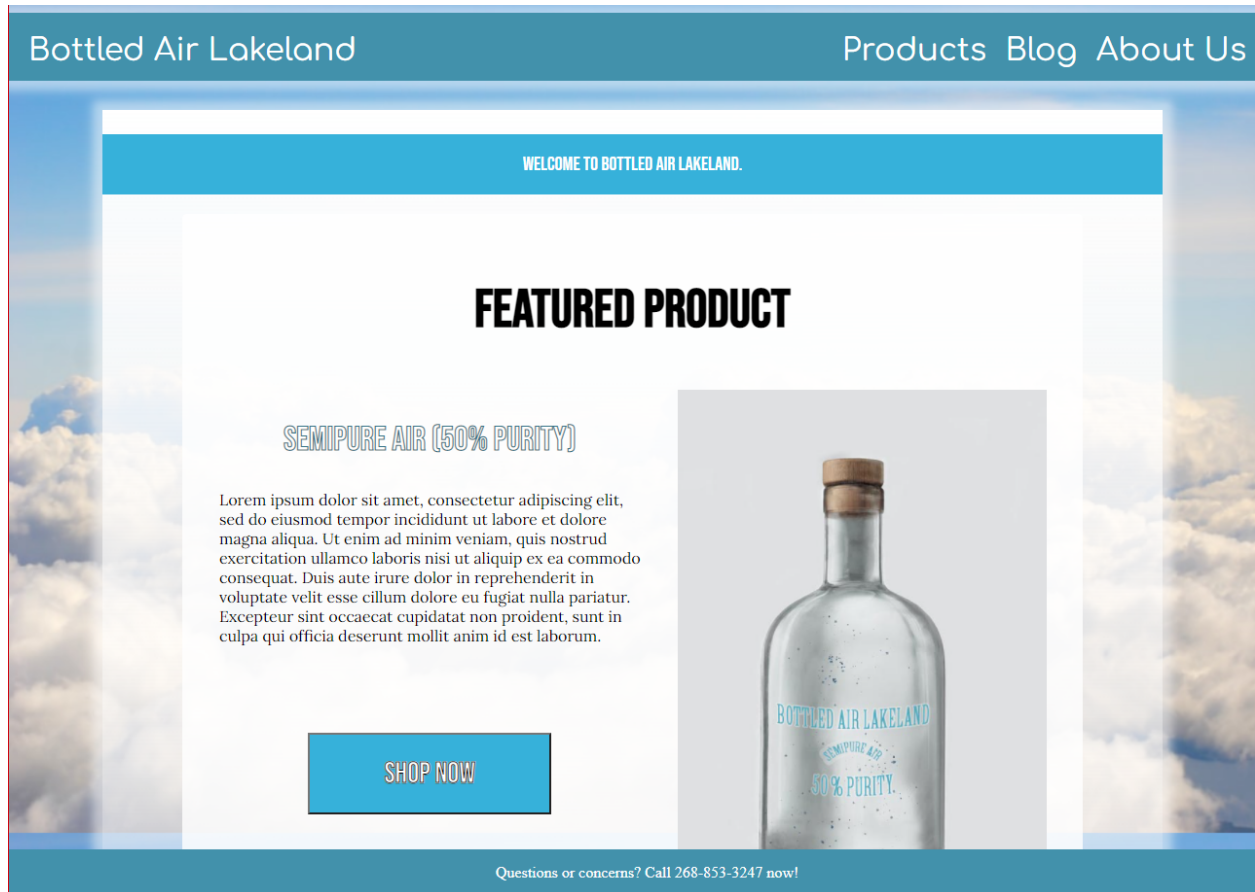


# SEO Project Report

Bottled Air Lakeland  
BottledAirLakeland.com



By Richard Raybon and Edan Phillip

# Table of Contents

1.	<b>Introduction</b>	<b>2</b>
2.	<b>Body of the report</b>	<b>2</b>
3.	<b>Data Visualization</b>	<b>2</b>
4.	<b>Conclusion</b>	<b>3</b>
5.	<b>References</b>	<b>3</b>

# Introduction

Everyday people are constantly looking for ways to get the things that they want. Regardless if searching for money, power, or happiness, what people seek is often found by using search engines. Search engines crawl and index websites to help everyday people find a path to their desires.

What people desire more than anything in this world is bottled air. Luckily, our company, Bottled Air Lakeland, was recently founded to provide quality bottled air to the people. However, people will not know we exist unless they see us on the first page of a search engine. For this reason, we created a website [www.bottledairlakeland.com](http://www.bottledairlakeland.com). People needed high quality bottled air desperately. However, at first, our website would not even show up when we searched “bottled air lakeland.” To remedy this, we had to learn Search Engine Optimization (SEO).

Our project objective was to bring our website to the front page of the most popular search engine – [google.com](http://google.com).

# Body

## Brainstorming

- **Overall Goal:**
  - Our overall goal was to bring our website to the front page using SEO.
- **Sub-goals:**
  - Create the website.
  - Optimize site for search engines.
  - Design the website.
- **Specifications**

Our approach was to first list out everything that we knew would improve our website standing and a way to measure its success. Our list consisted of the following.

1. Improve Website Design. – website looks pleasing
2. Update Site maps – sitemaps show up in google search console
3. Include Keywords – keywords related to bottled air are included.
4. Minimize Load time – Make sure the site doesn't take too long to load.
5. Include meta tags – each site has meta tags
6. Create a social media account – account has content and links back to the website.

## Discussions

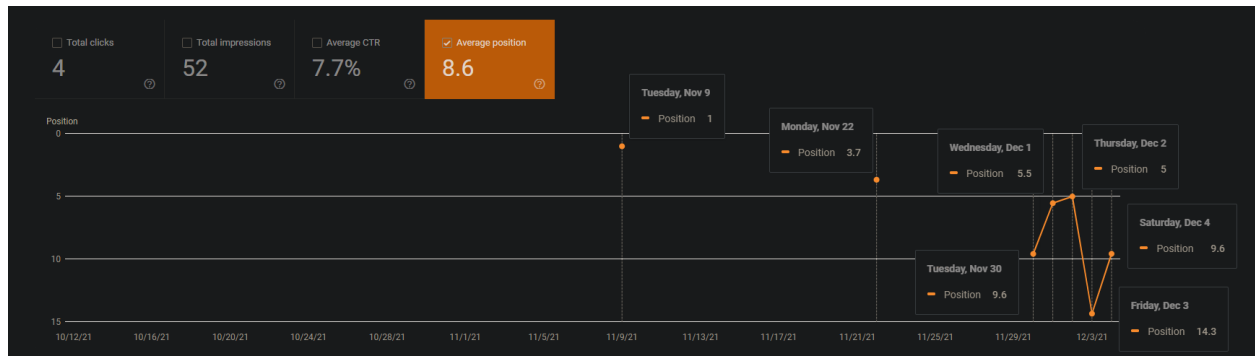
Then, we started doing as much work as we could based on our schedules. Since there were only two web developers, the work was split up very loosely.

Richard started hosting the website using an amazon EC2 Instance. The domain cost \$9.95 on namesilo.com. Both Richard and Edan designed and developed the website using plain HTML, CSS, and JavaScript. Edan created a social media account to further reach the audience. Richard oversaw the updating of the sitemaps whenever new pages were added and new changes were made to those sites. We learned that doing this is helpful in improving Search Engine ranking. Edan optimized the site load time so that the site loads faster. Richard created meta tags on each page to describe the content which improved the probability of keywords matching.

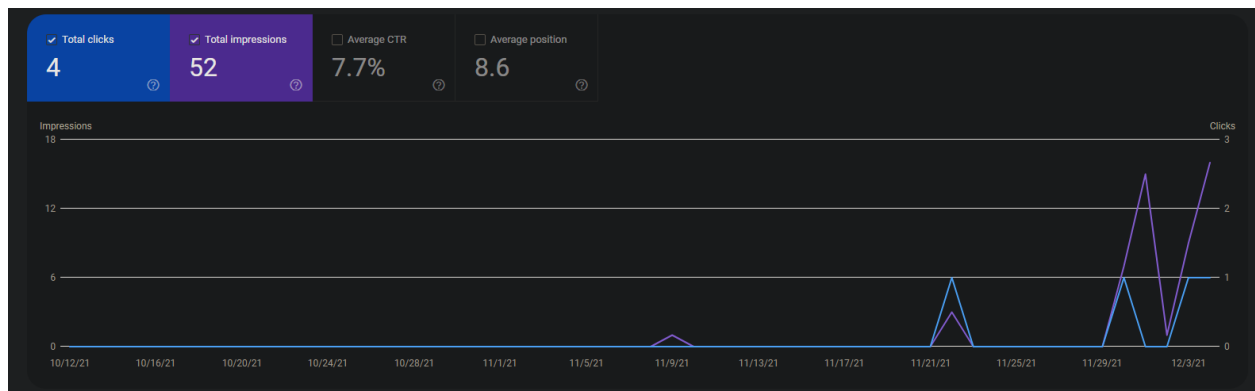
All these small improvements culminated in Bottled Air Lakeland having a fully functional website with a clean design. We each worked hard to get everything up and running so that everyday people could get access to some bottled air.

# Data Visualization

Page ranking over a range of 8 weeks

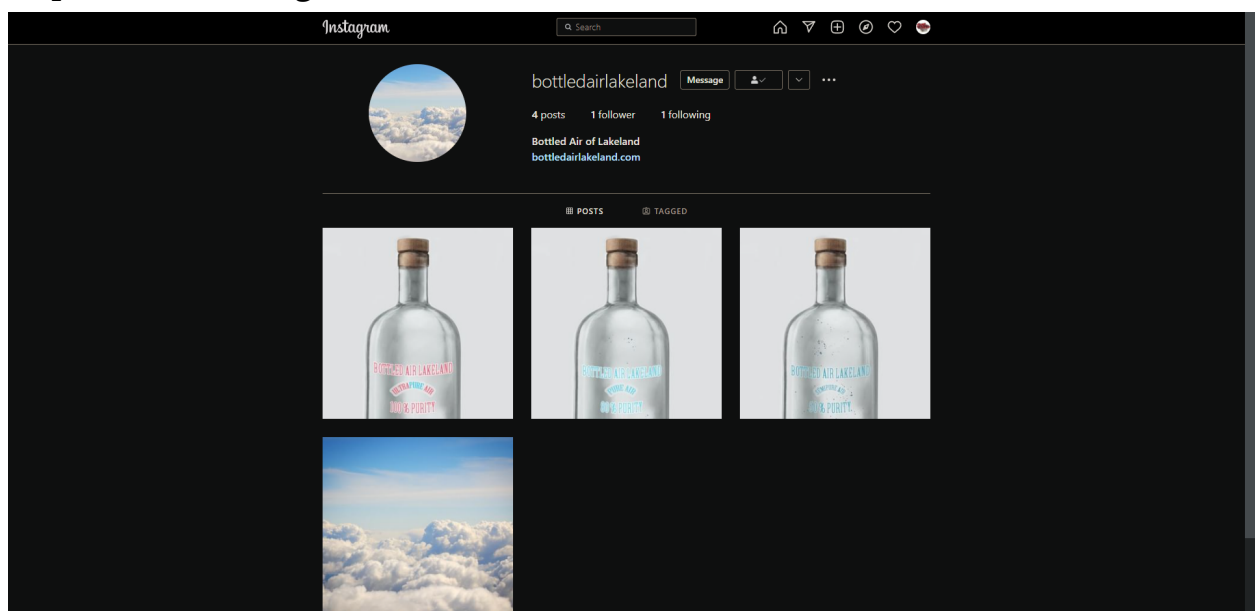


Analytics from Google Search Console showing the number of impressions and clicks

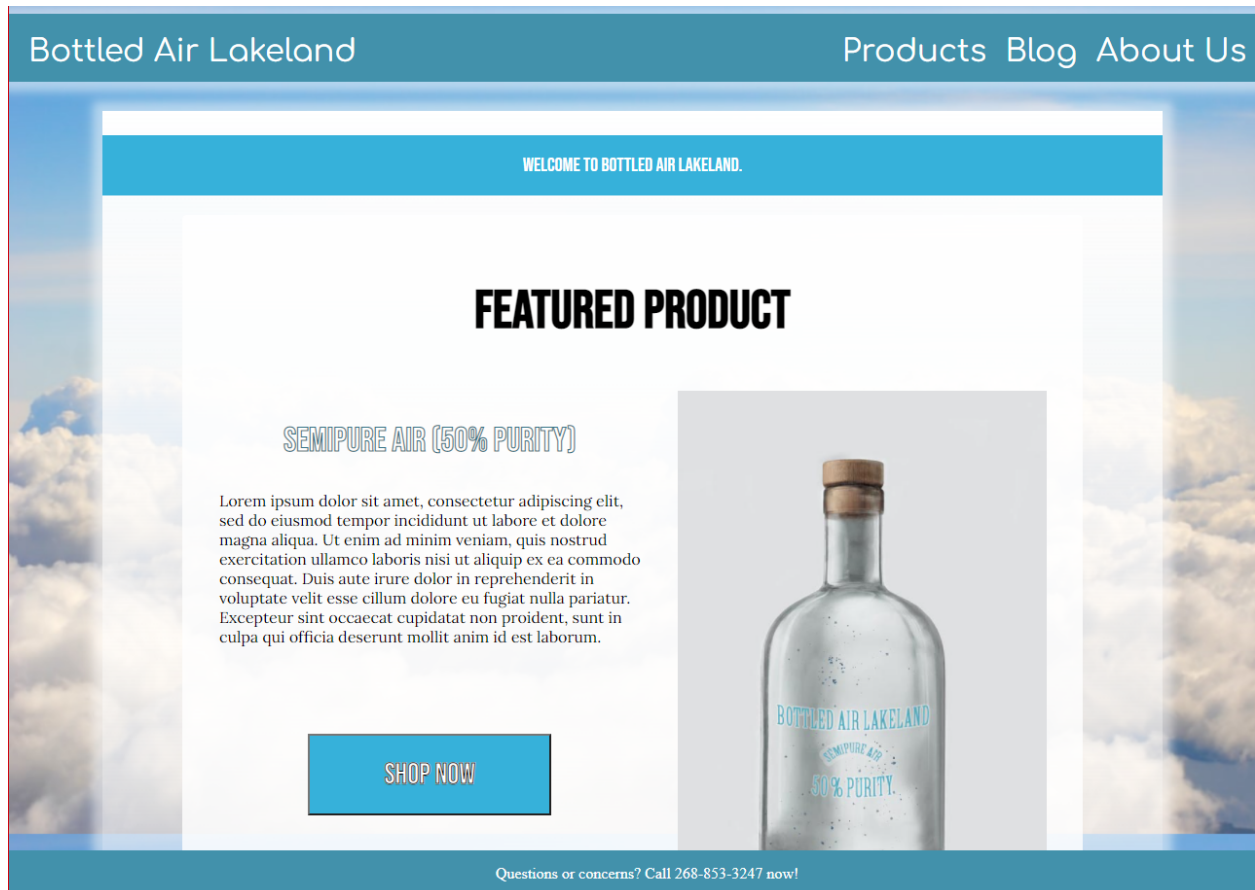


Backlinks:

<https://www.instagram.com/bottledairlakeland/>



Screenshots of landing page, blog page, products page, and registration page, respectively:



Bottled Air Lakeland


ProductsBlogAbout Us

Products

SEMPURE AIR (50% PURITY)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Purchase Subscription



Questions or concerns? Call 268-853-3247 now!

Bottled Air Lakeland

ProductsBlogAbout Us

Registration

First Name

First Name

Last Name

Last Name

Phone Number

Phone Number

Email

Email

Password

Password

Weekly

☐

Monthly

☐

Yearly

☐

Air Quality

Submit

Reset

Questions or concerns? Call 268-853-3247 now!



## Conclusion:

Our project objective was to bring our website to the front page of the most popular search engine – google.com. Now, at the end of this project, we can proudly declare that our team was very successful in reaching our goal of making it to the front page of google. Amazingly, our site managed to become the first result when searching “bottled air Lakeland” on bing.com. This is great because the people in Lakeland who need bottled air can quickly find our page before giving up their search.

From this experience, our team has gained many insights into how to boost a website’s ranking so that it shows up on search engines for the wider public. If we were to do it again, there are two improvements that we would do to rank even higher next time.

Firstly, we would start our sitemaps and request to index our sites on the first day that we create the website. This would give the web crawlers much more time to boost our website ranking. We learned how to index our site very late into the process of creating the website and that slowed our growth tremendously.

Secondly, another thing that we would edit in our SEO strategy is updating the website on a more consistent basis. Since our only two developers were kept very busy with other jobs throughout the semester, they did not have much time to work on the website. This resulted in website updates coming in large

chunks but in only a few distinct chunks of time. We learned that it is better to update your website on a consistent basis than doing it the way that we did because search engines like to see activity on the website.

Since our ranking did not increase in a linear fashion, it is difficult to say which SEO technique produced the best result for us. There were many aspects that went into improving our ranking. Those included but are not limited to: Improved website design, updated sitemaps, relevant keyword usage, speedy load times, URL contained keywords, and backlinks. The combination of all of these factors all added up to bringing our page to the first page of the major search engines.