Part 3: Website Implementation and Optimization

Due Week 15. Marked out of 123

Course Learning Outcomes:

- Apply keyword research, content optimization and content marketing to improve a site's rankings and traffic
- Use different SEO analytical tools to research, audit and monitor websites based on SEO processes and ongoing SEO cycle
- Discuss the opportunities in mobile, local, and vertical SEO using industry standard terminologies

Website Creation:

In this final phase, you will transform your theoretical strategies into a tangible website for your chosen company. Options include using WordPress (on a free hosting plan) or coding from scratch. The website should be a manifestation of the company's brand identity, effectively showcasing the content developed.

1. **WordPress Implementation:**

    o If using WordPress, provide credentials for access to the site.

    o Ensure the website aligns with the company's branding, using appropriate themes and customization.

2. **Coding from Scratch:**

    o If developing from scratch, submit a ZIP file containing the root folder and all assets.

    o Maintain a cohesive design that reflects the company's identity and effectively presents the curated content.

On-Page Optimization:

Upload the content created in Part 2 (4 pages and 1 new page) and implement the on-page optimization strategies outlined in your SEO strategy, ensuring every element contributes to enhanced visibility and user experience.

1. **Meta Tags and Headings:**

   - Optimize meta tags with relevant keywords and compelling descriptions.

   - Ensure a logical hierarchy in headings for improved readability and SEO.

2. **Internal Linking:**

   - Develop a robust internal linking structure, promoting seamless navigation and content relevance.

3. **Image Optimization:**

   - Optimize images for both user experience and search engine friendliness.

   - Implement descriptive alt tags for each image.

4. **Keyword-Focused Content:**

   - Integrate targeted keywords naturally into the content without compromising quality.

   - Maintain a balance between keyword optimization and user engagement.

Technical Optimization:

Ensure the website is technically sound by addressing crucial aspects that contribute to a positive user experience and search engine ranking.

1. **Mobile Responsiveness:**

   - Confirm the website is fully responsive across various devices for an optimal user experience.

2. **URL Structure:**
   - Ensure the URL structure is logical, concise, and aligned with SEO best practices.

Off-Page Optimization:

Extend your SEO impact beyond the website itself by developing a plan for off-page optimization.

1. **Backlink Building:**
   - Formulate a strategic plan to build high-quality backlinks from reputable sources.
   - Emphasize diversity, relevance, and ethical practices.

2. **Social Media Engagement:**
   - Develop a plan to engage with social media platforms, leveraging them to increase the website's authority.
   - Encourage social sharing and interaction.

Measurement:

1. Google Analytics – using a gmail account create a Google analytics account and embed the Analytics code to your website

2. Search Console – Generate a sitemap that in theory would be submitted to Search Console, submission to search console is not required as this would need to be live on a domain name to work.

3. For Keyword Tracking create the list of all the keywords that would be tracked by a keyword ranking tracker program, including the countries you would track them in.

Submission Guidelines:

- **Off Page Strategy & Measurement:**

Submit the strategy in your document.

- **WordPress Website Credentials:**

In your PDF submission include the URL and credentials to login for WordPress site.

- **Coded Website ZIP File:**

Only if website is coded, submit a ZIP file containing the root folder and all assets.

- **Measurement Excel File:**

Submit the keyword tracking list in an excel file and include the countries these   keywords would be tracked.