# **Project Title - Comprehensive SEO Audit & Optimization for Organic Traffic Growth**

## **Project Overview:**

* Consider that you are working at a reputed company in the role of an SEO Analyst. In this project, you will delve into Search Engine Optimization(SEO) and SEO Audit.
* The "Comprehensive SEO Audit & Optimization for Organic Traffic Growth" project aims to enhance a website's organic search performance through detailed SEO audits and optimization strategies.

## **Project Objective:**

* This project focuses on identifying and addressing SEO issues, implementing best practices, and improving the site's visibility and ranking on search engines.
* To conduct a thorough SEO audit and implement optimization strategies to
  + Increase organic traffic,
  + Improve search engine rankings, and
  + Enhance overall online visibility.

## **Project Tasks:**

1. **Initial Audit:**

* Select any company listed below and Conduct a comprehensive SEO audit of the selected website to identify current performance, strengths, and weaknesses.

**2**. **Keyword Research:**

1. Identify relevant keywords with high search volume and low competition for the selected company products or services.
2. Analyze competitor keywords and strategies for the selected company website.

3. **On-Page SEO Optimization Audit:**

Select at least 3 pages from the chosen website, conduct an on-page SEO audit, and share a report for each page using the following checklist:

1. Check title tags, meta descriptions, and HTML tags.
2. Ensure proper use of keywords in content and headings.
3. Improve internal linking and External structure.
4. Optimize images with alt texts and descriptive file names.

**4. Technical SEO:**

1. Analysis of current technical SEO status.
2. List the technical SEO issues on the website homepage and its 3 web pages.
3. List the 5 best practices to improve site and web page speed.

**5. Content Strategy:**

1. Develop a content strategy plan based on keyword research.

**6. Off-Page SEO:**

1. Create an Off-page SEO plan and Strategy for the selected website.

## **Project Deliverables:**

1. Detailed SEO audit report highlighting current performance and areas for improvement.
2. Keyword research report with targeted keywords and competitive analysis.
3. Share the on-page SEO report and findings.
4. Share the technical SEO issues and improvements on the website, along with best practices.
5. Provide the content strategy plan for the selected website.
6. Outline the off-page SEO plan and strategy for the selected website.

## **Project Conclusion:**

* The "Comprehensive SEO Audit & Optimization for Organic Traffic Growth" project successfully identified and addressed critical SEO issues, enhancing the website’s visibility and search engine ranking.
* Through detailed audits, targeted keyword research, on-page and technical SEO improvements, and strategic content and off-page SEO planning, the project has laid a solid foundation for sustained organic traffic growth.
* The deliverables, including comprehensive reports and strategic plans, provide clear guidance for ongoing SEO efforts to maintain and build upon these improvements.

**Here is a list of other companies' websites you can consider for the project task:**

* [www.gofrugal.com](http://www.gofrugal.com)
* <https://effiasoft.com/>
* <https://www.retailware.in/>
* <https://dineplan.net/>
* <https://justbilling.in/>
* <https://www.elatesoft.com/ae/>
* <https://www.focussoftnet.com/>
* <https://www.eazyerp.com/>
* <https://www.intuit.com/>
* <https://www.salesforce.com/in/>
* <https://www.adobe.com/in/>
* <https://www.techmahindra.com/>
* [www.infosys.com](http://www.infosys.com)
* <https://www.crimsonlogic.com/>
* <https://www.deskera.com/in/>
* <https://www.cognizant.com/in/en>

Reference Guide:

* <https://www.semrush.com/blog/seo-audit/>
* <https://backlinko.com/seo-site-audit>
* <https://www.youtube.com/watch?v=SIR4Kn62bLQ>
* <https://ahrefs.com/blog/seo-audit/>
* <https://digitalmarketinginstitute.com/blog/how-to-perform-an-seo-audit>
* <https://offers.hubspot.com/how-to-run-seo-audit>
* <https://backlinko.com/best-free-seo-tools#8-se-oquake>

**SEO Tools**

* <https://aioseo.com/seo-analyzer/> - SEO Audit
* <https://rankmath.com/tools/seo-analyzer/> - SEO page Analyzer
* <https://ahrefs.com/backlink-checker> - Backlink Checker
* <https://pagespeed.web.dev/> - Website Page Speed test
* <https://tools.pingdom.com/> - Website Page Speed test
* <https://ads.google.com/intl/en_uk/home/tools/keyword-planner/> - Google Keyword Planner (Keyword Research Tool)
* <https://backlinko.com/tools/keyword> - KW Research Tool
* <https://tools.wordstream.com/fkt>? - KW Research Tool
* <https://smallseotools.com/plagiarism-checker/> (Content Plagiarism Checker)
* <https://smallseotools.com/keyword-position/> (KW Rank Checker)
* <https://smallseotools.com/keywords-suggestions-tool/> (Keyword Suggestion Tool)

**SEO Free Certification Course:**

* <https://www.semrush.com/academy/courses/seo-fundamentals-course-with-greg-gifford/>
* <https://academy.hubspot.com/courses/seo-training>
* <https://ahrefs.com/academy/seo-training-course>
* <https://moz.com/training>
* <https://yoast.com/academy/free-seo-training-seo-for-beginners/>
* <https://www.clickminded.com/seo-certification/>

## [FAQ's for Comprehensive SEO Audit & Optimization](https://docs.google.com/document/d/1xqpQUlrfFVVVe-IzrdDnqClrqs6XZvHP2BP2-NmjXtk/edit?usp=sharing)

## [Solution Approach for Comprehensive SEO Audit & Optimization](https://docs.google.com/document/d/1ckceZ-WstTCCGvmx3fpqpFGYaHt-OxJuG4lZdlJQYG8/edit?usp=sharing)

## **Reference: Sample Project**

<https://docs.google.com/presentation/d/1Zm7CzMkfPOoQMmcOoGlFFiflx6uNwzscWV9vV7VX6CE/edit?usp=sharing> (Don't use Same PPT Theme and Content). This sample project is just for your reference only.

## **LIVE EVALUATION SESSION (CAPSTONE AND FINAL PROJECT)**

**About Session:**

The Project Live Evaluation(PLE) Session for Capstone and Final Projects allows participants to showcase their projects and receive real-time feedback for improvement.

It assesses project quality and provides an opportunity for discussion and evaluation.

**Note: This form will Open on Saturday and Sunday Only on Every Week**

**PLE Timing: Monday-Saturday (11:30 PM to 12:30 PM)**

**Booking link :** [**https://forms.gle/1m2Gsro41fLtZurRA**](https://forms.gle/1m2Gsro41fLtZurRA)