**SEO Project**

**Part 1: Analysis**

1. **Research and choose several keywords for your personal web page. Explain why you chose the ones you did.**a. Shubham Sharma.

b. Web Developer.

c. Angular 8.

d. Full Stack Developer.

e. IT Jobs.

f. Analyst.

g. Fresher.

h. Development.

I. Kitchener- Waterloo.

j. GTA.

k. MySQL

l. Conestoga College.

1. **Design the basic structure of your website and create an XML site map.**
2. **Search for local competitors, try to find individual people, not a company.**

This was the profile I found using openlinkprofiler:

<https://openlinkprofiler.org/r/kostasbariotis.com>

1. **Use tools like openlinkprofiler to find the backlinks for your competitors.**

Graphical user interface

Description automatically generated

1. **Create a brief plan (about 650 words) describing what your SEO strategy would be to improve your ranking for your chosen keywords and how you would deal with your competition. Note: You don’t have to implement the strategy.**

In this era of digitalization, we are seeing a rapid change and growth in digital marketing which tells us that how vital role SEO plays. As we are seeing that each and everyone is now more focused on their digital presence, which makes it a bit challenging for us to make an effective SEO strategy.  
  
I would first focus on the page speed as it is one of the critical factors in SEO. It is never a good experience for any of the audience. To resolve this issue I would get rid of non-essential elements on the site which are not necessary, for example if it is a WordPress website, I will deactivate the plugins which I actually don’t need and will only put essential widgets.