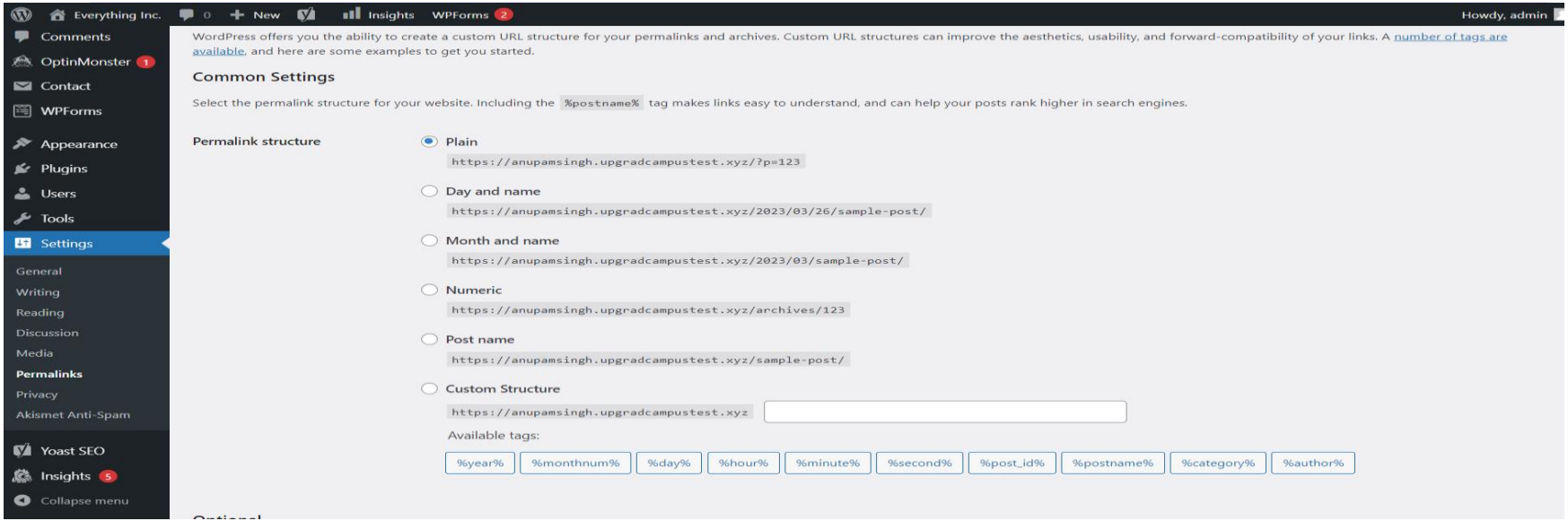
1. Performing Basic SEO:

It is now time to implement what you learnt from the SEO module and live sessions.

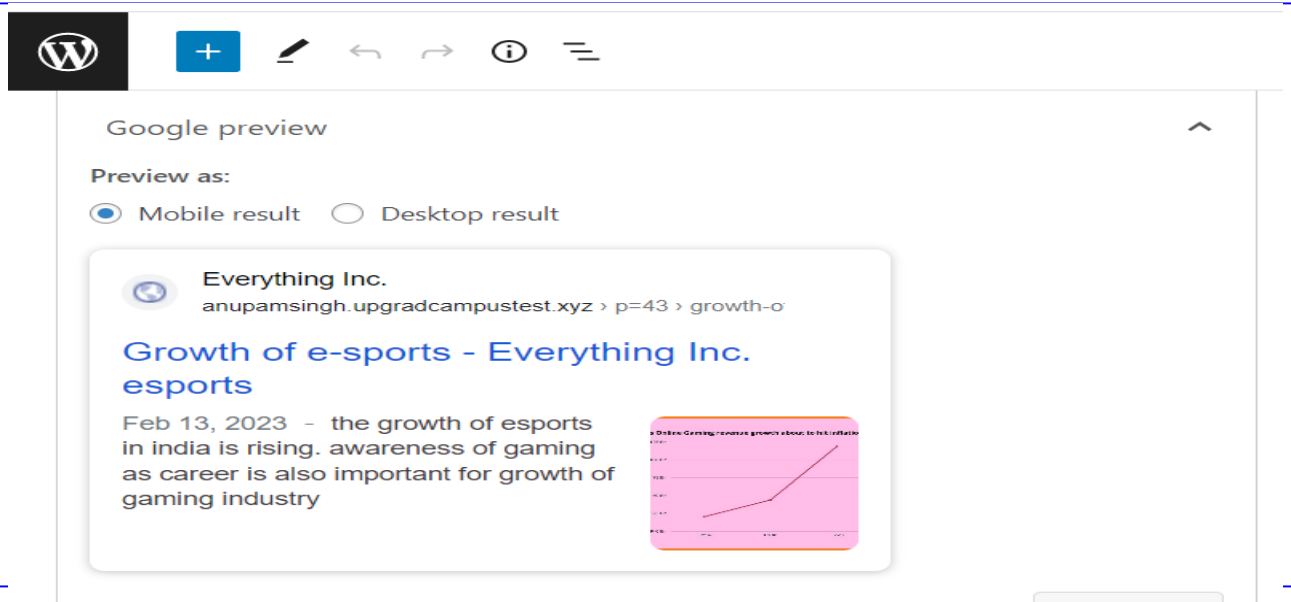
Add a screenshot of your permalinks from the WordPress admin dashboard.

Your Answer:



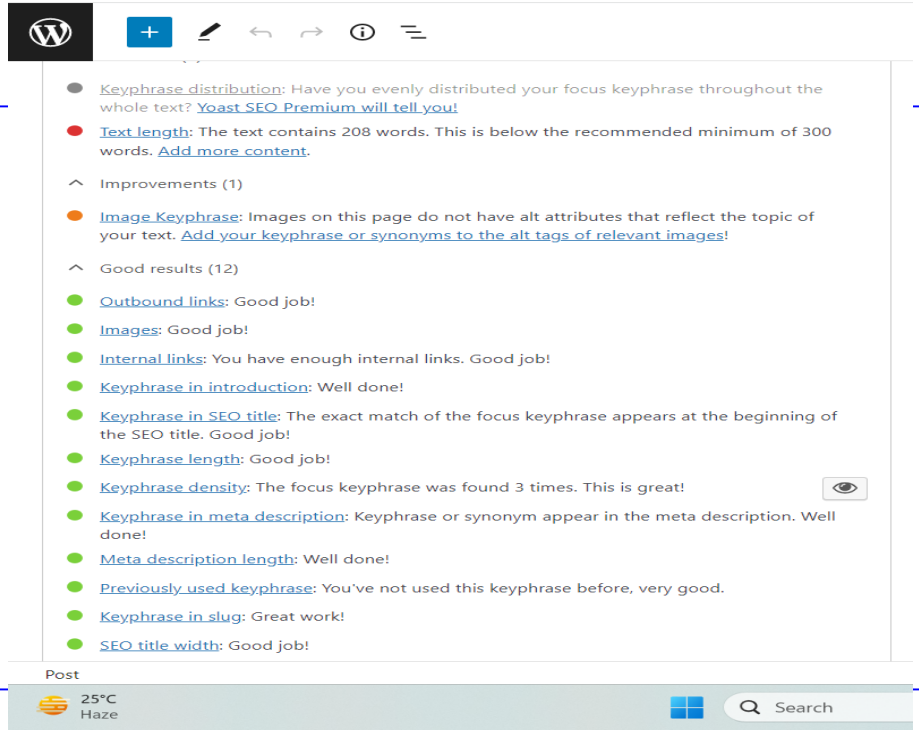
2. Add a screenshot of the ‘search snippet’ in the Yoast SEO footer at the bottom of your page/post.

Your Answer



3. Add a screenshot of the ‘SEO Analysis’ section of the Yoast SEO footer at the bottom of your page/post.

Your Answer



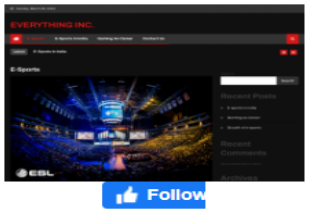
4. Add the screenshot of your blogs SEO score for seositecheckup.com

Your Answer

Anupamsingh.upgradcampustest.xy - SEO Checker

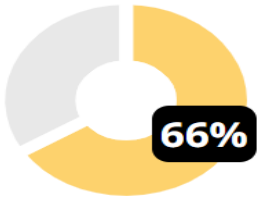
PDF Export | Sign up for free!

Overview of the SEO Check



Meta information	95%
Page quality	61%
Page structure	74%
Link structure	48%
Server	0%
External factors	21%

SEO Score



SEO Score Widget

Response time	File size	Words	Media files	Number of links
1.74 s	55.40 kB	320	2	16 internal / 7 external

Part 2

1. SEO suggestions for **upgrad.com**

In this section of the project, you will analyse the SEO audit report for upgrad.com from seositecheckup.com, and suggest how you can perform SEO on it.

From the SEO audit report given above, suggest ways to perform Content SEO.

Your Answer:

Keyword research: Conduct keyword research to identify the keywords that your target audience is searching for related to your business. Make a list of relevant keywords and use them strategically in your content.
Title tags and meta descriptions: Optimize your title tags and meta descriptions for each page on your website. Make sure they include your target keywords and are compelling enough to entice users to click through to your website

1. SEO suggestions for **upgrad.com**

In this section of the project, you will analyse the SEO audit report for upgrad.com from seositecheckup.com, and suggest how you can perform SEO on it.

From the SEO audit report given above, suggest ways to perform Content SEO.

Your Answer:

Content optimization: Ensure that your content is high-quality, informative, and engaging. Use headings and subheadings to break up your content and make it easier to read. Incorporate your target keywords throughout your content, but avoid keyword stuffing.

Image optimization: Optimize your images by using descriptive file names and alt text. This will help search engines understand the content of your images and improve your website's accessibility for users with disabilities.

Internal linking: Use internal links to help users navigate your website and improve the overall user experience. Link to relevant pages within your website, including blog posts and other informative content.

2. Speed Optimisation

From the SEO audit report, suggest ways to perform Technical SEO.

Your Answer

When it comes to Technical SEO for UpGrad, there are several important factors to consider. Here are some of the key areas to focus on:

Site Speed: Make sure that UpGrad's website loads quickly and efficiently. You can use tools like Google PageSpeed Insights to identify and fix any speed-related issues.

Mobile Optimization: Ensure that UpGrad's website is optimized for mobile devices, as more and more users are accessing the internet on their smartphones and tablets. This includes responsive design, fast loading speeds, and a user-friendly interface.

URL Structure: Create a URL structure that is easy to understand and search engine-friendly. Use descriptive keywords in the URLs, and avoid using lengthy, complicated URLs.

2. Speed Optimisation

From the SEO audit report, suggest ways to perform Technical SEO.

Your Answer

SSL Certificate: Ensure that UpGrad's website has an SSL certificate, which encrypts user data and provides a secure browsing experience. This is also a ranking factor for Google.

Robots.txt: Use a robots.txt file to tell search engines which pages to crawl and which pages to ignore. This can help improve crawl efficiency and prevent search engines from indexing sensitive or duplicate content.

404 Errors: Monitor and fix any 404 errors on UpGrad's website, which can harm the user experience and hurt search engine rankings. Use tools like Google Search Console to identify and fix broken links.

Disclaimer: *All content and material on the upGrad Campus website is copyrighted, either belonging to upGrad Campus or its bonafide contributors and is purely for the dissemination of education. You are permitted to access, print and download extracts from this site purely for your own education only and on the following basis:*

You can download this document from the website for self-use only.

Any copies of this document, in part or full, saved to disk or to any other storage medium, may only be used for subsequent, self-viewing purposes or to print an individual extract or copy for non-commercial personal use only.

Any further dissemination, distribution, reproduction, copying of the content of the document herein or the uploading thereof on other websites, or use of the content for any other commercial/unauthorised purposes in any way which could infringe the intellectual property rights of upGrad Campus or its contributors, is strictly prohibited.

No graphics, images or photographs from any accompanying text in this document will be used separately for unauthorised purposes.

No material in this document will be modified, adapted or altered in any way.

No part of this document or upGrad Campus content may be reproduced or stored in any other website or included in any public or private electronic retrieval system or service without upGrad Campus's prior written permission.

Any rights not expressly granted in these terms are reserved.