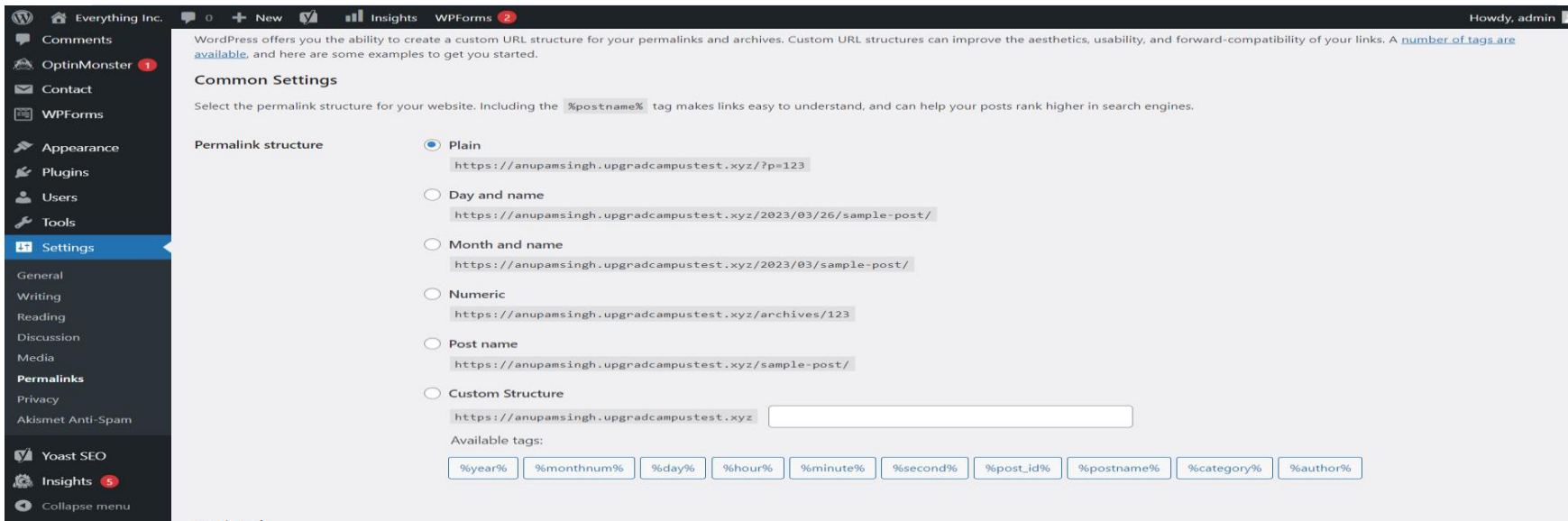


1. Performing Basic SEO:

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:



The screenshot shows the WordPress admin dashboard with the 'Settings' menu item highlighted in the left sidebar. The main content area displays the 'Permalinks' settings page. At the top, there is a message: 'WordPress offers you the ability to create a custom URL structure for your permalinks and archives. Custom URL structures can improve the aesthetics, usability, and forward-compatibility of your links. A [number of tags are available](#), and here are some examples to get you started.'

Below this message is the 'Common Settings' section, which includes the instruction: 'Select the permalink structure for your website. Including the `%postname%` tag makes links easy to understand, and can help your posts rank higher in search engines.'

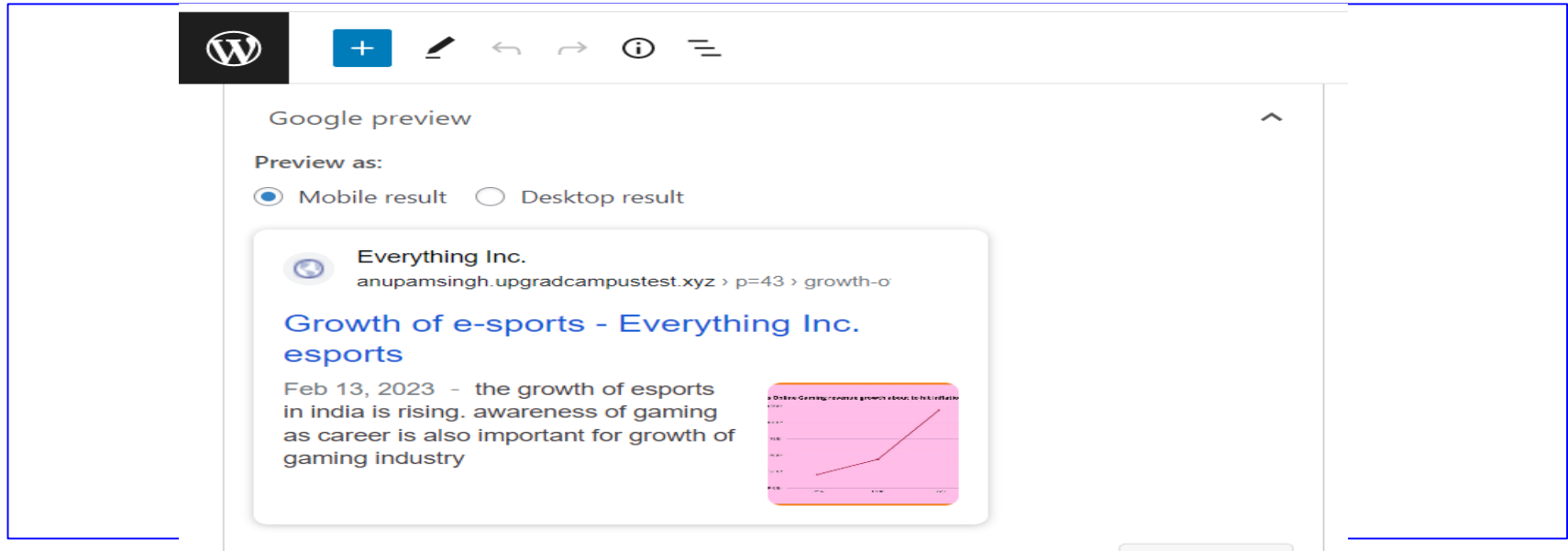
The 'Permalink structure' section lists five options, each with a radio button and a corresponding URL example:

- ☒ **Plain**: `https://anupamsingh.upgradcampustest.xyz/?p=123`
- ☐ **Day and name**: `https://anupamsingh.upgradcampustest.xyz/2023/03/26/sample-post/`
- ☐ **Month and name**: `https://anupamsingh.upgradcampustest.xyz/2023/03/sample-post/`
- ☐ **Numeric**: `https://anupamsingh.upgradcampustest.xyz/archives/123`
- ☐ **Post name**: `https://anupamsingh.upgradcampustest.xyz/sample-post/`
- ☐ **Custom Structure**: `https://anupamsingh.upgradcampustest.xyz/` (with an empty text input field for a custom structure)

Below the 'Custom Structure' option, there is a section titled 'Available tags:' which contains a row of buttons for various tags: `%year%`, `%monthnum%`, `%day%`, `%hour%`, `%minute%`, `%second%`, `%post_id%`, `%postname%`, `%category%`, and `%author%`.

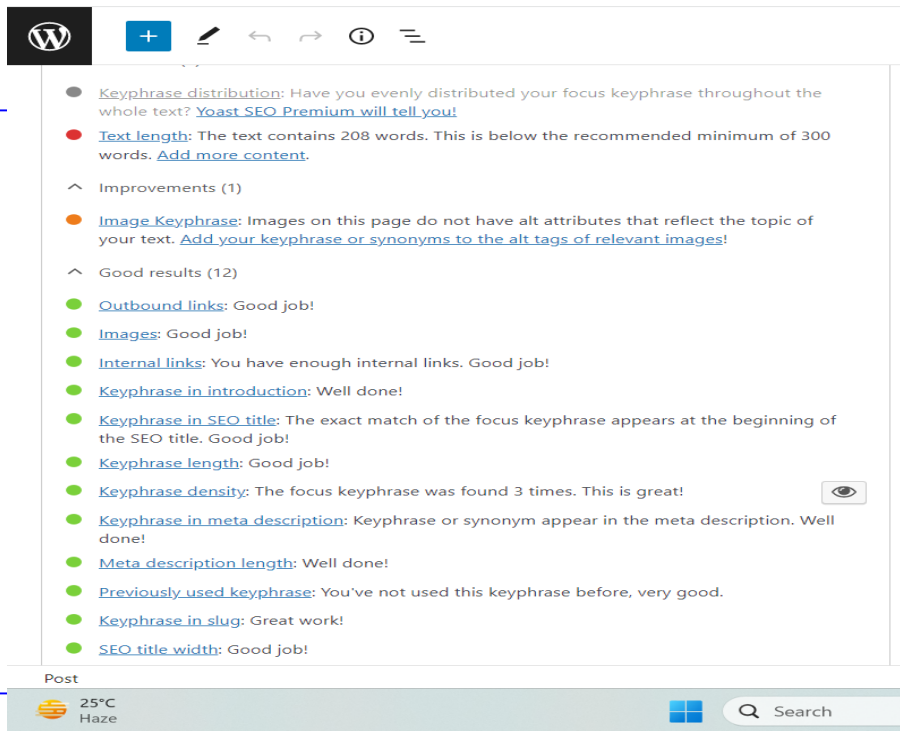
2. Add a screenshot of the 'search snippet' in the Yoast SEO footer at the bottom of your page/post.

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



The screenshot shows the Yoast SEO 'SEO Analysis' section in a WordPress post editor. The interface includes a toolbar at the top with icons for undo, redo, and other editing functions. The main content area displays a list of SEO analysis points, categorized into 'Improvements' and 'Good results'. The 'Improvements' section includes items like 'Keyphrase distribution', 'Text length', and 'Image Keyphrase'. The 'Good results' section includes items like 'Outbound links', 'Internal links', 'Keyphrase in introduction', 'Keyphrase in SEO title', 'Keyphrase length', 'Keyphrase density', 'Keyphrase in meta description', 'Meta description length', 'Previously used keyphrase', 'Keyphrase in slug', and 'SEO title width'. At the bottom, there is a 'Post' status bar with weather information (25°C Haze) and a search bar.

- **Keyphrase distribution:** Have you evenly distributed your focus keyphrase throughout the whole text? [Yoast SEO Premium will tell you!](#)
- **Text length:** The text contains 208 words. This is below the recommended minimum of 300 words. [Add more content.](#)
- ^ Improvements (1)
 - **Image Keyphrase:** Images on this page do not have alt attributes that reflect the topic of your text. [Add your keyphrase or synonyms to the alt tags of relevant images!](#)
- ^ Good results (12)
 - **Outbound links:** Good job!
 - **Images:** Good job!
 - **Internal links:** You have enough internal links. Good job!
 - **Keyphrase in introduction:** Well done!
 - **Keyphrase in SEO title:** The exact match of the focus keyphrase appears at the beginning of the SEO title. Good job!
 - **Keyphrase length:** Good job!
 - **Keyphrase density:** The focus keyphrase was found 3 times. This is great!
 - **Keyphrase in meta description:** Keyphrase or synonym appear in the meta description. Well done!
 - **Meta description length:** Well done!
 - **Previously used keyphrase:** You've not used this keyphrase before, very good.
 - **Keyphrase in slug:** Great work!
 - **SEO title width:** Good job!

Post

25°C
Haze

Search

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

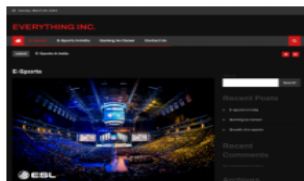
Your Answer

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%

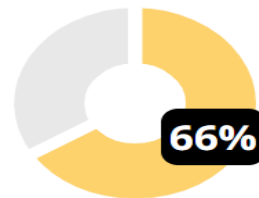
Server

0%

External factors

21%

SEO Score



SEO Score Widget

Response time

1.74 s

File size

55.40 kB

Words

320

Media files

2

Number of links

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.

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