Hello, I am Siddharth Chatterjee, a 3rd year CS undergrad at VIT Vellore.

Working as an insideFPV intern in the SEO manager role gave me a lot of exposure on various sub-domains including website development and marketing the content. In all, it was a wonderful experience working under the constant guidance of founder/CEO @insideFPV Arth Chowdhary.

A personal overlook on SEO and its benefits:

- **Bad SEO Reports:** Filled with loads of pointless data, (or not enough data) and little/no useful advice for a client. Basically just a data dump.

- **Good SEO Reports:** Summarises key data, provides commentary on any fluctuations and provides actionable insights. It not only shows a client what work has been done, it explains why.

What this SEO report contains?

> An overview of how a website is performing in search engines especially Google and Bing

> Focus is typically on domain metrics, organic traffic, and rankings.

> Tinkering with various SEO tools (e.g., RankMath SEO) and finding out their pros and cons.

> E.A.T for SEO (Google's Search Quality Raters guide)

> How Yoast SEO's free feature can be utilized to maximum extent.

> SEO scores from free website analyzers showing a valid proof of improvement in search ranks.

> SEO auditing and meta-description updation of each and every separate web-page of www.insidefpv.com

> A checklist and action plan for better SEO management in future

>Necessary links wherever required as reference to the context and screenshots of previous SEO-related work for comparison purposes.

For a WordPress based website, the content gets indexed automatically either by the in-built word editor coupled with Elementor Pro, or else under the influence of some other external plugin or widget. Wordpress is a free and open-source content management system (CMS). The current percentage of websites using WordPress is **37%** of all websites and a whopping 60% of content management systems (CMS) which shows how popular Wordpress-powered websites are.

The key points of SEO I focused on during my internship:

- **SEO Health:** Overview of technical problems and errors that may affect SEO visibility.

- **Backlink Health:** See the type of backlinks pointing at the client's site.

- **Ranking Progress:** See how rankings have changed and to keep tabs on any potential drop-offs.

- **Organic traffic progress:** Quickly understand organic traffic and see what pages are driving traffic.

- **Sales/ Leads**: Show clients tangible ROI gained from SEO.

Your PHP Version: 7.3.5	✓
You are using minimum recommended WordPress version.	✓
PHP DOM Extension installed	✓
PHP SimpleXML Extension installed	✓
PHP GD Extension installed	✓
PHP MBstring Extension installed	✓
PHP OpenSSL Extension installed	✓

Your server is correctly configured to use Rank Math.

No known conflicting plugins found.

Before we dive into the workflow, understanding current versions and enabling all necessary PHP extensions for customization is equally important.

Workflow:

1) **Gathering WordPress details for wp-admin panel**

   → Creating user account and setting it up with password on WordPress first.

   → Thereafter, signing a letter of confidentiality that I would not disclose the workings of my internship under any circumstance to any outside party without the founder, Arth Chowdhary's knowledge.

   → Finally, the wp-admin details were given to me, and I was given admin access to panel to edit the website.

2) **Learning how the CMS website was built**

   → Self-explanatory as is, how Content Management System (CMS) websites are made from scratch or via templates.

   → How the WooCommerce payment gateway section works

   → Existing editing templates and tools for the frontend

   → Analyzing block-level widgets for faster and more responsive on-the-go editing

3) **Manual search for keywords**
   Keyword research is the process of understanding the language your target customers use when searching for your products, services, and content. It then involves analyzing, comparing, and prioritizing the best keyword opportunities for your website.

4) **Content pages**

   Any page other than blog or an article with details and info which the search engine can crawl onto for more info, is a content page. Made use of free websites and tools to search for keywords keywordtool.io

5) **Blogs**

   Checked out blogs written earlier on topics like photgrammetry, betaflight and battery and searched for some keywords and phrases.

6) **Product pages**

   WooCommerce powered product pages have relevant tags which help us to filter the keywords out for Google search indexing.

Yoast SEO Installation Wizard features and tweaks:

The configuration wizard could not be started. The likely cause is an interfering plugin. Please check for plugin conflicts to solve this problem.

✕ CLOSE THE WIZARD
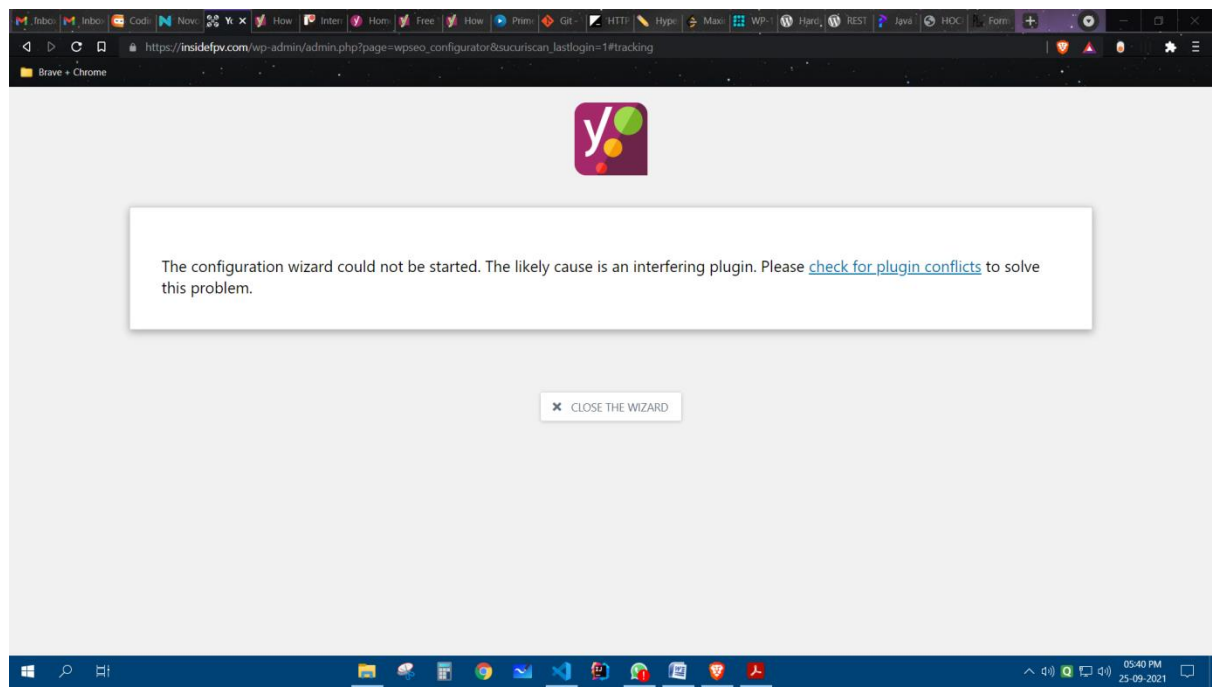
This issue that persisted earlier was resolved later

7) General configuration

During installation of the Yoast SEO plugin onto the WordPress powered insideFPV.com website, some basic features are disabled/enabled and some are set to auto. A look at all these and streamlining the SEO approach from a general one to a custom made.

8) Volume metric

Volume is the average number of monthly searches for the related key phrase over the last 12 months. So this is a monthly metric.

9) Trend metric

The interest of searchers in the related key phrase over the last 12 months. The metric is based on changes in the number of searches per month.

10) Focus key phrase + key phrase length

Optimizing insideFPV blog and main content with a key phrase will make it easier for people to find content specific to drone.

11) Meta description + title width

A meta description (sometimes called a meta description attribute or tag) is an HTML element that describes and summarizes the contents of your page for the benefit of users and search engines.

Display titles in Google results have a 600-pixel width limit, but most are truncated before that at the nearest word break. Moz recommends keeping your titles under 60 characters.

12) Live+auto indexing

Under 'blogs' section, and searching for 'related key-phrases', we can focus on what keywords are vital to our website or are related in one way or the other through the content we write.

13) Verifying meta-description for most important and high engagement pages

Focus key phrase should always be in the slug.

14) Slugs' confirmation

A slug is the part of the URL that is unique for each and every page of a website. Clean URLs, also sometimes referred to as RESTful URLs, user-friendly URLs, pretty URLs or search engine-friendly URLs, are URLs intended to improve the usability and accessibility of a website or web service by being immediately and intuitively meaningful to non-expert users.

15) Configuration Wizard final overview

16) Content Management in layers

Content in a CMS is typically stored in a database and displayed in a presentation layer based on a set of templates like a website. Most systems use server side caching to improve performance. This works best when the WCMS is not changed often but visits happen frequently. Administration is also typically done through browser-based interfaces, but some systems require the use of a fat client.

17) Adding relevant product tags

18) SEO data optimization
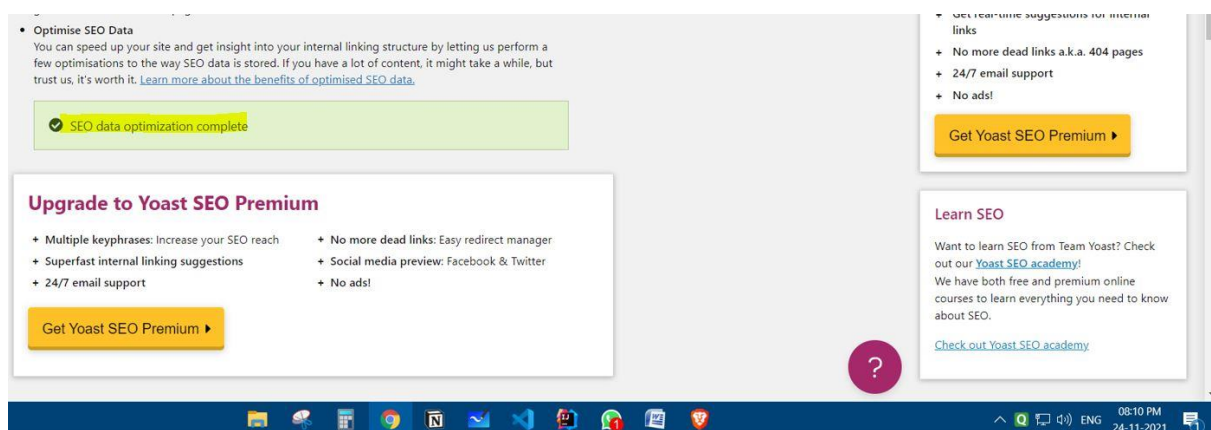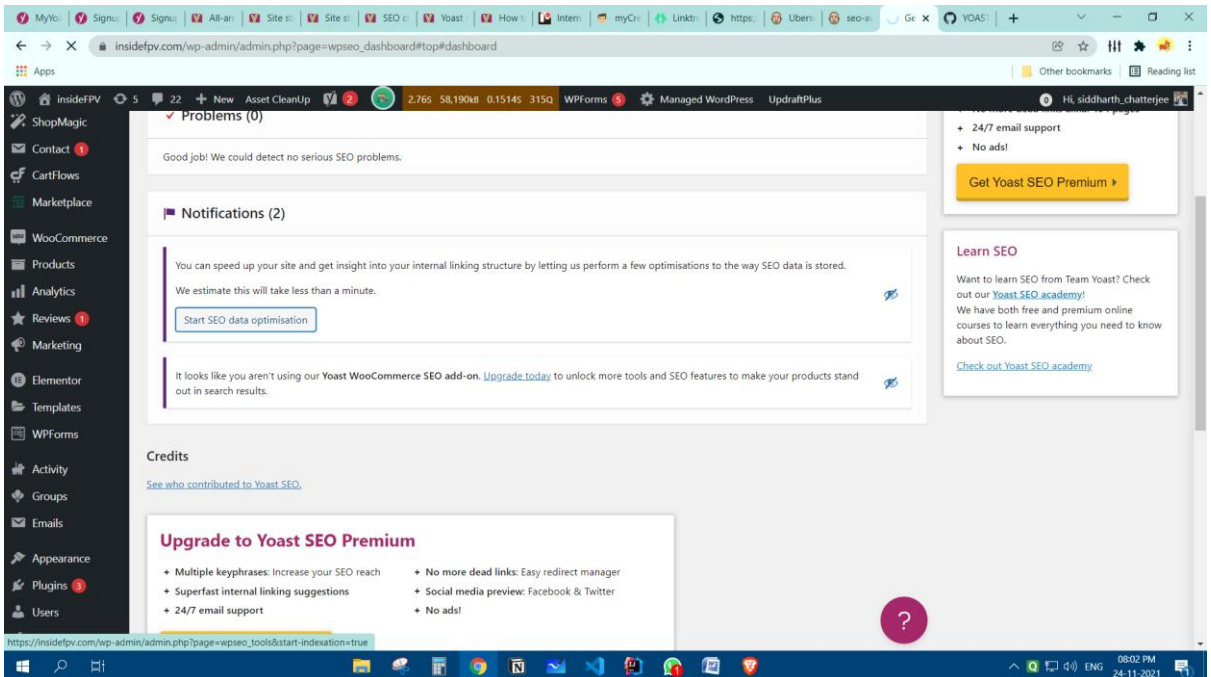
19) Google search console crawl
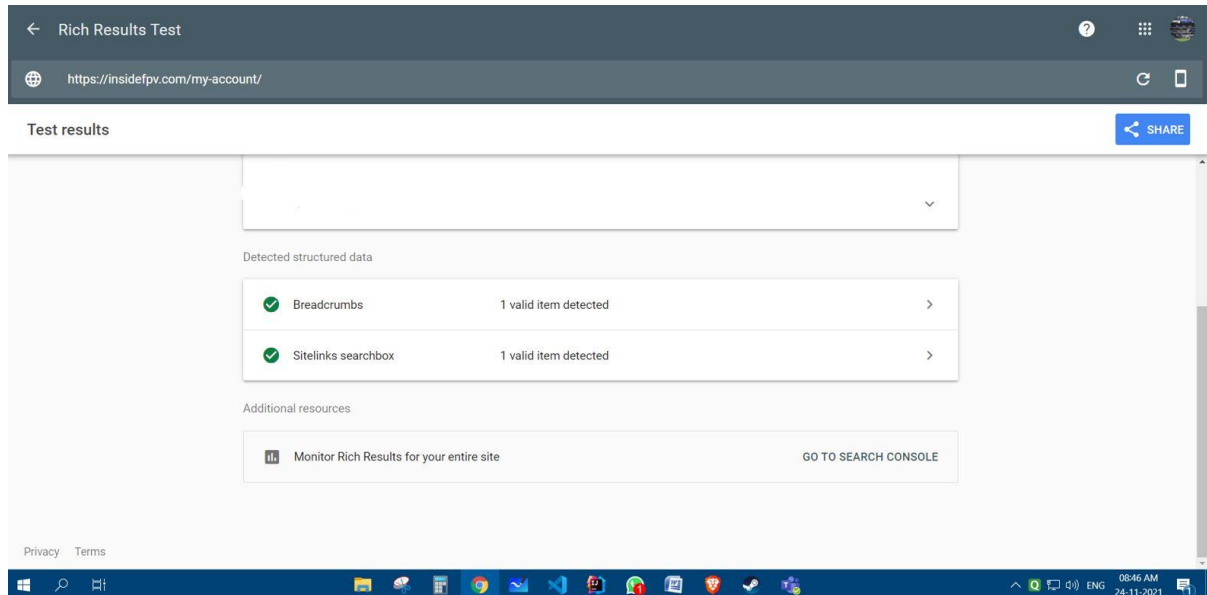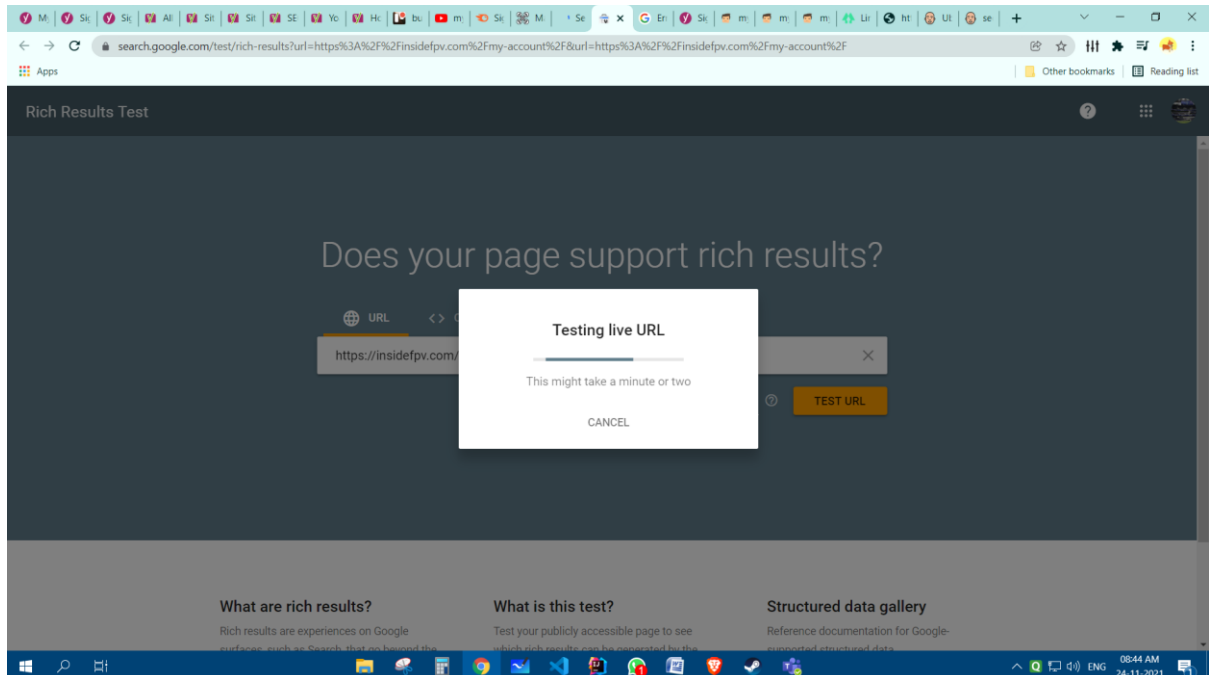
20) Yoast SEO and readability improvement

21) SEO auditing

BEFORE

Discover the SEO issues affecting your site or page URL

insidefpv.com   Domain ∨   ⊗ CANCEL

You're using a free version of Ubersuggest. | 2 out of 3 free daily searches available   UPGRADE

0 Page(s) Crawled   0%

🔔 Note: The crawl takes 10 minutes on average.

INITIATING CRAWL

AFTER CRAWLING: results and scores of SEO audit

PAGES DISCOVERED ⓘ

153

We've crawled **150** pages and found **3** blocked pages for a total of **153** pages discovered.

PAGE STATUS ⓘ

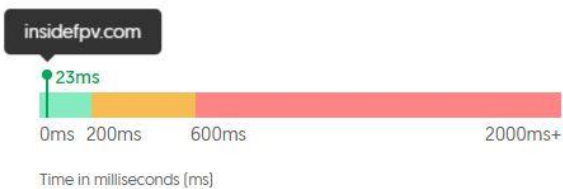|		
🟩	Successful	**149**
🟩	Redirected	**1**
🟧	Broken	**0**
🟥	Blocked	**3**

See All Pages →

PAGES DISCOVERED

INTERACTIVITY

The total time that a page is blocked from responding to user input, such as mouse clicks, or screen taps. An ideal speed is less than 200 milliseconds.

🖥 **DESKTOP INTERACTIVITY**

23 milliseconds   GREAT

insidefpv.com

23ms

0ms 200ms   600ms   2000ms+

Time in milliseconds (ms)

VISUAL STABILITY

How much your page layout shifts or jumps while it's loading. An ideal measurement is 0.1 or lower.

🖥 **DESKTOP VISUAL STABILITY**

0.00   GREAT

insidefpv.com

0.00

0   0.1   0.25   1+

⊙ Help

10:08 PM
ENG
18-12-2021

INTERACTIVITY and VISUAL STABILITY

22) Final SEO scores and other reports

Estimated Data Report

#	Estimated Pageviews	Estimated Unique Visitors	Estimated Ad Income
Daily	1,161	23	$ 2
Monthly	34,823	696	$ 66
Yearly	417,876	8,352	$ 792

General Information

Title:

Home - insideFPV Length: 16 character(s)

Description:

No Description Length: 0 character(s)

Keywords:

No Keywords

Domain Age

1 Year, 136 Days

Server Response

SEO Stats

Google Indexed Pages	Yahoo Indexed Pages	Bing Indexed Pages	DMOZ Directory	Backlinks
902	221,422,979	0	Not Listed	6

Language

Declared Language: en	Detected Language: en

Structured Data

Tags	Content
og:locale	en_GB
og:type	website
og:title	Home - insideFPV
og:description	Previous Next India's First Company to provide Plug and Fly FPV Drones Just Plug and Fly! Get Started Drone Crash Warranty We Provide One Crash Warranty Most Loved Designs Customize Your Drone Budget drones Ranging from 20k Onwards Our Featured Products New Products Hurry Up! Deal of the Day! Buy Drones and Components At 20% … Home Read More »
og:url	https://insidefpv.com/
og:site_name	insideFPV
og:image	https://insidefpv.com/wp-content/uploads/2020/12/WhatsApp-Image-2020-12-16-at-3.39.23-PM-30(

Server IP Blacklist/NOT