Project link: https://kinzarizwan345.wixsite.com/fitnessfusion

SEO Marketing

Learned processes to optimise the page and site. The importance of SEO is inbuilt trust, return on investment, brand awareness and increase traffic. Understand the Google search engine like SERP features, advertising and paid results, knowledge graph features and miscellaneous features.

Google search console: learned verification, index coverage report, URL inspection, performance report, sitemaps, security issues, manual actions and core wen vitals.

Google Analytics: learned from google analytics, data tracking, acquisition channels, behaviour analysis, conversion tracking, audience insights, e-commerce tracking, and data visualization.

Overall the knowledge I got from this course in SEO are:

Keyword Research: Begin by conducting keyword research to identify the primary keywords or phrases you want to target. Use tools like Google Keyword Planner, SEMrush, or Ahref's Explorer to find relevant and high-ranking keywords related to your document's topic.

Document Structure: Organize your document with a clear and logical structure. Use headings (H1, H2, etc.) to break down your content into sections and sub-sections. This helps search engines understand the hierarchy and importance of the content.

Title Tag: Craft an attention-grabbing and keyword-rich title tag for your document. It should accurately describe the content and entice users to click through search engine results. Keep it within 60 characters to ensure it displays correctly.

Meta Description: Write a concise and compelling meta description that summarizes the document's content. Although meta descriptions don't directly impact rankings, they influence click-through rates. Include relevant keywords and keep it around 150-160 characters.

URL Structure: Optimize the URL of your document by including relevant keywords. Make sure it's descriptive and easy to read for both users and search engines. Avoid using long, cryptic URLs.

Keyword Optimization: Incorporate your target keywords naturally throughout the document. Include them in the main headings, subheadings, and within the body content. However, avoid keyword stuffing, as it can harm your rankings.

High-Quality Content: Create informative, engaging, and well-written content that provides value to readers. Aim for in-depth coverage of the topic, addressing user queries comprehensively. High-quality content tends to perform better in search rankings.

Readability: Ensure your document is easy to read and understand. Use short paragraphs, bullet points, and subheadings to break up the text. Maintain a conversational tone and avoid overly complex language.

Image Optimization: If your document includes images, optimize them for SEO. Use descriptive file names and alt tags that contain relevant keywords. Compress images to ensure fast loading speeds.

Internal and External Links: Include internal links within your document to connect related content on your website. Additionally, incorporate relevant and reputable external links to provide further context and support your content.

Mobile-Friendly Design: Ensure your document is mobile-friendly and responsive. More and more users access the web through mobile devices, and search engines prioritize mobile-friendly content.

Social Sharing: Make it easy for users to share your document on social media platforms by including social sharing buttons. Increased social engagement can indirectly impact your SEO efforts.

Monitor Performance: Keep track of your document's performance using tools like Google Analytics. Monitor metrics such as organic traffic, bounce rate, and time on the page. Analyze this data to identify areas for improvement and optimization.