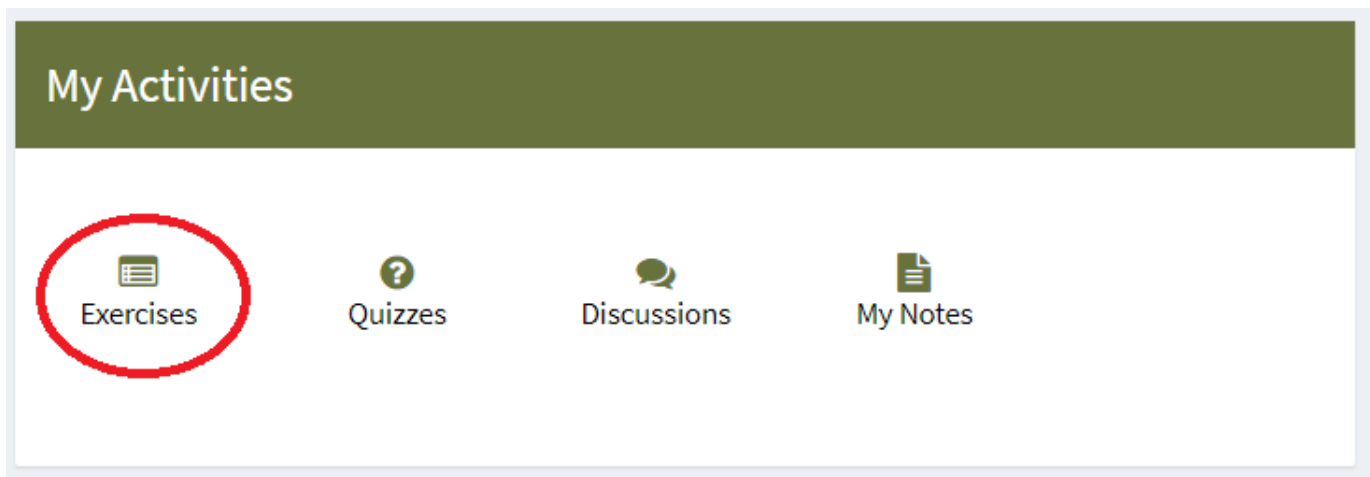5. Take the screenshot of the results and paste it in a Word document.
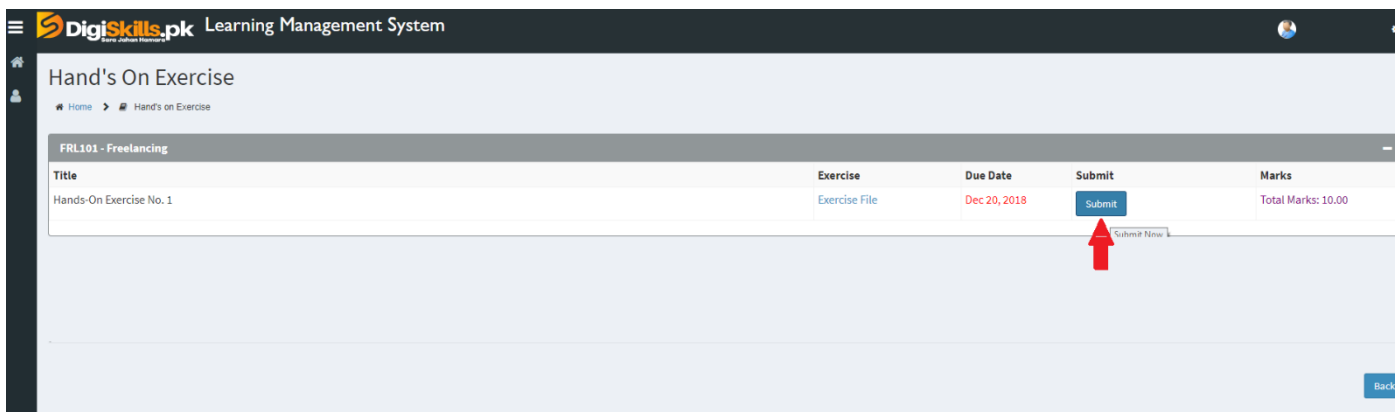
Submit the solution.

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