

## **1. What is SEO? Explain On-Page and Off-Page SEO.**

**SEO (Search Engine Optimization)** is the process of improving a website so it ranks higher on search engines like Google.

### **On-Page SEO:**

These are optimizations done **inside your website**, such as:

- Using proper keywords
- Writing high-quality content
- Optimizing titles, meta descriptions
- Improving URL structure
- Using header tags (H1, H2)
- Image alt text
- Fast loading speed

### **Off-Page SEO:**

These are activities done **outside your website**, such as:

- Backlink building
  - Social media sharing
  - Guest posting
  - Brand mentions
- They help increase your website's authority and trust.

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## **2. Define keywords. What is the difference between short-tail & long-tail keywords?**

**Keywords** are words or phrases people type into search engines to find information. They help search engines understand the topic of your content.

### **Short-tail Keywords:**

- 1–2 words
- High search volume
- High competition
- Example: “digital marketing”

### **Long-tail Keywords:**

- 3+ words
- Low search volume
- Low competition
- More specific

- Example: “digital marketing course in Rajkot”
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### 3. What is Crawling, Indexing & Ranking?

#### Crawling:

Search engine bots scan your website pages to discover content.

#### Indexing:

After crawling, search engines store and organize your page in their database.

#### Ranking:

Search engines decide **which position** your page will appear in search results based on relevance and quality.

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### 4. What is a SERP? Mention any 3 SERP features.

**SERP (Search Engine Results Page)** is the page you see after searching something on Google.

#### SERP Features (any 3):

1. Featured Snippet
  2. Knowledge Panel
  3. People Also Ask (PAA)
  4. Local Pack
  5. Reviews/Ratings  
(Any 3 are acceptable)
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### 5. What is Domain Authority?

**Domain Authority (DA)** is a score (0–100) developed by Moz that predicts how well a website will rank on search engines.

Higher DA = stronger website = better ranking potential.

#### Task 2: On-Page SEO (Fitness Coach Page Example)

Here is a sample optimized page for a **Fitness Coach Website**:

**✓ Title Tag:**

**Best Online Fitness Coach | Personal Training & Weight Loss Programs**

**✓ Meta Description:**

Get personalized workout plans, weight loss programs, and 1-on-1 coaching from a certified online fitness coach. Train at home or gym with custom plans.

**✓ H1 Tag:**

**Online Fitness Coaching – Personalized Training for Every Goal**

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**✓ 3 Sub-Headings (H2/H3)**

**H2: Why Choose My Online Fitness Coaching**

- **H3: Custom Workout Plans for All Fitness Levels**
- **H3: Weekly Progress Tracking & Support**

**H2: Fitness Programs You Can Join Today**

- **H3: Weight Loss Transformation Program**
- **H3: Muscle Building & Strength Training Plan**

**H2: How My Coaching Program Works**

- **H3: Step-by-Step Signup Process**
  - **H3: What You Get in Your Fitness Plan**
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**✓ Image Alt Tags:**

- fitness coach guiding client at home
  - online workout training session on laptop
  - personal trainer helping with weight loss exercises
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**✓ URL Structure:**

<https://www.examplefitnesscoach.com/online-fitness-coaching>

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## ✓ Internal Linking Plan:

- Link to **About Me** page (inside “Why Choose My Coaching”).
  - Link to **Pricing / Plans** page (near CTAs).
  - Link to **Blog Articles** such as:
    - “Best Home Workout Tips”
    - “How to Stay Motivated in Fitness”
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## ✓ External Linking Plan:

- Link to **scientific fitness sources** like:
    - Healthline articles
    - Mayo Clinic fitness guides
  - Link to **equipment brands** (only trusted ones).
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## ❑ Task 3: Technical SEO Checklist (General Example)

Here's a sample evaluation you can use for any website:

Factor	Status
<b>Page Speed Score</b>	Good / Needs Improvement (you would check using PageSpeed Insights)
<b>Mobile Friendliness</b>	Yes (Responsive design recommended)
<b>Broken Links</b>	None found / Fix 404 errors
<b>Sitemap Present</b>	Yes (example: sitemap.xml exists)
<b>Robots.txt</b>	Present (Make sure it does not block important pages)

## ❑ Section C – Mini Project (Fitness Coach)

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### 1. SEO Audit (10-12 Points)

Here is a sample SEO audit for a fitness coach website:

#### □ SEO Audit Summary

- 1. Title Tags Not Fully Optimized**  
Titles are generic like “Home | Fitness Coach” instead of keyword-rich titles.
  - 2. Weak Meta Descriptions**  
Missing clear benefits and keywords such as “online fitness coach”, “personal trainer”.
  - 3. No Proper Heading Structure**  
Pages use multiple H1 tags or no H1, affecting clarity for search engines.
  - 4. Low Content Depth**  
Service pages have less than 150–200 words. Google prefers 600–1000+ for authority.
  - 5. No Blog Section**  
No informational content to attract organic traffic like “weight loss tips”, “home workout guide”.
  - 6. Missing Image Alt Tags**  
Images do not have descriptive alt tags → reduces SEO and accessibility.
  - 7. Slow Mobile Performance**  
Mobile PageSpeed score around 55–65 (needs improvement).
  - 8. No Internal Linking Strategy**  
Pages are not linked properly → users cannot navigate to important pages easily.
  - 9. Weak Backlink Profile**  
Only a few backlinks from low-authority sites.
  - 10. No Local SEO Signals**  
Missing Google Business Profile, local keywords, NAP consistency.
  - 11. Sitemap Exists but Not Updated**  
Some new pages are not included in sitemap.
  - 12. Robots.txt Present but Not Optimized**  
Does not block unnecessary admin pages or parameter URLs.
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## 2. Keyword Strategy Table (Fitness Coach)

### ✓ 10 Primary + 10 Long-Tail Keywords with Intent

Keyword	Type	Search Intent	Priority
fitness coach	Primary	Informational	High
online fitness coach	Primary	Transactional	High
personal trainer	Primary	Commercial	High
workout coach	Primary	Informational	Medium
weight loss coach	Primary	Transactional	High
home workout trainer	Primary	Transactional	Medium

Keyword	Type	Search Intent	Priority
fitness training programs	Primary	Informational	Medium
gym coach	Primary	Informational	Low–Medium
personal fitness coach	Primary	Commercial	High
fitness mentor	Primary	Informational	Low

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## Long-Tail Keywords

Keyword	Type	Search Intent	Priority
online fitness coach for beginners	Long-tail	Transactional	High
personal trainer for weight loss at home	Long-tail	Commercial	High
best fitness coach near me	Long-tail	Local	High
certified online personal trainer India	Long-tail	Commercial	Medium
home workout plans without equipment	Long-tail	Informational	Medium
affordable online fitness coaching plan	Long-tail	Transactional	Medium
fitness coaching for women	Long-tail	Niche	Medium
customised diet and workout plan	Long-tail	Commercial	High
strength-building coaching online	Long-tail	Transactional	Medium
monthly online fitness training program	Long-tail	Transactional	High

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## 3. Competitor Analysis (5 Competitors + Strengths)

Here are 5 fitness coach competitor examples:

### 1. <https://www.fittr.com>

#### Strengths:

- Strong authority and huge community

- Many transformation case studies
  - High-quality blogs (SEO-rich)
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## **2. <https://www.cult.fit>**

### **Strengths:**

- Strong brand + high traffic
  - Strong local SEO
  - Professional content, videos, guides
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## **3. <https://www.myfitnesspal.com>**

### **Strengths:**

- Massive backlinks
  - Great content library
  - Strong domain authority
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## **4. [https://squats.in \(Fittr Academy\)](https://squats.in)**

### **Strengths:**

- Certification + trust signals
  - Expert coaches
  - SEO-optimized content
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## **5. [https://trainwithstyle.com \(Example Online Trainer Site\)](https://trainwithstyle.com)**

### **Strengths:**

- Strong personal branding
  - Clear service pages
  - Good testimonials + social proof
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## 4. Final SEO Recommendations

### ✓ 1. Optimize Title & Meta Tags

Use keyword-rich titles like:

**“Online Fitness Coach | Personal Training & Weight Loss Programs”**

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### ✓ 2. Improve Content Depth

Create detailed pages for:

- Weight loss program
  - Muscle-building plan
  - Home workout coaching
- Each page should have **600–1000+ words**.
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### ✓ 3. Start Blogging Weekly

Topics:

- “Best Home Workout Without Equipment”
- “How to Choose the Right Fitness Coach”
- “Weight Loss Diet Plan for Beginners”

This builds organic traffic.

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### ✓ 4. Add Strong CTAs

“Book Free Session”

“Download Free Workout Plan”

Improves conversions.

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### ✓ 5. Fix Technical SEO Issues

Speed, mobile responsiveness, sitemap updates, robots.txt optimization.

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## ✓ 6. Improve Local SEO

- Create Google Business Profile
  - Add city keywords: “fitness coach in Rajkot”, “personal trainer near me”
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## ✓ 7. Build Backlinks

- Guest posts
  - Fitness blogs
  - Collaborate with YouTubers / Instagram coaches
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## ✓ 8. Add Testimonials & Before/After Photos

Boosts trust and conversions.

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## ✓ 9. Optimize Images

Add alt tags such as:

- “fitness coach guiding client during workout”
  - “online personal training session”
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## ✓ 10. Create Internal Link Structure

Link blogs → service pages → contact page.