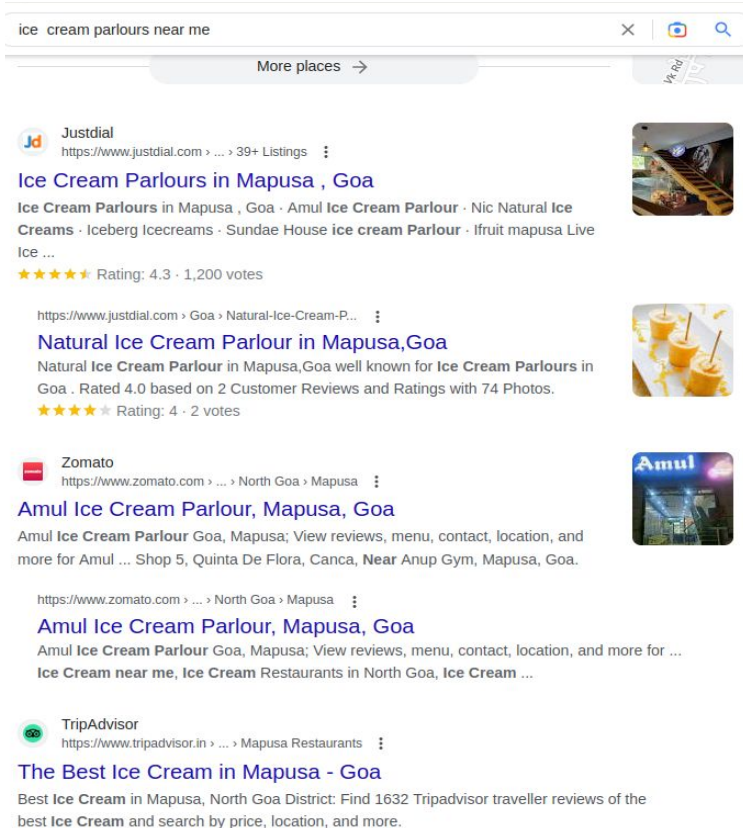


# SEO PRESENTATION

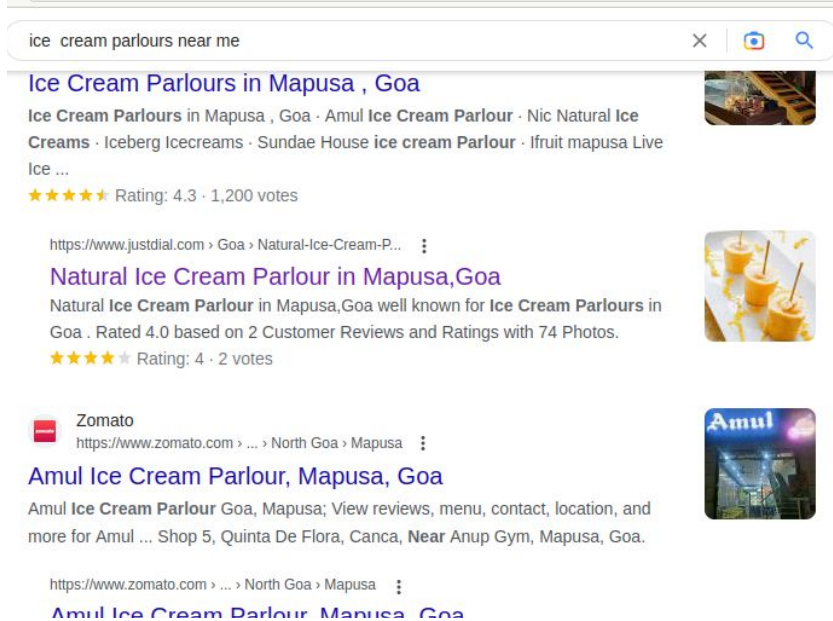
ADITYA KINLEKAR  
TYBCA  
B-20-1202

# 1. How to find competitors?



- Search for the product on google.
- And see the available businesses in and around mapusa.
- See their ratings
- Analyze your competition

## 2. How to use google chrome as a research tool?

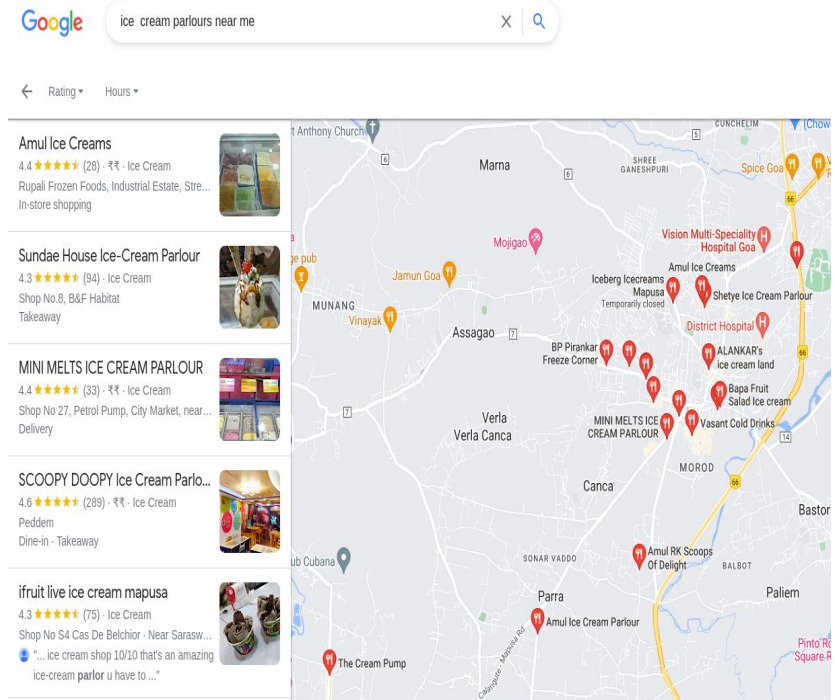
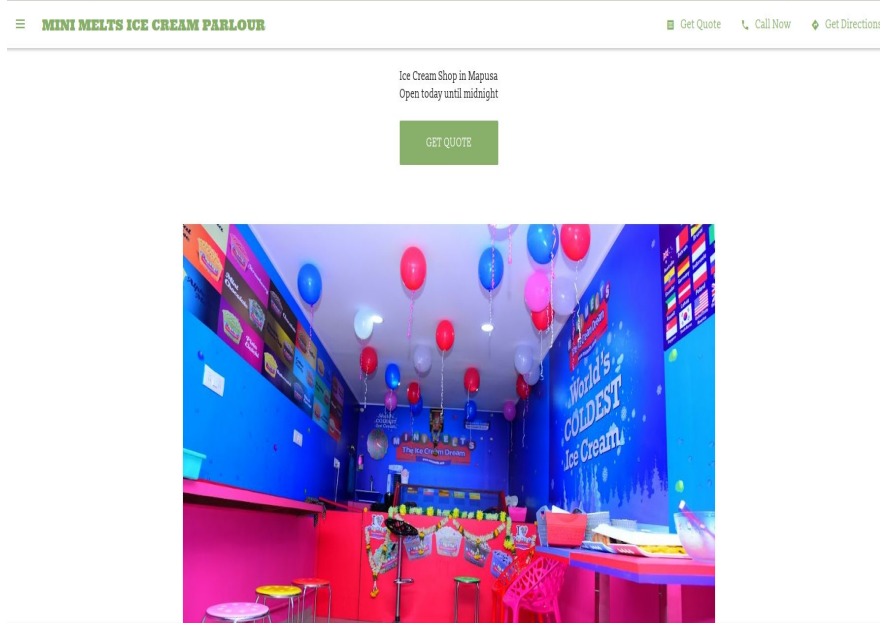


- Search the product .
- See where the shops are located
- Check the ratings of particular shop
- Accordingly research

### 3. How to beat the competition?

- See the needs of the people.
- See what is missing in your website .
- See where your business lacks.
- see where the demand is rising.
- Try to give better quality product .
- Website should also be interactive as user should go and check everything that is available.
- Use your business related keywords or a user would expected keywords in your website.

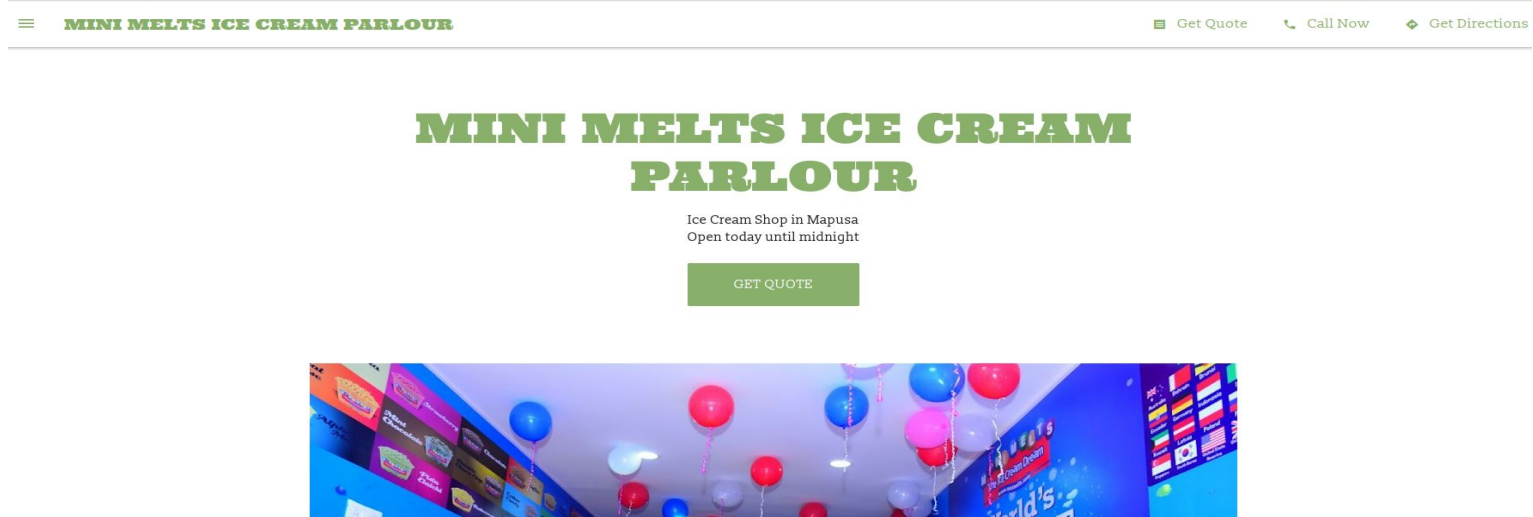
# 4.How to find that they have a good search ranking?



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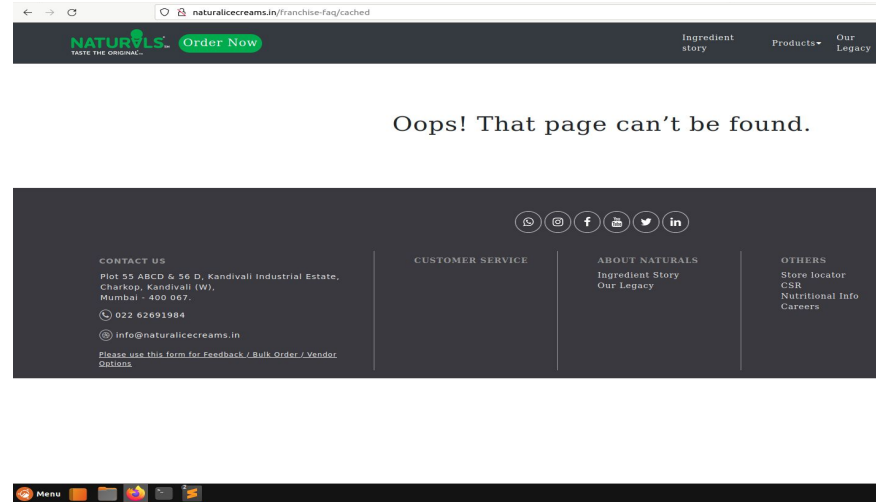
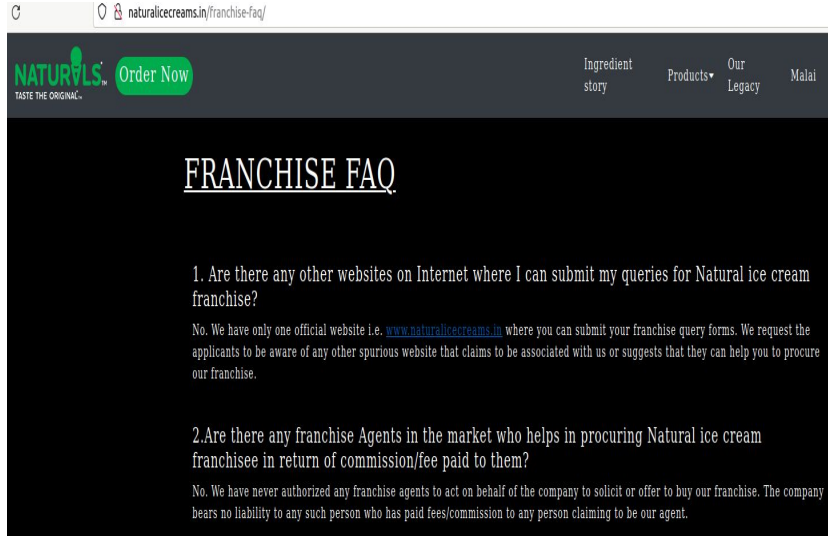
1. Add your business to Google Maps.
2. Claim your Google Maps business listing.
3. Add information to your Google Maps business listing.
4. Add photos to your Google Maps business listing.
5. Get Google reviews.
6. Consolidate your Google Maps listings.

## 5. How to analyze the size structure?



**The homepage should be all the way at the top.** Then, you have some sections or category pages beneath it. You should be able to file all of your content under one of these categories. If your site is larger, you can divide these sections or categories into subcategories as well.

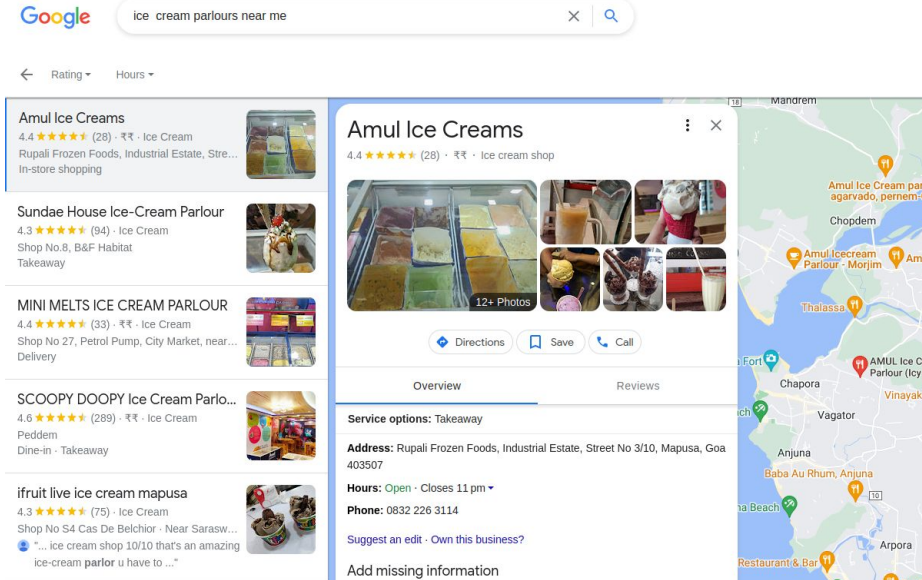
# How to check the number of cached pages.



**Google takes a snapshot of each web page as a backup in case the current page isn't available.** These pages then become part of Google's cache. If you click a link that says “Cached,” you'll see the version of the site that Google stored

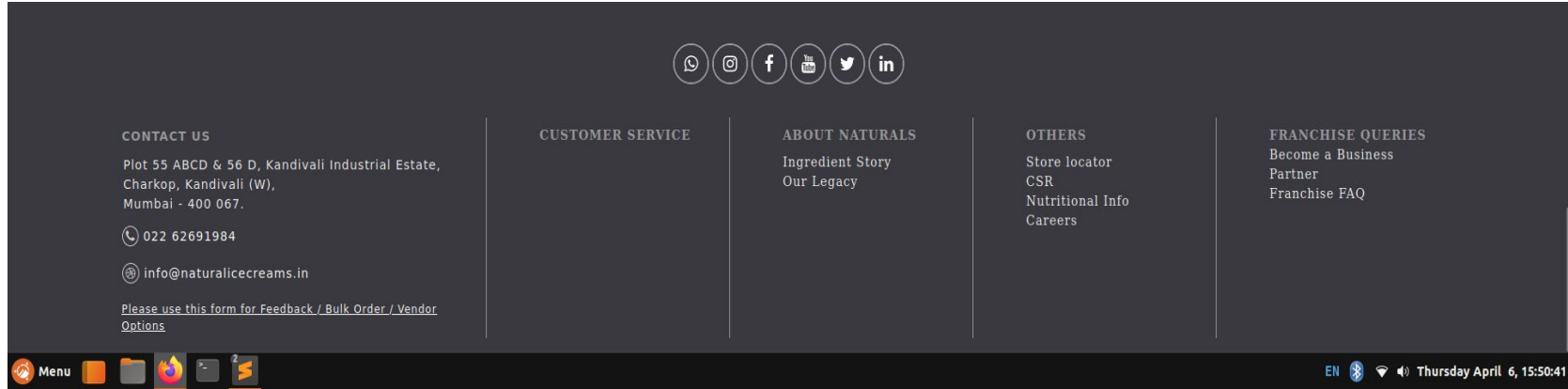


## 6.How to find the keywords they use?



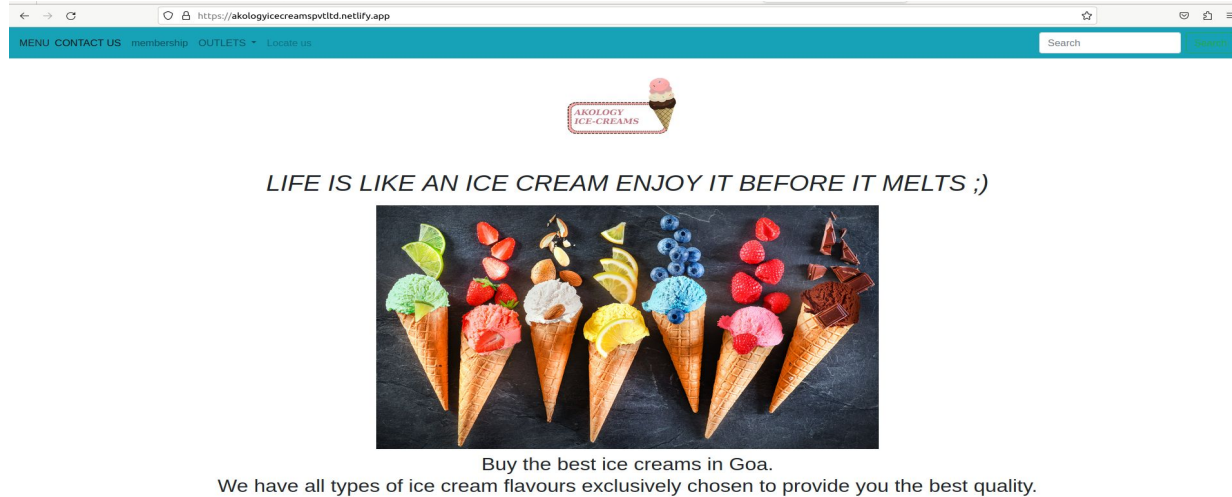
- See how the user search the product .
- See names which are related to their business.
- As we go to google if the user searches for ice-cream parlour and sees which business shows 1st.
- As we search for ice-cream automatically amul shows in 1st rank.

## 7. How to find who links them?



Browsers will usually display hyperlinks as such: **An unvisited link is usually blue and underlined.** A visited link is usually purple and underlined. An active link is usually red and underlined.

## 8.Explain why header tag



Header tags, also known as heading tags, are used to separate headings and subheadings on a webpage. They rank in order of importance, from H1 to H6, with H1s usually being the title. Header tags improve the readability and SEO of a webpage.

Keywords are in the alt tag in html code

```
40 </nav>
41 <center>
42 
43 <h1> <p class="font-italic">LIFE IS LIKE AN ICE CREAM ENJOY IT BEFORE IT MELTS ;)</p>
44 <br>
45 <h2> <p class="font-weight-light">Buy the best ice creams in Goa.<br>
46 We have all types of ice cream flavours exclusively chosen to provide you the best quality.</p><br>
47 <font style="verdana"> CHOOSE YOUR FAVOURITE FLAVOURS</font></h1>
48 
49 <p>Chocolate Rs 50 /-</p>
50 
51 <p>Fruit Ice-cream Rs 70 /-</p>
52 
53 <p>Mango Rs 40/-</p>
54 
55 <p>Strawberry 30/-</p>
56 
57 <p>Ice-cream Sundae 25/-</p>
58 <h3> <button a href="flavours.html">></a> BUY NOW</button></h3>
59 </center>
60 </body>
61 </html>
```

## My website link

<https://akologyicecreamspvtltd.netlify.app/>