**SURYA ADUSUMALLI**

**Part-1 Analytics**

1. Research and choose several keywords for your personal web page. Explain why you chose the ones you did?

By researching from online tools, I have found some keywords related to my career interests. The following are the keywords I used

**Full Stack Web Developer, Code Practices, Aspiring, Experience, Portfolio, jQuery, Node.js, ASP.NET**

1. Design the basic structure of your website and create an XML site map.

<?xml version="1.0" encoding="UTF-8"?>

<urlset

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xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"

xsi:schemaLocation="http://www.sitemaps.org/schemas/sitemap/0.9

http://www.sitemaps.org/schemas/sitemap/0.9/sitemap.xsd">

<!-- created with Free Online Sitemap Generator www.xml-sitemaps.com -->

<url>

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<url>

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<url>

<loc>https://suryaportfolio.netlify.com/projects/javascriptcalculator/</loc>

<lastmod>2018-11-22T14:43:43+00:00</lastmod>

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</url>

<url>

<loc>https://suryaportfolio.netlify.com/projects/findthepenguins/</loc>

<lastmod>2018-11-22T14:43:43+00:00</lastmod>

<priority>0.80</priority>

</url>

</urlset>

1. Search for local competitors, try to find individual people, not a company.

I found this <https://pierre.io/> as my local competitor

1. Use tools like openlinkprofiler to find the backlinks for your competitors

By using openlinkprofiler we can find all the information on the competitor

[https://www.openlinkprofiler.org/links/pierre.io](https://www.openlinkprofiler.org/links/pierre.io%20)

1. Create a brief plan (about 650 words) describing what your SEO strategy would be to improve your ranking for your chosen keywords and how you would deal with your competition. Note: You don’t have to implement the strategy.

## Step 1: Make a List of Topics

Keywords are at the heart of SEO, but they're actually not your first step to an organic growth play anymore. Your first step is to make a list of topics you'd like to cover from one month to the next. To start, compile a list of about 10 short words and terms associated with your product or service. Use[Google's Keyword Tool](https://adwords.google.com/o/Targeting/Explorer?__u=1000000000&__c=1000000000&ideaRequestType=KEYWORD_IDEAS#search.none) to identify their search volume and come up with variations that make sense for your business.

## Step 2: Make a List of Long-Tail Keywords Based on These Topic

## Here's where you'll start optimizing your pages for specific keywords. For each pillar you've identified, use your keyword tool to identify five to 10 long-tail keywords that dig deeper into the original topic keyword.

## Step 3: Build Pages for Each Topic

When it comes to websites and ranking in search engines, trying to get one page to rank for a handful of keywords can be next to impossible. Take the 10 pillar topics you came up with in Step 1 and create a web page for each one that outlines the topic at a high level -- using the long-tail keywords you came up with for each cluster in Step 2.

## Step 4: Set Up a Blog

[Blogging](https://www.hubspot.com/13-business-blogging-mistakes-and-their-easy-fixes)can be an incredible way to rank for keywords and engage your website's users. After all, every blog post is a new web page that gives you another chance to rank in search engines. If your business does not already have a blog, set one up. This is where you'll elaborate on each subtopic and actually start showing up on Google.

## Step 5: Blog Every Week to Develop Page Authority

Not every blog post or web page you write needs to belong to a topic cluster. There's also value in writing about tangential topics you're customers care about in order to give your website authority in the eyes of Google. This will cue Google to pay extra attention your domain as you add content to your primary topics.

## Step 6: Create a Link-Building Plan

## Link-building is the process of attracting inbound links (also called "backlinks") to your website from elsewhere on the web. As a general rule, the more page authority the origin website has, the bigger affect it will have on the rank of the web page to which it is linking.

## Step 7: Stay Current on SEO News & Practices

Like the overall marketing landscape, the search engine space is ever-evolving. Staying on top of current trends and best practices is a difficult task, but there are multiple online resources that can make it easy for you to stay on top of SEO news and changes that may impact your website and your SEO strategy.

## Step 8: Measure and Track Your SEO Success

SEO can take a lot of time and effort. What good is spending all this time and effort if you can't see the fruits of your labor? There are many metrics you can track on a daily, weekly, or monthly basis to keep your SEO plan on track and measure your success.

Because the metric you care about is organic traffic (traffic that comes from a given search engine), seek out a tool that allows you to track both your overall organic traffic number and how your pages are ranking under each long-tail keyword your pages are targeting. [SEMrush](http://www.semrush.com/) is a great reporting tool for just this purpose.

Create a monthly dashboard using Excel, Google Sheets, or a web analytics package so you can monitor how much traffic comes to your website from organic search.

Also, tracking indexed pages, leads, ROI, inbound links, keywords, and your actual ranking on SERPs (search engine results pages) can help you recognize your success as well as identify areas of opportunity.