

# Digital Marketing – PRT – 1 – Q 6-10 Solutions

**6. To perform the below task use this URL:**

**<https://intellipaat.com/devops-certification-training/>**

**Keyword Research – Give 5 important keywords as well as 5 LSI keywords that we will target for this page**

To perform **keyword research** for the given URL - <https://intellipaat.com/devops-certification-training/>, we'll follow a **structured process** using **Google Keyword Planner**.

Here's a **step-by-step guide** to **identify the 5 important keywords** and **5 LSI (Latent Semantic Indexing) keywords**:

## **Step 1: Understand the Page Content:**

First, we need to **understand the content of the page**. The **URL** provided is for a **DevOps certification training course**.

The **main topics** likely include **DevOps, certification, training**, and related concepts.

## **Step 2: Use Google Keyword Planner:**

### **1. Access Google Keyword Planner:**

- a. Go to **Google Ads** and **navigate** to the **Keyword Planner tool**.

### **2. Enter the URL:**

- a. In the **Keyword Planner**, select the option to **"Discover new keywords."**
- b. Enter the URL: ``https://intellipaat.com/devops-certification-training/``.

### **3. Analyze the Results:**

- a. **Google Keyword Planner** will **generate a list of keywords related to the content of the page**.
- b. **Look for keywords with high search volume and low to medium competition**.

## **Step 3: Identify Important Keywords:**

**Important keywords** are those that **directly relate** to the **main topic of the page** and **have a high search volume**. For a **DevOps certification training page**, the **important keywords** might include:

1. **DevOps Certification:** This is the primary keyword as it directly relates to the main offering of the page.
2. **DevOps Training:** Another crucial keyword as it describes the educational aspect of the offering.
3. **DevOps Course:** Similar to training, but might attract a different segment of searchers.
4. **DevOps Online Training:** Specifies the mode of training, which is important for users looking for online options.
5. **DevOps Certification Training:** Combines both certification and training, making it a highly relevant keyword.

#### **Step 4: Identify LSI Keywords:**

**LSI (Latent Semantic Indexing) keywords** are **semantically related** to the **main keywords** and help **search engines** understand the **context of the content**. For a **DevOps certification training page**, **LSI keywords** might include:

1. **CI/CD Pipeline:** Continuous Integration/Continuous Deployment is a core concept in DevOps.
2. **Agile Methodology:** Often associated with DevOps practices.
3. **Cloud Computing:** Many DevOps courses include cloud computing as a key component.
4. **Automation Tools:** Tools like Jenkins, Docker, and Kubernetes are essential in DevOps.
5. **IT Operations:** DevOps bridges the gap between development and IT operations.

#### **Reasons for Choosing These Keywords:**

1. **Relevance:** The chosen keywords are directly relevant to the content of the page, ensuring that the page attracts the right audience.
2. **Search Volume:** High search volume indicates that these keywords are frequently searched by users interested in DevOps certification and training.
3. **Competition:** Balancing between high search volume and low to medium competition ensures that the page has a better chance of ranking well.
4. **Contextual Understanding:** LSI keywords help search engines understand the broader context of the page, improving its relevance in search results.
5. **User Intent:** The keywords cover various user intents, from those looking for certification to those interested in specific aspects of DevOps training.

### Example Process in Google Keyword Planner:

1. Enter the **URL**: Input `https://intellipaat.com/devops-certification-training/` into the Keyword Planner.
2. **Review Suggestions**: The tool might suggest keywords like "DevOps certification," "DevOps training online," "CI/CD pipeline," etc.
3. **Filter Results**: Use filters to focus on keywords with high search volume and low competition.
4. **Select Keywords**: Choose the top 5 important keywords and 5 LSI keywords based on the criteria mentioned above.

By **following this process**, we can **ensure** that the **chosen keywords** are **both relevant** and **effective** in **driving traffic** to the **DevOps certification training page**.

**7. To perform the below task use this URL:**

**<https://intellipaat.com/devops-certification-training/>**

**Do the competitor research and mention the 5 competitors. Do the On-Page Audit with suggestions. We need detailed content-level changes (Headers, Title, Meta description & content). Mention all changes in the Doc file.**

Perform competitor research, conduct an on-page audit, and suggest content-level changes. Here's a step-by-step approach:

**Competitor Research:**

**1. Identify Competitors:**

- Use search engines to find similar websites offering DevOps certification training.
- Look for keywords like "DevOps certification training," "DevOps courses," etc.
- Check industry reports, forums, and social media for mentions of competitors.

**2. Analyze Competitors:**

- Visit their websites and note down their offerings, pricing, unique selling points, and customer reviews.
- Use tools like SEMrush, Ahrefs, or SimilarWeb to analyze their traffic, backlinks, and keywords.

**3. List Competitors:**

- Based on our research, list the top 5 competitors. For example:
  1. Coursera
  2. Udacity
  3. Simplilearn
  4. edX
  5. Pluralsight

## On-Page Audit:

### 1. URL Structure:

- Ensure the **URL** is **clean** and **descriptive**.
- Example: `https://intellipaat.com/devops-certification-training/`

### 2. Title Tag:

- Should be **concise, descriptive**, and **include** the **primary keyword**.
- Example: `DevOps Certification Training | Intellipaat`

### 3. Meta Description:

- Should be **compelling** and **include** the **primary keyword**.
- Example: `Get certified in DevOps with Intellipaat's comprehensive training program. Learn from industry experts and boost your career. Enroll now!`

### 4. Headers (H1, H2, H3):

- Use H1 for the main title.
- Use H2 and H3 for subheadings.
- **Example:**
  - H1: `DevOps Certification Training`
  - H2: `Course Overview`
  - H2: `Why Choose Intellipaat?`
  - H3: `Industry-Recognized Certification`

### 5. Content:

- Ensure the content is **well-structured, informative**, and **includes relevant keywords**.
- Use **bullet points, lists**, and **tables** for **better readability**.
- Include **internal links** to **related pages**.

### 6. Images and Media:

- Use **high-quality, relevant images** with **descriptive alt tags**.
- **Include videos or infographics** to **enhance user engagement**.

## 7. Internal and External Links:

- Ensure **all links** are **working** and **relevant**.
- Use **anchor text** that **includes keywords**.

## 8. Page Speed:

- Use **tools** like **Google PageSpeed Insights** to **check** and **improve page load times**.

## 9. Mobile Friendliness:

- Ensure the **page** is **responsive** and **provides a good user experience** on **mobile devices**.

## Detailed Content-Level Changes:

### 1. Title:

- **Current:** `DevOps Certification Training | Intellipaat`
- **Suggested:** `DevOps Certification Training | Master DevOps with Intellipaat`

### 2. Meta Description:

- **Current:** `Get certified in DevOps with Intellipaat's comprehensive training program. Learn from industry experts and boost your career. Enroll now!`
- **Suggested:** `Boost your career with Intellipaat's DevOps Certification Training. Learn from industry experts and gain hands-on experience. Enroll today!`

### 3. Headers:

- H1: `DevOps Certification Training`
- H2: `Course Overview`
- H2: `Why Choose Intellipaat?`
- H3: `Industry-Recognized Certification`

- H3: `Expert Instructors`
- H3: `Hands-On Learning`
- H2: `Course Curriculum`
- H2: `FAQs`

#### 4. Content:

##### - Introduction:

- Briefly introduce the course and its benefits.
- **Example:** `Welcome to Intellipaat's DevOps Certification Training. This comprehensive program is designed to help we master DevOps practices and tools, preparing we for industry-recognized certifications.`

##### - Course Overview:

- Provide a detailed overview of the course.
- **Example:** `Our DevOps Certification Training covers all essential aspects of DevOps, including continuous integration, continuous delivery, infrastructure as code, and more. We will learn from industry experts and gain hands-on experience through real-world projects.`

##### - Why Choose Intellipaat?:

- Highlight the unique selling points.
- **Example:** `Choose Intellipaat for your DevOps training because we offer industry-recognized certifications, expert instructors, and a hands-on learning approach. Our courses are designed to meet the demands of the industry, ensuring we are job-ready upon completion.`

##### - Course Curriculum:

- List the modules and topics covered in the course.
- **Example:**
  - `Module 1: Introduction to DevOps`
  - `Module 2: Version Control with Git`
  - `Module 3: Continuous Integration with Jenkins`
  - `Module 4: Containerization with Docker`

- `Module 5: Configuration Management with Ansible`
- `Module 6: Monitoring and Logging`
- `Module 7: Final Project`

- **FAQs:**

- Address common questions.

- **Example:**

- `Q: What are the prerequisites for this course?`
- `A: Basic knowledge of programming and familiarity with Linux are recommended.`

By following these guidelines, we can **perform a thorough on-page audit** and make the **necessary content-level changes** to **improve the SEO** and **user experience** of the **given URL**.



## **8. To perform the below task use this URL:**

**<https://intellipaat.com/devops-certification-training/>**

**Create the list of keywords on which we will make interlinks on this page within the website.**

To **create a list of keywords** for **interlinking** within the **website** for the **URL** <https://intellipaat.com/devops-certification-training/>, follow these steps:

### **1. Identify Relevant Keywords:**

- **Focus on keywords** that are **closely related** to **DevOps certification training** and **other relevant courses or topics** offered by **Intellipaat**.

### **2. Categorize Keywords:**

- **Group keywords** into **categories** such as **primary keywords**, **secondary keywords**, and **related topics**.

### **3. Map Keywords to Pages:**

- **Identify other pages** on the **Intellipaat website** that are **relevant** to these **keywords**.

## **List of Keywords for Interlinking:**

### **1. Primary Keywords:**

- DevOps Certification
- DevOps Training
- DevOps Course
- DevOps Certification Training
- DevOps Online Training

### **2. Secondary Keywords:**

- Continuous Integration (CI)
- Continuous Delivery (CD)
- Jenkins Training
- Docker Training
- Kubernetes Training
- Ansible Training
- Agile Methodology
- Infrastructure as Code
- Version Control with Git

### **3. Related Topics:**

- Cloud Computing
- AWS Certification
- Azure Certification
- IT Service Management
- Software Development
- Project Management
- Cybersecurity
- Data Science
- Machine Learning

### **Example Interlinks:**

#### **1. DevOps Certification:**

- Link to: ``https://intellipaat.com/devops-certification-training/``
- Anchor Text: ``DevOps Certification Training``

#### **2. Jenkins Training:**

- Link to: ``https://intellipaat.com/jenkins-training/``
- Anchor Text: ``Jenkins Training``

### 3. Docker Training:

- Link to: `[https://intellipaat.com/docker-training/`](https://intellipaat.com/docker-training/)
- Anchor Text: `**Docker Training`**

### 4. Kubernetes Training:

- Link to: `[https://intellipaat.com/kubernetes-training/`](https://intellipaat.com/kubernetes-training/)
- Anchor Text: `**Kubernetes Training`**

### 5. Ansible Training:

- Link to: `[https://intellipaat.com/ansible-training/`](https://intellipaat.com/ansible-training/)
- Anchor Text: `**Ansible Training`**

### 6. Cloud Computing:

- Link to: `[https://intellipaat.com/cloud-computing-training/`](https://intellipaat.com/cloud-computing-training/)
- Anchor Text: `**Cloud Computing Training`**

### 7. AWS Certification:

- Link to: `[https://intellipaat.com/aws-certification-training/`](https://intellipaat.com/aws-certification-training/)
- Anchor Text: `**AWS Certification Training`**

### 8. Azure Certification:

- Link to: `[https://intellipaat.com/azure-certification-training/`](https://intellipaat.com/azure-certification-training/)
- Anchor Text: `**Azure Certification Training`**

### 9. Agile Methodology:

- Link to: `[https://intellipaat.com/agile-training/`](https://intellipaat.com/agile-training/)
- Anchor Text: `**Agile Training`**

### 10. Cybersecurity:

- Link to: `https://intellipaat.com/cybersecurity-training/`
- Anchor Text: `Cybersecurity Training`

### Implementation Example:

#### Content Snippet:

```
```html
```

```
<p>Welcome to Intellipaat's <a href="https://intellipaat.com/devops-certification-training/">DevOps Certification Training</a>. This comprehensive program is designed to help we master DevOps practices and tools, preparing we for industry-recognized certifications.</p>
```

```
<p>Our course covers all essential aspects of DevOps, including continuous integration, continuous delivery, infrastructure as code, and more. We will learn from industry experts and gain hands-on experience through real-world projects.</p>
```

```
<p>Key topics include:</p>
```

```
<ul>
```

```
<li><a href="https://intellipaat.com/jenkins-training/">Jenkins Training</a></li>
```

```
<li><a href="https://intellipaat.com/docker-training/">Docker Training</a></li>
```

```
<li><a href="https://intellipaat.com/kubernetes-training/">Kubernetes Training</a></li>
```

```
<li><a href="https://intellipaat.com/ansible-training/">Ansible Training</a></li>
```

```
</ul>
```

```
<p>Additionally, we can explore related courses such as <a href="https://intellipaat.com/cloud-computing-training/">Cloud Computing Training</a>, <a href="https://intellipaat.com/aws-certification-training/">AWS Certification Training</a>, and <a href="https://intellipaat.com/azure-certification-training/">Azure Certification Training</a>.</p>
```

```
<p>For those interested in project management and agile methodologies, check out our <a href="https://intellipaat.com/agile-training/">Agile Training</a>.</p>
```

<p>Enhance your skill set with our <a href="https://intellipaat.com/cybersecurity-training/">Cybersecurity Training</a> to stay ahead in the ever-evolving tech landscape.</p>

...

By **strategically placing** these **interlinks**, we can **improve** the **user experience**, **enhance SEO**, and **guide visitors** to other **relevant content** on the **Intellipaat website**.

**9. To perform the below task use this URL:**

**<https://intellipaat.com/devops-certification-training/>**

**Find extra opportunities to increase organic traffic on this webpage after analyzing the website.**

To **increase organic traffic** to the **webpage** <https://intellipaat.com/devops-certification-training/>, we can **implement several strategies** after **analyzing the website**.

Here are **some opportunities** to consider:

### **1. Keyword Optimization:**

- **Identify High-Volume Keywords:** Use tools like **Google Keyword Planner**, **SEMrush**, or **Ahrefs** to find **high-volume, low-competition keywords** related to **DevOps certification training**.
- **Long-Tail Keywords:** Include **long-tail keywords** that are **more specific** and **easier to rank** for, such as **"DevOps certification training for beginners"** or **"best DevOps certification courses online."**

### **2. Content Enrichment:**

- **Comprehensive Guides:** Create **in-depth guides** and **tutorials** on **DevOps topics**. For example, **"The Ultimate Guide to DevOps Certification"** or **"Step-by-Step Guide to Implementing CI/CD Pipelines."**
- **Blog Posts:** Regularly **publish blog posts** on **trending DevOps topics**, **case studies**, and **industry news**.
- **FAQ Section:** Expand the **FAQ section** to include **more questions** and **detailed answers**. This can **help in ranking** for **featured snippets**.

### **3. Internal Linking:**

- **Relevant Interlinks:** Ensure that the **page is well-connected** with **other relevant pages** on the **website**. For example, **link to related courses** like **Jenkins training**, **Docker training**, and **Kubernetes training**.
- **Contextual Links:** Use **contextual links within the content** to **guide users** to **other valuable resources** on the **site**.

#### 4. External Link Building:

- **Guest Blogging:** Write guest posts for authoritative blogs in the tech and education niches. Include a link back to the DevOps certification training page.
- **Partnerships:** Collaborate with industry influencers, educational institutions, and tech communities to get backlinks.
- **Social Media:** Share the page on social media platforms and engage with the audience to drive traffic.

#### 5. Technical SEO:

- **Page Speed:** Ensure the page loads quickly. Use tools like Google PageSpeed Insights to identify and fix speed issues.
- **Mobile Optimization:** Make sure the page is mobile-friendly. Use responsive design and test the page on different devices.
- **Schema Markup:** Implement schema markup to help search engines understand the content better. Use course schema for the DevOps certification training page.

#### 6. User Experience (UX):

- **Clear Navigation:** Ensure the navigation is intuitive and users can easily find what they are looking for.
- **Engaging Visuals:** Use high-quality images, infographics, and videos to make the content more engaging.
- **Call-to-Action (CTA):** Place clear and compelling CTAs to encourage users to enroll in the course.

#### 7. Social Proof:

- **Testimonials:** Include testimonials from satisfied students to build trust.
- **Reviews:** Encourage students to leave reviews on platforms like Google, Trustpilot, and social media.
- **Case Studies:** Share success stories and case studies of students who have benefited from the training.

#### 8. Email Marketing:

- **Newsletter:** Send out a newsletter to subscribers with updates on new courses, blog posts, and special offers.
- **Drip Campaigns:** Create drip campaigns to nurture leads and guide them towards enrolling in the DevOps certification training.

## 9. Paid Advertising:

- **Google Ads:** Run Google Ads campaigns targeting DevOps certification keywords to drive immediate traffic.
- **Social Media Ads:** Use platforms like LinkedIn, Facebook, and Twitter to run targeted ads for the DevOps certification training.

## 10. Community Engagement:

- **Forums and Groups:** Participate in tech forums, LinkedIn groups, and Reddit communities to share valuable content and drive traffic back to the page.
- **Webinars and Events:** Host webinars and events on DevOps topics to attract a wider audience and promote the certification training.

## Implementation Example:

### Content Snippet:

```
```html
```

```
<h1>DevOps Certification Training</h1>
```

```
<p>Welcome to Intellipaat's <a href="https://intellipaat.com/devops-certification-training/">DevOps Certification Training</a>. This comprehensive program is designed to help we master DevOps practices and tools, preparing we for industry-recognized certifications.</p>
```

```
<h2>Course Overview</h2>
```

```
<p>Our course covers all essential aspects of DevOps, including continuous integration, continuous delivery, infrastructure as code, and more. We will learn from industry experts and gain hands-on experience through real-world projects.</p>
```

```
<h2>Why Choose Intellipaat?</h2>
```



<p>Choose Intellipaat for your DevOps training because we offer industry-recognized certifications, expert instructors, and a hands-on learning approach. Our courses are designed to meet the demands of the industry, ensuring we are job-ready upon completion.</p>

## <h2>Course Curriculum</h2>

<ul>

<li>Module 1: Introduction to DevOps</li>

<li>Module 2: Version Control with Git</li>

<li>Module 3: Continuous Integration with Jenkins</li>

<li>Module 4: Containerization with Docker</li>

<li>Module 5: Configuration Management with Ansible</li>

<li>Module 6: Monitoring and Logging</li>

<li>Module 7: Final Project</li>

</ul>

## <h2>FAQs</h2>

<p><strong>Q: What are the prerequisites for this course?</strong></p>

<p>A: Basic knowledge of programming and familiarity with Linux are recommended.</p>

## <h2>Testimonials</h2>

<p>"The DevOps certification training at Intellipaat was excellent. The instructors were knowledgeable, and the hands-on projects were very helpful." - John D.</p>

## <h2>Related Courses</h2>

<p>Explore our other popular courses:</p>

<ul>

<li><a href="https://intellipaat.com/jenkins-training/">Jenkins Training</a></li>

<li><a href="https://intellipaat.com/docker-training/">Docker Training</a></li>

<li><a href="https://intellipaat.com/kubernetes-training/">Kubernetes Training</a></li>

<li><a href="https://intellipaat.com/ansible-training/">Ansible Training</a></li>

</ul>

<p><a href="https://intellipaat.com/devops-certification-training/" class="cta-button">Enroll  
Now</a></p>

...

**By implementing these strategies, we can significantly increase the organic traffic to the DevOps certification training page and improve its overall performance.**

**10. To perform the below task use this URL:**

**<https://intellipaat.com/devops-certification-training/>**

**What are the keywords you will use for backlinks? Create a list of 5 target keywords for free websites for content syndication. What are the factors you will consider before taking backlinks from referring domains?**

To perform the task of identifying keywords for backlinks, creating a list of target keywords for content syndication, and considering factors for taking backlinks from referring domains, follow these steps:

**Keywords for Backlinks:**

1. DevOps Certification Training
2. DevOps Online Course
3. CI/CD Training
4. Docker and Kubernetes Training
5. Agile and DevOps Certification
6. Cloud DevOps Training
7. Automation with Ansible
8. DevOps Best Practices
9. Continuous Integration Tools
10. Infrastructure as Code Training

**Target Keywords for Free Websites for Content Syndication:**

1. DevOps Certification
2. DevOps Training Online
3. CI/CD Pipeline
4. Docker Training
5. Kubernetes Certification

## Factors to Consider Before Taking Backlinks from Referring Domains:

### 1. Domain Authority (DA):

- Ensure the **referring domain** has a **high DA**, which **indicates** its **credibility** and **influence**.

### 2. Relevance:

- The **referring domain** should be **relevant** to the **content of your page**. For example, **tech blogs, education websites, and IT forums** are **relevant** for a **DevOps certification training page**.

### 3. Traffic:

- **Check the traffic** of the **referring domain**. **High traffic sites** can **drive more visitors** to your **page**.

### 4. Content Quality:

- Ensure the **content on the referring domain** is **high-quality** and **adds value** to your **target audience**.

### 5. Spam Score:

- **Avoid domains** with a **high spam score**, as they can **negatively impact** your **SEO**.

### 6. Anchor Text:

- Ensure the **anchor text** used for the **backlink** is **relevant** and **includes your target keywords**.

### 7. Dofollow vs. Nofollow:

- **Prioritize dofollow links**, as they **pass on link juice** and **improve your search engine rankings**. However, **nofollow links** can **still drive traffic**.

### 8. User Engagement:

- Check the **engagement metrics** of the **referring domain**, such as **bounce rate**, **time on page**, and **social shares**.

## 9. Reputation:

- Ensure the **referring domain** has a **good reputation** and is **not associated** with **any negative practices**.

## 10. Geographic Relevance:

- **Consider** the **geographic relevance** of the **referring domain**, especially if your **target audience** is **location-specific**.

## Implementation Example:

### Content Snippet for Backlink Outreach Email:

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Subject: Collaboration Opportunity - DevOps Certification Training

Hi [Recipient's Name],

I hope this email finds you well. I came across your website [Referring Domain] and was impressed by the quality of content you provide to your audience.

I am reaching out from Intellipaat, where we offer comprehensive DevOps certification training. I believe our content would be a valuable addition to your site, and I would like to explore the possibility of content syndication or a guest post.

Here are some keywords and topics we could collaborate on:

1. DevOps Certification Training
2. DevOps Online Course
3. CI/CD Training
4. Docker and Kubernetes Training

## 5. Agile and DevOps Certification

I would appreciate it if you could consider linking to our DevOps certification training page:  
<https://intellipaat.com/devops-certification-training/>

Please let me know if you are interested in this collaboration. I look forward to hearing from you soon.

Best regards,

Rama Krishna Vankam

Digital Marketer

Intellipaat

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## List of Free Websites for Content Syndication:

### 1. Medium

- Target Keyword: DevOps Certification
- Example Post: "**The Ultimate Guide to DevOps Certification**"

### 2. LinkedIn Articles

- Target Keyword: DevOps Training Online
- Example Post: "**Top Benefits of Online DevOps Training**"

### 3. Quora

- Target Keyword: CI/CD Pipeline
- Example Post: "**How to Implement a CI/CD Pipeline in Your Organization**"

### 4. Reddit

- Target Keyword: Docker Training

- Example Post: "**Best Resources for Docker Training in 2025**"

## 5. GitHub Pages

- Target Keyword: Kubernetes Certification
- Example Post: "**Preparing for Kubernetes Certification: A Comprehensive Guide**"

By **following these guidelines**, you can **effectively identify keywords** for **backlinks**, **target keywords** for **content syndication**, and consider **important factors** before taking **backlinks** from **referring domains**.

This will help **improve the SEO** and **organic traffic** of the **DevOps certification training page**.