



Digital World

Major Project

SEARCH ENGINE OPTIMIZATION

Presented by: Abdul Malik

Srtdigitalworld.com

OVERVIEW

- Problem Statements
- Audit Website by SEMRush
- Install Seo Plugins





PROBLEM STATEMENTS

- "It all started when Tushar, a graduate of the prestigious Harvard University, started his venture in Australia. His product is a website that tells the users when the price for an item goes down. All the users have to do is create their account on the website. Once that is done, they can paste the URL of the product of this website, and whenever the price drops, the users will be notified." Now, Tushar is a technical person. He is good with Code, but he knows nothing about Digital Marketing. His friend told him that he should go for SEO because that helps.



Tushar comes My agency asking for help with SEO..

Sure, I'd be happy to help Tushar with his SEO strategy. Here are my suggestions :

- 1. Keyword Groups : Tushar should target keywords related to his product and its unique selling proposition. Some keyword groups could be "price drop alerts", "online price tracker", "discount alerts", "best deals online", and "save money online". He can use tools like Google Keyword Planner, SEMrush, or Ahrefs for keyword research.



2. Search Engines : While Google is the most popular search engine worldwide, he should also consider Bing and Yahoo as they have significant user bases. In Australia, Google is the most used search engine, but it's always good to optimize for others as well.
3. Performance Metrics : Some important SEO metrics he should track include organic traffic, bounce rate, time on site, pages per session, and conversion rate. He might also want to track the rankings of his targeted keywords.



4. Content Strategy : His content should be centered around the needs and interests of his target audience. He could create blog posts or articles on topics like "How to save money while shopping online", "Best times to buy different products", etc. The content should be engaging, informative, and include the targeted keywords.

5. Backlinks : Backlinks are crucial for SEO. However, the focus should be on quality rather than quantity. Getting backlinks from high-authority websites in his niche would be more beneficial than having numerous backlinks from low-authority websites.



6. Website Audit : He can use tools like Google Search Console or SEMrush for a technical audit of his website. These tools can help identify issues like slow page speed, broken links, or problems with meta tags that could be hurting his SEO.

Remember, SEO is a long-term process and it may take some time before you start seeing results. However, with consistent effort and quality content, he can get his website visible in search engine results

AUDIT WEBSITE YOURSTORY.COM

- I have used SEMRush to conduct an SEO audit on yourstory.com. Here are some of the key findings:
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- - Yourstory.com has a domain authority of 86 and a trust score of 64, which are very high and indicate that the website is well-established and reputable.
- - Yourstory.com ranks for 1.1 million keywords on Google, out of which 17.4 thousand are in the top 10 positions. The website gets an estimated 11.9 million organic visits per month from Google.
- - Yourstory.com has a healthy backlink profile, with over 67 thousand referring domains and over 4.6 million backlinks. The website has a good balance of follow and nofollow links , as well as a variety of link



Domain Authority



Menu



yourstory.com



Root Domain

Search

Projects > Domain Overview

[User manual](#)[Send feedback](#)

Domain Overview: yourstory.com

[Get PDF](#)

Worldwide

US

UK

DE

...

Desktop

Oct 24, 2023

USD

[Overview](#)[Compare domains](#)[Growth report](#)[Compare by countries](#)

Authority Score

64

Organic Search Traffic

76.2K -50%

Semrush Domain Rank 27.2K ↓

Keywords 159.4K ↓

Paid Search Traffic

The domain may be new or not ranking right now. To get data on organic traffic, create a Position Tracking campaign.

[Go to Position Tracking](#)

Backlinks

11.1M

Referring Domains 63.1K

Engagement metrics September 2023

Pages/Visits 1.23 ↓

Avg. Visit Duration 08:54 ↓

Bounce rate 85.10% ↓

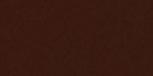
[Show all](#)

19°C

Clear



Search



22:01

25-10-2023

9

keywords

Organic Research
Keyword Gap
Backlink Gap
KEYWORD RESEARCH
Keyword Overview
Keyword Magic Tool
Keyword Manager
Position Tracking
Organic Traffic Insights

LINK BUILDING
Backlink Analytics
Backlink Audit
Link Building Tool
Bulk Analysis

ON PAGE & TECH SEO
Site Audit
Listing Management
SEO Content Template
On Page SEO Checker
Log File Analyzer

Local SEO
Advertising
Social Media
Content Marketing
.Trends
Agency Solutions

semrush.com/Analytics/keywordoverview/?q=yourstory.com&db=in

India Desktop Oct 25, 2023 USD

Overview Bulk Analysis

Your request contains a domain name.
To view keywords for which **yourstory.com** ranks in Google's search results, go to [Organic Research](#).

Select location

Update metrics Export to PDF

Volume
480 IN

Keyword Difficulty
58% Difficult
You will need to have 11 referring domains and optimized content to compete here.

Global Volume
720

Country	Volume
IN	480
AU	20
DE	20
US	20
AE	10
AL	10
Other	160

Intent
Navigational

Trend

CPC
\$0

Competitive Density
0

PLA Ads
0

Keyword ideas

All Keywords
357 Total volume: 46.8K

Keywords	Volume	KD %
yourstory	18.1K	64 ●
your story	8.1K	69 ●
startup news	4.4K	69 ●
startup news india	1.6K	61 ●

Questions
9 Total volume: 600

Keywords	Volume	KD %
what's in your story	390	37 ●
what is your story	210	53 ●
how many users does https://yourstory.com have	0	n/a ●

Related Keywords
48 Total volume: 45.9K

Keywords	Volume	KD %
yourstory	18.1K	64 ●
yourstory india	110	58 ●
your story	8.1K	69 ●
your story bangalore	110	22 ●

Backlink

SEMIRUSH Features Pricing Resources Company App Center Extra tools Upgrade EN ▾

Projects yourstory.com Root Domain Search

SEO SEO Dashboard COMPETITIVE RESEARCH Domain Overview Traffic Analytics Organic Research Keyword Gap Backlink Gap KEYWORD RESEARCH Keyword Overview Keyword Magic Tool Keyword Manager Position Tracking Organic Traffic Insights LINK BUILDING Backlink Analytics Backlink Audit Link Building Tool Bulk Analysis ON PAGE & TECH SEO Site Audit Listing Management SEO Content Template On Page SEO Checker Log File Analyzer

Projects > Domain Overview > Backlink Analytics

Link building ideas User manual Send feedback Export to PDF

Backlinks: yourstory.com

Live Update: 99+ backlinks found 3 days ago Categories: Business & Industrial > Business Finance > Venture Capital 9 more

Overview Network Graph Backlinks Anchors Referring Domains Indexed Pages Outbound Domains ...

Root Domain You yourstory.com Add competitor Compare + Add up to 3 competitors

Referring Domains 63.1K +1% Backlinks 11.1M -6% Monthly Visits 2.3M Organic Traffic 835K Outbound Domains 70.9K Overall Toxicity Score n/a

Authority Score 64 Very good and niche relevant

Link Power Organic Traffic Natural Profile

Authority Score Trend Last 12 months

Reputable

View full report

Referring Domains Backlinks

INSTALL SEO PLUGIN YOAST

1. Go to your WordPress dashboard.
2. Click on "Plugins" in the left menu.
3. Click "Add New".
4. Search for "Yoast SEO" in the search bar.
5. Click "Install Now" and then click "Activate".
6. Once activated, you will see a new menu item called "SEO" in the left-hand menu.
7. Click on "SEO" and then click on "Dashboard".
8. Follow the instructions for setting up Yoast SEO for your website.

Once you install Yoast SEO, you can create basic on-page SEO by following these steps:

1. Install and activate Yoast SEO.
2. Tap the page or post you want to edit.
3. Scroll down to the Yoast SEO section at the bottom of the content editor.
4. Enter your focus keyword in the "Focus keyphrase" field.
5. Follow the recommendations provided by Yoast SEO to optimize your content.

General - Yoast SEO

Dashboard First-time configuration

Yoast recommendations for you



Get Yoast SEO Premium

Use AI to generate titles and meta descriptions, automatically redirect deleted pages, get 24/7 support and much, much more!

[Get Yoast SEO Premium ▶](#)[Read reviews from real users](#)

- SEO DATA OPTIMIZATION [Edit](#)
- SITE REPRESENTATION [Edit](#)
- SOCIAL PROFILES [Edit](#)
- PERSONAL PREFERENCES [Edit](#)
- FINISH CONFIGURATION

Good job! By providing this information, Yoast has improved your site and told search engines what your site is all about.

To increase your rankings, you need to regularly work on SEO. That can be overwhelming, so let's start small!

[Learn how to increase your rankings with Yoast SEO →](#)

?

Learn SEO

Want to learn SEO from Team Yoast? Check out our [Yoast SEO academy](#)!

We have both free and premium online courses to learn everything you need to know about SEO.

[Check out Yoast SEO academy](#)

SRT digital world

Dashboard Posts Media Pages All Pages Add New Comments Elementor Templates Essential Addons ElementsKit Appearance Plugins 6 Users Tools Settings Yoast SEO MC4WP Premium Addons for Elementor Collapse menu

Search appearance

Determine how your post should look in the search results.

Preview as:

Mobile result Desktop result

SRT digital world
srtdigitalworld.com >

Digital Market Service For your Business - Srt Digital World

Oct 12, 2023 - Grow your business online with our affordable and effective digital marketing services. We offer SEO, PPC, social media, web design, and more. Contact us

SEO title

Use AI Insert variable

Digital Market Service For your Business - Srt Digital World

Slug

Meta description

Use AI Insert variable

Grow your business online with our affordable and effective digital marketing services. We offer SEO, PPC, social media, web design, and more. Contact us

SEO analysis

Set featured image

Post Settings

Transparent Header

Default

Display Title

Disable

Layout

Fullwidth

Content Style

Unboxed

Content Vertical Padding

Disable

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Thank's For Watching

Connect with us.



+917906995511



contact@srtdigitalworld.com

