**Task 3: SEO Optimization –Skillnest**

Tagline: *“Knowledge in Minutes, Growth for Life.”*

**BRAND NAME:** Skillnest  
 **INDUSTRY:** EdTech  
 **CATEGORY:** Bite-Sized Knowledge Sharing Platform



**1. Page Audited:**

**Fictional Blog Page Title:** “Knowledge in Minutes: How Microlearning Powers Lifelong Growth”

**2. Objective:**

To simulate an SEO audit on a fictional Skillnest blog post by checking:

* Meta Title and Meta Description
* Heading hierarchy
* Image alt attributes
* Internal linking

Goal: Ensure the page aligns with on-page SEO best practices for better visibility and user engagement.

**3. Tools Used:**

✅ Google Keyword Planner (simulated) – for keyword ideas  
✅ Meta Tags Analyzer – to check SERP snippet appearance  
✅ Browser Inspect Tool – to examine headings and image alt tags  
✅ Screaming Frog SEO Spider – for crawlability check

**4. Key Audit Findings:**

✅ **Meta Title:**  
“Microlearning for the Modern Mind | Skillnest”  
Length: 50 characters – concise, branded, mobile-friendly

✅ **Meta Description:**  
“Explore how microlearning helps professionals upskill in minutes a day. Fast, focused, and future-ready.”  
Length: 142 characters – optimized for SERP display

✅ **Headings:**

* **H1:** Knowledge in Minutes: How Microlearning Powers Lifelong Growth
* **H2:** Why Microlearning Works
* **H2:** Benefits of Short-Form Learning
  + **H3:** Retention & Engagement
  + **H3:** Flexibility for Busy Schedules

→ Clear, keyword-rich structure with semantic hierarchy

✅ **Image Alt Texts:**  
All 4 images have descriptive alt attributes, such as:

* “Professional watching microlearning video on Skillnest app”
* “Infographic on microlearning retention rates”
* “Team leader using Skillnest in daily workflow”

✅ **Internal Linking:**  
Includes links to:

* Skillnest Features page
* User Testimonials
* Sign-Up Page

**5. Recommendations:**

* Add Schema.org markup (Article/BlogPosting)
* Optimize page speed by compressing large images
* Add breadcrumb navigation for better SEO and UX
* Consider including FAQ section with schema markup for rich snippets

**6. Summary:**

This SEO simulation for **Skillnest** highlights a strong on-page structure tailored to bite-sized learning. Meta elements, headings, accessibility, and linking are well-implemented. With small technical updates, the page can perform even better in search engine rankings.