**SEO PORTFOLIO DOCUMENT**

**PART-1: Analysis**

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

**Ans:** Keywords choose for personal web page are given below. The reason why I choose these keywords are their CPC , competition among advertisers of these keywords are very high. It also plays very well in terms of paid advertisements. SEOQuake shows it has higher fb liking and backlinks.

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| **Keyword choosed** | **Search volume** | **Cost Per Click (CPC)** |
| Web developer | 33,100 | $17.74 |
| Website developer | 21,100 | $14.50 |
| Web designer and developer | 30,300 | $16.47 |
| Developer jobs | 35,000 | $20.90 |
| Web developer resume | 20,000 | $15.08 |
| Web developer hiring | 25,000 | $18.90 |
| Get in touch with web developer | 8100 | $4.80 |
| Web development projects | 31,000 | $19.08 |
| Frontend development | 11,000 | $8.90 |
| Backend development | 11,000 | $8.50 |
| Full stack development | 11,000 | $9.60 |
| Responsive web development | 15,000 | $10.90 |
| Responsive websites | 13,000 | $9.89 |
| User friendly websites | 1100 | $2.90 |
| Web developer services | 8100 | $4.40 |
| Development skills | 10,000 | $7.34 |
| Web developer education | 5100 | $3.90 |
| Web developer portfolio | 10,000 | $7.76 |
| Web developer courses | 20,000 | $12.90 |

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

<https://resumegenius.com/resume-samples/web-developer-resume-example>

<https://www.freecodecamp.org/news/15-web-developer-portfolios-to-inspire-you-137fb1743cae/>

[https://www.facebook.com/careers/areas-of-work/engineering/?p[teams][0]=Software%20Engineering&teams[0]=Software%20Engineering](https://www.facebook.com/careers/areas-of-work/engineering/?p%5bteams%5d%5b0%5d=Software%20Engineering&teams%5b0%5d=Software%20Engineering)

1. Use tools like openlinkprofiler to find the backlinks for your competitors.
2. 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.