

SEO & Keyword Research In this milestone you will be working on the below activities 1. SEO Audit 2. Keyword Research 3. On page Optimization

That looks like a structured SEO milestone. Here's how you can approach each activity:

1. SEO Audit

Conduct a comprehensive audit to identify technical and on-page issues. Key areas to focus on:

- **Technical SEO:** Check site speed, mobile-friendliness, crawlability, indexability, and broken links.
- **On-Page SEO:** Review meta titles, descriptions, headings, image alt texts, and internal linking.
- **Content Audit:** Analyze content gaps, outdated pages, and opportunities for improvement.
- **Backlink Analysis:** Assess the website's backlink profile and disavow toxic links if necessary.

Tools to Use: Google Search Console, Google Analytics, Screaming Frog, SEMrush/Ahrefs, PageSpeed Insights.

2. Keyword Research

- Identify high-traffic and relevant **short-tail & long-tail keywords** related to Mahindra & Mahindra's industry.
- Analyze **competitor keywords** and gaps.
- Categorize keywords based on **intent** (Informational, Navigational, Transactional).
- Focus on **low-competition, high-search-volume** opportunities.

Tools to Use: Google Keyword Planner, SEMrush, Ahrefs, Ubersuggest, AnswerThePublic.

3. On-Page Optimization

- **Optimize Meta Tags:** Improve meta titles, descriptions, and headers (H1, H2, etc.).
- **Content Optimization:** Include keywords naturally, enhance readability, and add structured data (schema markup).

- **URL Optimization:** Ensure URLs are SEO-friendly and properly structured.
- **Internal Linking:** Improve site navigation and distribute link equity.
- **Image Optimization:** Use descriptive alt text and compress images for speed.
- **Technical Fixes:** Address crawl errors, broken links, and mobile usability issues.