



Competency Based Learning Material (CBLM)

Digital Marketing for Freelancing

Level-3

Module: Practicing Basic Search Engine Optimization

Code: CBLM-ICT-DMF-04-L3-EN-V1



National Skills Development Authority
Prime Minister's Office
Government of the People's Republic of Bangladesh

Copyright

National Skills Development Authority

Prime Minister's Office

Level: 10-11, Biniyog Bhaban,

E-6 / B, Agargaon, Sher-E-Bangla Nagar Dhaka-1207, Bangladesh.

Email: ec@nsda.gov.bd

Website: www.nsga.gov.bd.

National Skills Portal: <http://skillsportal.gov.bd>

Copyright of this Competency Based Learning Material (CBLM) is reserved by National Skill Development Authority (NSDA). This CBLM may not be modified or modified by anyone or any other party without the prior approval of NSDA.

The CBLM on “Practice basic search engine optimization (SEO)” is developed based on NSDA approved Competency Standards and Competency Based Curriculum under Digital Marketing for Freelancing Level-3 Occupation. It contains the information required to implement the Digital Marketing for Freelancing Level-3 standard.

This document has been prepared by NSDA with the help of relevant experts, trainers/professionals.

All Government-Private-NGO training institutes in the country accredited by NSDA can use this CBLM to implement skill-based training of Digital Marketing for Freelancing Level-3 course.

Approved by
---th Authority Meeting of NSDA
Held on -----

How to use this Competency Based Learning Material (CBLM)

The module, Maintaining and enhancing professional & technical competency contains training materials and activities for you to complete. These activities may be completed as part of structured classroom activities or you may be required you to work at your own pace. These activities will ask you to complete associated learning and practice activities in order to gain knowledge and skills you need to achieve the learning outcomes.

1. Review the **Learning Activity** page to understand the sequence of learning activities you will undergo. This page will serve as your road map towards the achievement of competence.
2. Read the **Information Sheets**. This will give you an understanding of the jobs or tasks you are going to learn how to do. Once you have finished reading the **Information Sheets** complete the questions in the **Self-Check**.
3. **Self-Checks** are found after each **Information Sheet**. **Self-Checks** are designed to help you know how you are progressing. If you are unable to answer the questions in the **Self-Check** you will need to re-read the relevant **Information Sheet**. Once you have completed all the questions check your answers by reading the relevant **Answer Keys** found at the end of this module.
4. Next move on to the **Job Sheets**. **Job Sheets** provide detailed information about *how to do the job* you are being trained in. Some **Job Sheets** will also have a series of **Activity Sheets**. These sheets have been designed to introduce you to the job step by step. This is where you will apply the new knowledge you gained by reading the Information Sheets. This is your opportunity to practice the job. You may need to practice the job or activity several times before you become competent.
5. Specification **sheets**, specifying the details of the job to be performed will be provided where appropriate.
6. A review of competency is provided on the last page to help remind if all the required assessment criteria have been met. This record is for your own information and guidance and is not an official record of competency

When working through this Module always be aware of your safety and the safety of others in the training room. Should you require assistance or clarification please consult your trainer or facilitator.

When you have satisfactorily completed all the Jobs and/or Activities outlined in this module, an assessment event will be scheduled to assess if you have achieved competency in the specified learning outcomes. You will then be ready to move onto the next Unit of Competency or Module

Table of Contents

Copyright	i
How to use this Competency Based Learning Material (CBLM)	v
Module Content	1
Learning Outcome 1: Interpret Basic Concepts of SEO	2
Learning Experience 1: Interpret Basic Concepts of SEO.....	3
Information Sheet 1: Interpret Basic Concepts of SEO.....	4
Self-Check Sheet - 1: Interpret Basic Concepts of SEO.....	18
Answer Key - 1: Interpret Basic Concepts of SEO.....	19
Task Sheet-1.1: Explain the Role of Link Building.....	20
Task Sheet-1.2: Identify Common SEO Mistakes.....	21
Learning Outcome 2: Apply On-Page SEO	22
Learning Experience 2: Apply On-Page SEO.....	23
Information Sheet 2: Apply On-Page SEO.....	24
Self-Check Sheet - 2: Apply On-Page SEO.....	46
Answer Key - 2: Apply On-Page SEO.....	47
Task Sheet-2.1: Implement Header Tag Optimization.....	48
Task Sheet-2.2: Optimize Meta Titles and Descriptions.....	49
Learning Outcome 3: Apply Off-Page SEO	50
Learning Experience 3: Apply Off-Page SEO.....	51
Information Sheet 3: Apply Off-Page SEO.....	52
Self-Check Sheet - 3: Apply Off-Page SEO.....	67
Answer Key - 3: Apply Off-Page SEO.....	68
Task Sheet-3.1: Explore Off-Page SEO Techniques.....	69
Task Sheet-3.2: Analyse Online Community Engagement.....	70
Review of Competency	71

Module Content

Unit Title: Practice basic search engine optimization (SEO)

Unit Code: OU- ICT-DMF-04-L3-V1

Module Title: Practicing basic search engine optimization (SEO)

Module Description: This module covers the knowledge, skills and attitudes required to Practice basic search engine optimization (SEO).

It specifically includes the task of Interpreting basic concepts of SEO, Applying On-Page SEO and Off-Page SEO.

Nominal Duration: 80 Hours

Learning Outcomes:

Upon completion of this module the trainees must be able to:

1. Interpret basic concepts of SEO
2. Apply on-page SEO
3. Apply off-page SEO

Assessment Criteria:

1. SEO is interpreted;
2. Types of SEO are interpreted;
3. Major Search Engines are identified and listed;
4. Importance of web ranking is interpreted;
5. Backlinks and their importance are interpreted;
6. Browsers, Addons/Extension and tools are identified;
7. Keywords Research and its importance are interpreted;
8. Keywords Research and Analysis are performed;
9. Latent Semantic Indexing (LSI), Keywords Density and Stuffing are stated;
10. Title, URL, Meta and header Tag are interpreted;
11. Title, URL, Meta and header Tag are optimized;
12. Anchor Text, Internal & External Links are interpreted & applied;
13. Contents are optimized;
14. Initial Site Analysis is performed;
15. Search Engines are submitted;
16. Directory is submitted;
17. Social Bookmarking is performed;
18. Blog Posting and Commenting are prepared;
19. Forum Posting is applied;
20. QA site posts are created;

Learning Outcome 1: Interpret Basic Concepts of SEO

Assessment Criteria	<ol style="list-style-type: none"> 1. SEO is interpreted; 2. Types of SEO are interpreted; 3. Major Search Engines are identified and listed; 4. Importance of web ranking is interpreted; 5. Backlinks and their importance are interpreted; 6. Browsers, Addons/Extension and tools are identified;
Conditions and Resources	<ol style="list-style-type: none"> 1. Real or simulated workplace 2. CBLM 3. Handouts 4. Laptop 5. Multimedia Projector 6. Paper, Pen, Pencil, Eraser 7. Internet facilities 8. White board and marker
Contents	<ol style="list-style-type: none"> 1 SEO 2 Types of SEO 3 Major Search Engines 4 Importance of web ranking 5 Backlinks and their importance 6 Browsers, Addons/Extension and tools
Training Methods	<ol style="list-style-type: none"> 1. Discussion 2. Presentation 3. Demonstration 4. Guided Practice 5. Individual Practice 6. Project Work 7. Problem Solving 8. Brainstorming
Assessment Methods	<ol style="list-style-type: none"> 1. Written Test 2. Demonstration 3. Oral Questioning

Learning Experience 1: Interpret Basic Concepts of SEO

In order to achieve the objectives stated in this learning guide, you must perform the learning steps below. Beside each step are the resources or special instructions you will use to accomplish the corresponding activity.

Learning Steps	Resources specific instructions
1. Student will ask the instructor about Practice basic search engine optimization (SEO)	1. Instructor will provide the learning materials Practice basic search engine optimization (SEO)
2. Read the Information sheet/s	2. Information Sheet No:1- Interpret basic concept of SEO
3. Complete the Self-Checks & Answer key sheets.	3. Self-Check No: 1- Interpret basic concept of SEO Answer key No. 1- Interpret basic concept of SEO
4. Read the Job/ Task sheet and Specification Sheet	4. Job/ task sheet and specification sheet <ul style="list-style-type: none"> ▪ Task Sheet No:1-1: Explain the Role of Link Building ▪ Task sheet No:1-2: Identify Common SEO Mistakes

Information Sheet 1: Interpret Basic Concepts of SEO

Learning Objective:

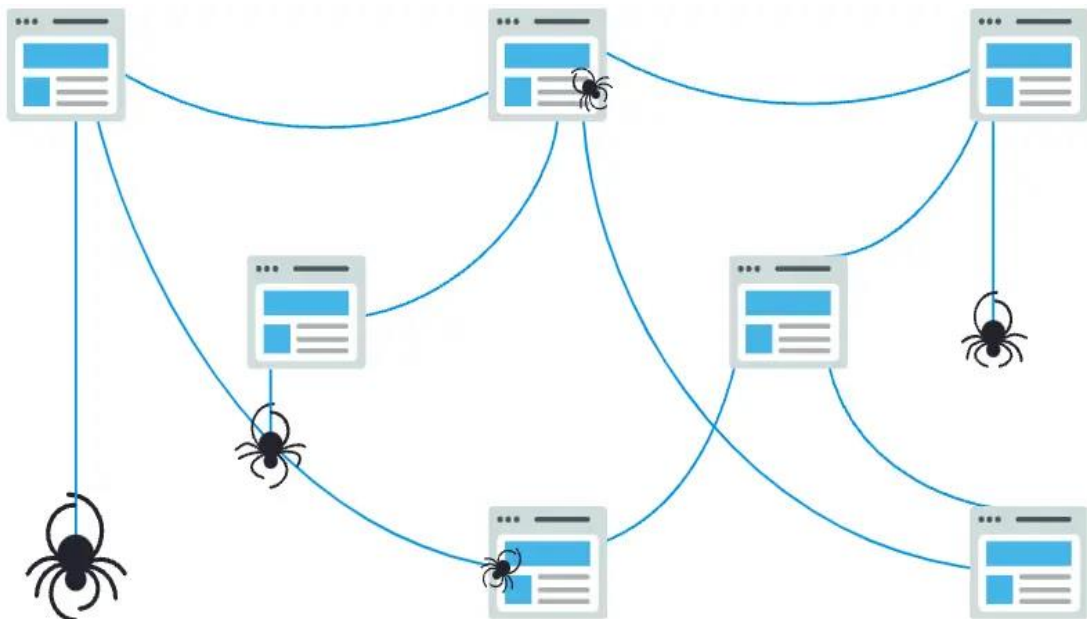
After completion of this information sheet, the learners will be able to explain, define and interpret the following contents:

- 1.1 SEO
- 1.2 Types of SEO
- 1.3 Major Search Engines
- 1.4 Importance of web ranking
- 1.5 Backlinks and their importance
- 1.6 Browsers, Addons/Extension and tools

1.1 SEO

SEO stands for search engine optimization. SEO practitioners optimize websites, web pages and content for the purposes of ranking higher in search engines, like Google. SEO is a set of practices designed to improve the appearance, positioning, and usefulness of multiple types of content in the organic search results. This content can include web pages, video media, images, local business listings, and other assets. Because organic search is the top method via which people discover and access online content, utilizing SEO best practices is essential for ensuring that the digital content you publish can be found and chosen by the public, increasing your website's organic traffic.

1.1.1 How search engines work



In order to understand how SEO works, it's vital to have a basic understanding of how search engines work. Search engines use crawlers (also known as spiders or bots) to gather information across the internet to populate their big databases, called "indexes". Crawlers begin from a known web page and then follow links from that page to other pages.

For example, if a page Google already indexed on Patagonia.com on the topic of used clothing features internal links to further pages on the site for used jackets, used hiking boots, and used flannel shirts, Google can crawl to those pages via the links provided. Meanwhile, if Patagonia's main used clothing page links out to an article on TheGuardian.com about the negative impacts of fast fashion, Google can crawl from Patagonia to the news article via the link, thereby discovering that content and potentially indexing it.

The content of the discovered page, and the context of the links the crawler followed from Patagonia to The Guardian, help Google understand what the page is about and how it is relevant to all of the other pages within its index.

If you happen to be the journalist who wrote The Guardian article on fast fashion, the fact that a used outdoor clothing section of a large brand is linking to your piece is an indication to Google that there might be a relationship between the problems of fast fashion and the potential solution of buying used clothing instead of new clothing. These semantic relationships go far towards helping Google determine which results to show for each query they receive from the searching public.

Search engines' success as businesses depends on the public finding search engine results to be relevant to their needs. The more links a search engine like Google finds pointing from a particular type of content to a particular resource, the more confident it becomes that the linked-to resource is relevant to certain search queries. The search engine then determines that this resource deserves to be ranked highly when people make those queries.

1.2 Types of SEO

There are three main categories of SEO: on-page SEO, off-page SEO, and technical SEO.

1.2.1 On-page SEO

Investing in SEO includes engaging in customer research, market research, and keyword research so that your content reflects the language real people use to search for whatever your website offers. The findings of your research can then be incorporated

into your optimization of multiple elements of your website and its pages, including but not limited to:

- Domain names
- Page URLs
- Page titles
- Headers
- Alt text
- Images
- Videos
- Navigational
- Meta description tags
- Internal links
- Sitemaps
- The main body text of each page

1.2.2 Off-page SEO

To ensure that your digital assets achieve maximum visibility in the search engines, meet your goals for relevant traffic, and deliver the conversions you seek, off-page SEO can basically be defined as a practice for bringing attention to your content. Your options for pursuing this include, but aren't limited to:

- Earning links and citations from high quality third-party sites via the merit of your content
- Managing link disavowal
- Proactively building links and citations from high quality third-party sites via outreach to those publications
- Engaging in a variety of forms of online promotion, including social media marketing, being featured as a guest on third-party blogs, podcasts, and vlogs
- Traditional PR, including writing press releases and building relationships with influencers
- For local businesses, creating local business profiles and building local unstructured citations

For a complete tutorial on off-page SEO, read: [Off-Page SEO](#) and if you are optimizing a local business website, read [The Essential Local SEO Strategy Guide](#).

All of the above factors combine to influence how search engines understand and rank your website pages.

1.2.3 Technical SEO

To ensure that your website can be properly indexed and crawled by search engines and properly used by people, technical SEO includes, but is not limited to, management of all of the following elements:

- Analytics setup
- Site crawling
- Indexing status
- Robots.txt status
- Canonicalization
- Internal link architecture design and management
- Coding
- Mobile-friendliness
- Cross browser rendering
- Page status codes
- Image compression
- Core Web Vitals status
- Page load/speed optimization
- Structured data
- JavaScript frameworks/rendering/pre-rendering
- Hreflang
- De-indexing
- Migrations

For a complete tutorial on technical SEO, read: [The Professional's Guide to SEO](#) and you'll also enjoy this popular [Web Developer's SEO Cheat Sheet](#).

1.3 Major Search Engines

Major search engine names are-

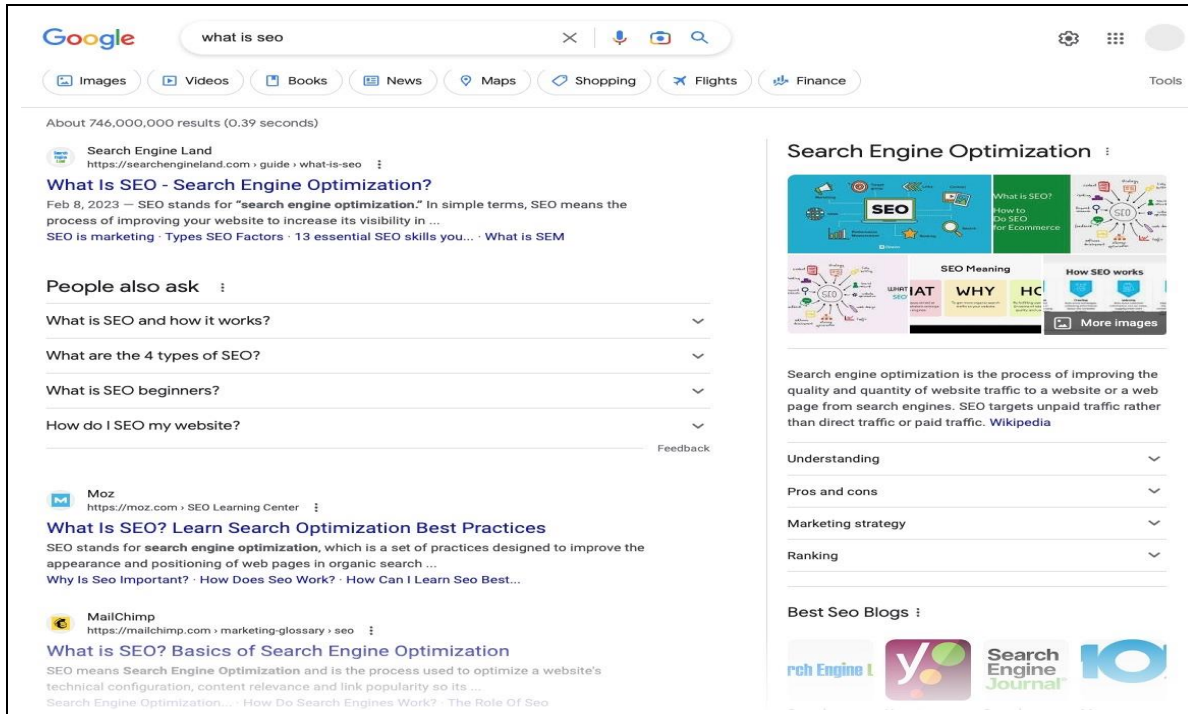
- Google
- Bing
- DuckDuckGo
- Yahoo
- Baidu
- Yandex

Although Google is by far the most popular search engine, it's certainly not the only search engine.

Different search engines have different audience demographics. And different pros and cons.

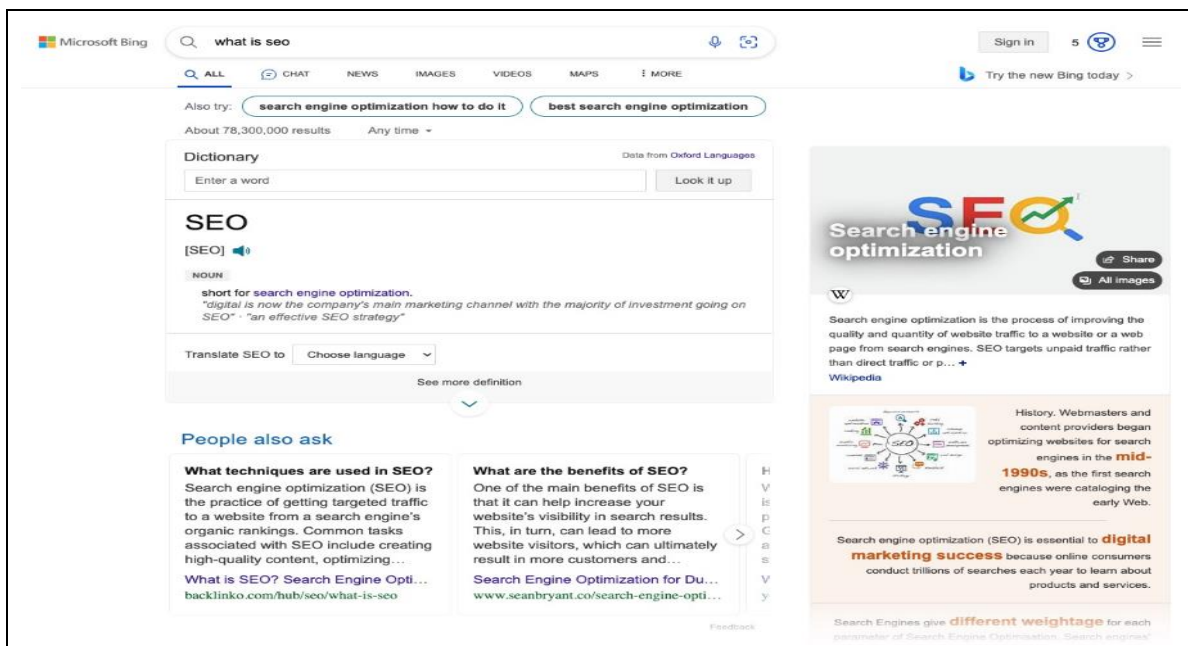
1.3.1 Google

- Domain: google.com
- What makes it unique: the best search engine (in terms of popularity)
- What it looks like:



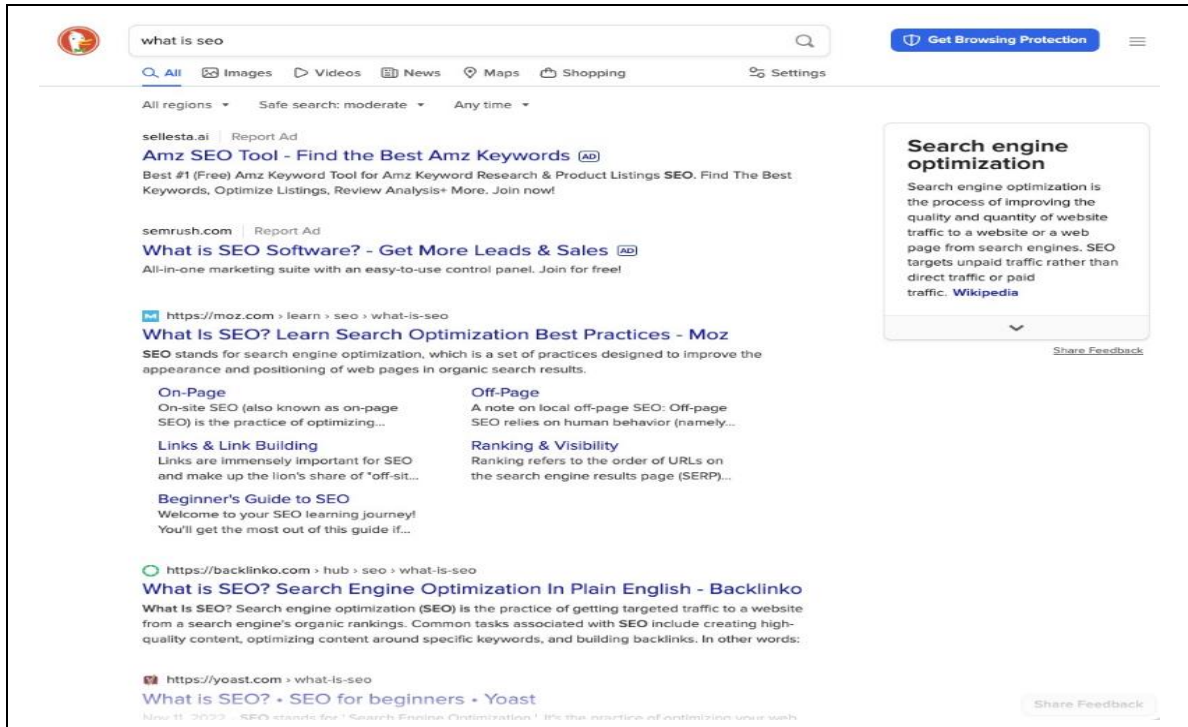
1.3.2 Bing

- Domain: bing.com
- What makes it unique: rewards program, AI chat assistant
- What it looks like:



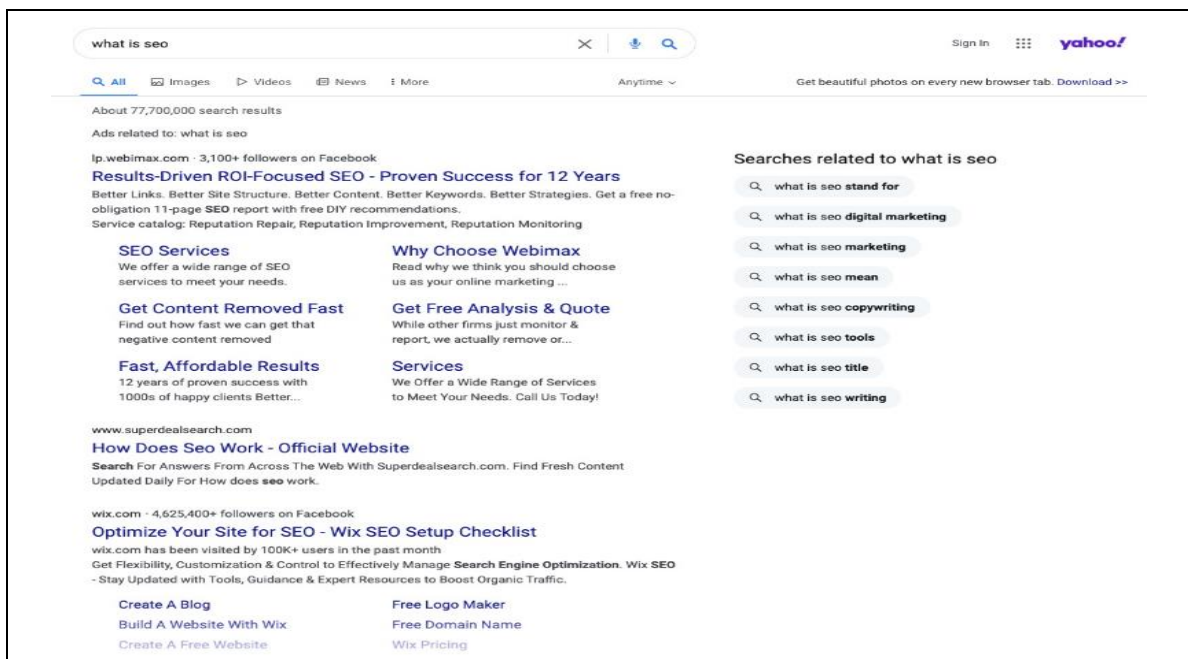
1.3.3 DuckDuckGo

- Domain: duckduckgo.com
- What makes it unique: most popular privacy-oriented search engine
- What it looks like:



1.3.4 Yahoo

- Domain: yahoo.com
- What makes it unique: one of the oldest search engines
- What it looks like:



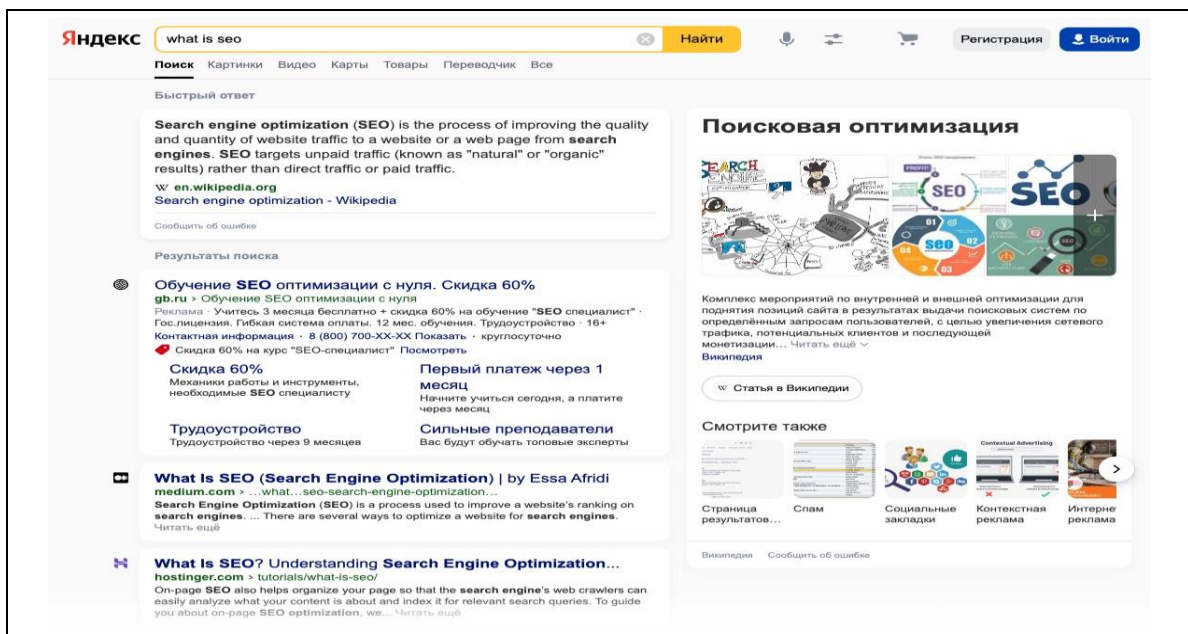
1.3.5 Baidu

- Domain: baidu.com
- What makes it unique: most popular search engine in China
- What it looks like:



1.3.6 Yandex

- Domain: yandex.ru
- What makes it unique: most popular search engine in Russia
- What it looks like:



1.4 Importance of web ranking

In today's digital era, having an effective online presence is important for the success of any business. A key factor determining your online visibility is your website ranking. Search Engine Optimization (SEO) plays an important role in improving your website's ranking and plays an important role in business success. In this article, we will get ideas about the importance of website ranking and how it can improve business success. So, let's explore the world of website ranking and its implications for your online endeavors.

1.4.1 The Basics of Website Ranking

Website ranking is the important position of your website in search engine pages (SERPs) when users search for relevant keywords. Search engines like Google utilize complex algorithms to determine the relevancy and authority of websites, which influences their ranking. The higher your website ranks, the more visible it becomes to potential visitors.

1.4.2 Understanding Search Engine Algorithms

Search engine algorithms constantly evolve, aiming to provide users relevant and valuable results. These algorithms consider various factors, such as backlinks, site speed, mobile-friendliness, user experience keywords, etc. It is essential to stay updated with the latest algorithm changes and adapt your SEO strategies accordingly.

1.4.3 The Impact of Website Ranking on Organic Traffic

Organic traffic refers to the visitors who find your website through unpaid search results. A higher website ranking significantly increases the chances of attracting organic traffic. Studies have shown that most people click on the trending topics on the first website. Therefore, a top-ranking position can lead to a significant increase in website visitors.

1.4.4 Building Trust and Credibility

Websites that rank higher in search results often gain more trust and credibility from users. When your website consistently appears at the top, users perceive it as more reliable and authoritative. This trust can positively impact your brand image, increasing customer retention and loyalty.

1.4.5 Enhanced User Experience

Website ranking and user experience go hand in hand. Search engines prioritize websites that offer a seamless and user-friendly experience. Factors like fast loading

speed, intuitive navigation, mobile responsiveness, and relevant content contribute to a positive user experience. By optimizing these aspects, you not only improve your website ranking but also provide visitors with a pleasant browsing experience.

1.4.6 Higher Conversion Rates

A higher website ranking brings more targeted traffic to your website. When users find your website on the first page of search results, they are likelier to click through and explore your offerings. This increased relevancy and visibility lead to higher conversion rates, as you attract visitors actively searching for products or services regarding to your business.

1.4.7 Competitive Advantage

In today's competitive online landscape, businesses strive to outperform their rivals. A higher website ranking can give you a significant competitive advantage. By having a top-ranking website, you can stand out from your competitors, gain more exposure, and attract a more extensive online market share. Users often perceive websites with higher rankings as trustworthy and credible, giving them an edge over your competition.

1.4.8 Brand Visibility and Awareness

Website ranking directly impacts your brand's visibility and awareness. When your website appears on the first page of search results, it shows your brand to a larger audience. Increased visibility translates into greater brand recognition, leading to more searches, referrals, and business opportunities.

1.4.9 Targeted Traffic and Relevance

A well-optimized website that ranks high in search results attracts targeted traffic. These are users actively looking for products or services that align with what your business offers. By optimizing your website for relevant keywords and providing valuable content, you can ensure that the traffic you receive is more likely to convert into leads or customers.

1.4.10 Long-Term Benefits of a Higher Website Ranking

Improving your website ranking is not a one-time effort but an ongoing process. However, the long-term benefits make it worthwhile. Once you establish a solid online presence and achieve higher rankings, you can enjoy sustained organic traffic, increased conversions, and a steady stream of potential customers. Investing in SEO and consistently improving your website's ranking can yield significant returns.

1.4.11 Common SEO Mistakes to Avoid

While improving your website ranking, it's essential to be aware of common SEO mistakes that can negatively impact your efforts. Some of these mistakes include keyword stuffing, using irrelevant or low-quality backlinks, neglecting mobile optimization, and neglecting the importance of user experience. By avoiding these pitfalls, you can maintain a solid foundation for your SEO strategy and ensure sustainable results.

1.4.12 Effective Strategies to Improve Website Ranking

To improve your website ranking, you need to implement effective SEO strategies. Some key plans include conducting thorough keyword research, optimizing your website's on-page elements (such as meta tags, headings, and content), creating high-quality and shareable content, building authoritative backlinks, and ensuring your website is technically optimized for search engines.

1.4.13 The Role of Keyword Optimization

Keywords play a crucial role in SEO and website ranking. By identifying relevant keywords related to your business and incorporating them strategically throughout your website's content, you can increase your chances of ranking higher in search results. However, it's essential to maintain a balance and avoid keyword stuffing, as search engines prioritize natural and valuable content.

1.4.14 Conclusion

In conclusion, website ranking holds immense importance in today's digital landscape. It directly impacts your business's success by increasing visibility, attracting targeted traffic, building trust, and enhancing user experience. By implementing effective SEO strategies, producing high-quality content, and regularly monitoring and updating your website, you can improve your website ranking and pave the way for long-term success.

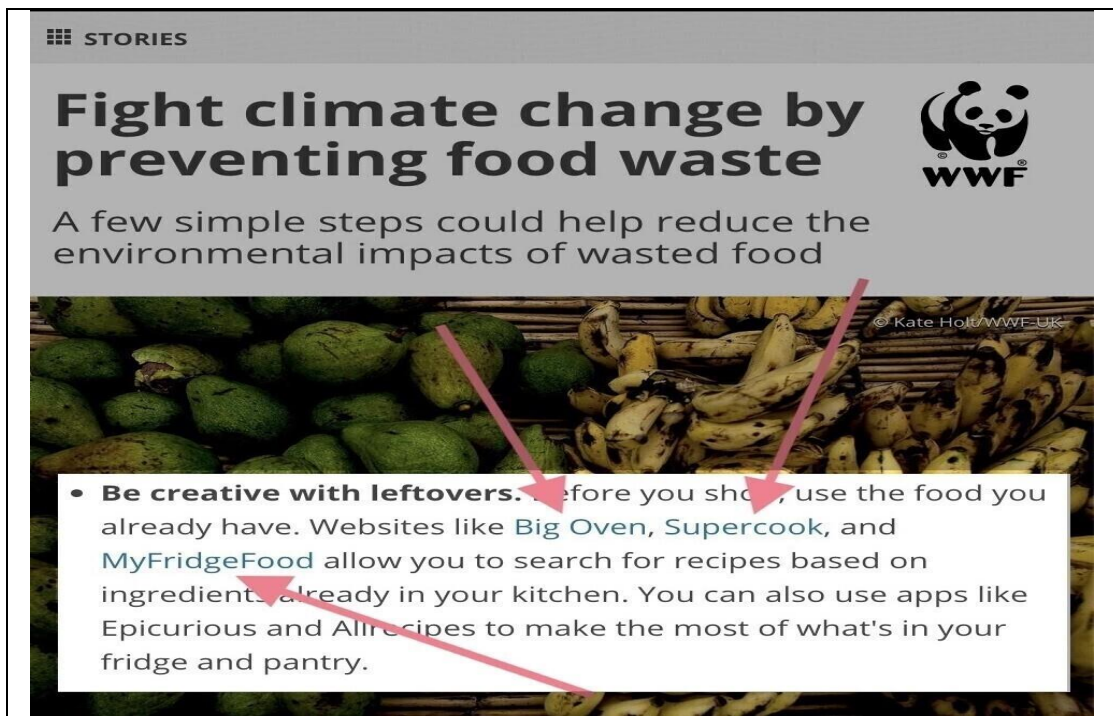
1.5 Backlinks and their importance

Backlinks are links on one website that point to another website. They're also known as inbound or external links.

Search engines like Google view backlinks as votes of confidence. Essentially, you vouch for another site when you link to it.

That's why pages with lots of backlinks often rank higher on Google. Especially if the backlinks are from trusted, authoritative sources.

Here's what backlinks look like in action:



World Wildlife Fund links to BigOven and other companies from their blog post. And because the World Wildlife Fund is a global authority, these smaller organizations could benefit from earning that backlink—or vote of confidence.

Now that we've gotten the backlink definition out of the way, let's dive into why backlinks are so crucial for SEO.

1.5.1 Why Are Backlinks Important for SEO?

- Improve rankings
- Boost your credibility
- Help Google find new pages
- Send referral traffic to your site

1.6 Browsers, Addons/Extension and tools

Browser:

Web Browsers are software installed on your PC. To access the Web, you need a web browser, such as Netscape Navigator, Microsoft Internet Explorer or Mozilla Firefox. Currently you must be using any sort of Web browser while you are navigating through our site tutorialspoint.com. On the Web, when you navigate through pages of information, this is commonly known as web browsing or web surfing.

There are four leading web browsers – Explorer, Firefox, Google Chrome, and Safari, but there are many others browsers available. You might be interested in knowing Complete Browser Statistics. Now we will see these browsers in bit more detail.

<p>Internet Explorer</p> <p>Internet Explorer (IE) is a product from software giant Microsoft. This is the most commonly used browser in the universe. This was introduced in 1995 along with Windows 95 launch and it has passed Netscape popularity in 1998.</p>	
<p>Google Chrome</p> <p>This web browser is developed by Google and its beta version was first released on September 2, 2008 for Microsoft Windows. Today, chrome is known to be one of the most popular web browsers with its global share of more than 50%</p>	
<p>Mozilla Firefox</p> <p>Firefox is a new browser derived from Mozilla. It was released in 2004 and has grown to be the second most popular browser on the Internet.</p>	
<p>Safari</p> <p>Safari is a web browser developed by Apple Inc. and included in Mac OS X. It was first released as a public beta in January 2003. Safari has very good support for latest technologies like XHTML, CSS2 etc.</p>	
<p>Opera</p> <p>Opera is smaller and faster than most other browsers, yet it is full- featured. Fast, user-friendly, with keyboard interface, multiple windows, zoom functions, and more. Java and non Java-enabled versions available. Ideal for newcomers to the Internet, school children, handicap and as a front-end for CD-Rom and kiosks.</p>	

Browser extensions

Browser extensions play a significant role in SEO (Search Engine Optimization) by providing useful tools and functionalities that aid in various aspects of website analysis, optimization, and overall, SEO strategy. Here are some ways browser extensions can assist with SEO:

Browser extension's role in SEO

SEO Analysis and Auditing:

Many browser extensions offer SEO analysis and auditing capabilities. These extensions can analyze web pages and provide insights into on-page optimization factors such as meta tags, headings, keyword usage, image optimization, and overall page structure. They can also identify technical issues like broken links, page speed, and mobile-friendliness. These insights help SEO professionals and website owners identify areas for improvement and optimize their sites accordingly.

Keyword Research:

Browser extensions can assist with keyword research by providing data and insights directly within search engine result pages. These extensions display keyword metrics such as search volume, competition, and related keywords, allowing users to discover valuable keyword opportunities without leaving their browser. This streamlines the keyword research process and helps identify target keywords to optimize content and improve search rankings.

SERP Analysis:

Some browser extensions provide detailed analysis of search engine result pages (SERPs). These extensions display additional information about search results, such as organic rankings, paid advertisements, featured snippets, and related search queries. This helps SEO professionals understand the competitive landscape and gather data to refine their SEO strategies and optimize their content to stand out in the search results.

Backlink Analysis:

Backlinks play a crucial role in SEO, and browser extensions can provide insights into a website's backlink profile. These extensions can display information about the number of backlinks, referring domains, anchor text, and the overall quality of the backlinks. With this data, SEO professionals can analyze the link profile of their own site or competitors' sites, identify potential link building opportunities, and make informed decisions to improve their backlink strategy.

Social Media Integration:

Some browser extensions offer social media integration, allowing users to easily share and promote their content on various social platforms. This can help increase the visibility and reach of a website's content, leading to potential social signals and engagement, which are factors considered by search engines when determining the relevance and authority of a site.

SEO Productivity Tools:

Browser extensions can also provide productivity tools that enhance SEO workflows. These tools can include features such as saving and organizing bookmarks, taking notes, scheduling content, tracking SEO metrics, and monitoring website performance. By streamlining tasks and providing easy access to essential SEO tools, these extensions can improve efficiency and help SEO professionals stay organized.

It's important to note that browser extensions should be chosen carefully, considering their credibility, security, and compatibility with your preferred browser. Additionally, while extensions can be valuable tools, they should supplement a comprehensive SEO strategy that includes other essential elements like content optimization, link building, and technical SEO.

Self-Check Sheet - 1: Interpret Basic Concepts of SEO

Questionnaire:

1. What is SEO?

Answer:

2. Why is SEO important for websites?

Answer:

3. What are some basic on-page SEO elements?

Answer:

4. What is the significance of keyword research in SEO?

Answer:

5. How does off-page SEO contribute to a website's authority?

Answer:

6. What is the role of website speed in SEO?

Answer:

7. What is the importance of mobile optimization in SEO?

Answer:

Answer Key - 1: Interpret Basic Concepts of SEO

1. What is SEO?

Answer: SEO stands for Search Engine Optimization. It is a set of techniques and strategies used to improve a website's visibility and ranking on search engine results pages (SERPs) with the ultimate goal of attracting organic (non-paid) traffic.

2. Why is SEO important for websites?

Answer: SEO is essential for websites because it helps them to rank higher in search engine results, which increases the chances of attracting more organic traffic. Improved visibility can lead to higher click-through rates, increased brand exposure, and potential conversions

3. What are some basic on-page SEO elements?

Answer: On-page SEO refers to the optimization of individual web pages to improve their search engine rankings. Basic on-page SEO elements include optimizing meta titles, meta descriptions, using relevant keywords, ensuring proper header tags (H1, H2, etc.), and optimizing the URL structure.

4. What is the significance of keyword research in SEO?

Answer: Keyword research is a crucial aspect of SEO. It involves identifying the specific words and phrases that users are likely to use when searching for content related to your website. By incorporating these relevant keywords into your content, you increase the chances of your website being ranked higher on search engine results pages

5. How does off-page SEO contribute to a website's authority?

Answer: Off-page SEO involves activities done outside of a website to improve its online reputation and authority. This includes building high-quality backlinks from other websites, social media engagement, and online PR. Off-page SEO signals are used by search engines to gauge a website's credibility and authority.

6. What is the role of website speed in SEO?

Answer: Website speed is an important factor in SEO. Search engines, like Google, consider the loading speed of a website when determining its ranking. A fast-loading website provides a better user experience, and search engines prioritize user-friendly websites by ranking them higher in search results

7. What is the importance of mobile optimization in SEO?

Answer: Mobile optimization is crucial in SEO because search engines consider mobile-friendliness as a ranking factor. With the increasing use of smartphones, websites that provide a positive mobile experience tend to rank higher in mobile search results, enhancing their overall SEO performance.

Task Sheet-1.1: Explain the Role of Link Building

Objectives: The objective of this task sheet is understanding the importance of link building in SEO and indentify effecrive link-building strategies.

Working Procedure:

1. Analyze the section in the provided text that discusses the role of link building in SEO.
2. Conduct further research on link-building techniques, considering both internal and external linking strategies.
3. Present a detailed explanation of why link building is important for SEO and how it impacts a website's authority and ranking.
4. Provide examples of ethical and effective link-building practices.
5. Discuss potential risks and pitfalls of improper link-building tactics.

Task Sheet-1.2: Identify Common SEO Mistakes

Objectives: The objective of this task sheet is recognizing common SEO mistakes and understand their potential consequences.

Working Procedure:

1. Analyze the section in the provided text that discusses common SEO mistakes.
2. Conduct additional research to gather more examples of SEO errors and their impact on website performance.
3. Create a comprehensive list of common SEO mistakes with detailed explanations for each one.
4. Discuss the potential consequences of these mistakes on a website's search engine ranking and user experience.
5. Present preventive measures and best practices to avoid these SEO errors.

Learning Outcome 2: Apply On-Page SEO

Assessment Criteria	<ol style="list-style-type: none"> 1. Keywords Research and its importance are interpreted; 2. Keywords Research and Analysis are performed; 3. Latent Semantic Indexing (LSI), Keywords Density and Stuffing are stated; 4. Title, URL, Meta and header Tag are interpreted; 5. Title, URL, Meta and header Tag are optimized; 6. Anchor Text, Internal & External Links are interpreted & applied; 7. Contents are optimized; 8. Initial Site Analysis is performed;
Conditions and Resources	<ol style="list-style-type: none"> 1. Real or simulated workplace 2. CBLM 3. Handouts 4. Laptop 5. Multimedia Projector 6. Paper, Pen, Pencil, Eraser 7. Internet facilities 8. White board and marker
Contents	<ol style="list-style-type: none"> 1 Keywords Research and its importance 2 Keywords Research and Analysis 3 Latent Semantic Indexing (LSI), Keywords Density and Stuffing 4 Title, URL, Meta and header Tag 5 Anchor Text, Internal & External Links 6 Contents 7 Initial Site Analysis
Training Methods	<ol style="list-style-type: none"> 1. Discussion 2. Presentation 3. Demonstration 4. Guided Practice 5. Individual Practice 6. Project Work 7. Problem Solving 8. Brainstorming
Assessment Methods	<ol style="list-style-type: none"> 1. Written Test 2. Demonstration 3. Oral Questioning

Learning Experience 2: Apply On-Page SEO

In order to achieve the objectives stated in this learning guide, you must perform the learning steps below. Beside each step are the resources or special instructions you will use to accomplish the corresponding activity.

Learning Steps	Resources specific instructions
1. Student will ask the instructor about Practice basic search engine optimization (SEO)	1. Instructor will provide the learning materials apply on-page SEO.
2. Read the Information sheet/s	2. Information Sheet No:2- Apply on-page SEO
3. Complete the Self-Checks & Answer key sheets.	3. Self-Check No: 2- Apply on-page SEO Answer key No. 2- Apply on-page SEO.
4. Read the Job/ Task sheet and Specification Sheet	4. Job/ task sheet and specification sheet <ul style="list-style-type: none"> ▪ Task Sheet No:2-1: Implement header tag optimization ▪ Task Sheet No:2-2: Optimize meta titles and descriptions

Information Sheet 2: Apply On-Page SEO

Learning Objective:

After completion of this information sheet, the learners will be able to explain, define and interpret the following contents:

- 2.1 Keywords Research and its importance
- 2.2 Keywords Research and Analysis
- 2.3 Latent Semantic Indexing (LSI), Keywords Density and Stuffing
- 2.4 Title, URL, Meta and header Tag
- 2.5 Anchor Text, Internal & External Links
- 2.6 Contents
- 2.7 Initial Site Analysis

2.1 **Keywords Research and its importance**

Keyword analysis SEO refers to identifying, analyzing, and prioritizing relevant words or phrases people use when searching online. These strategic terms are then integrated into a website's content, meta tags, URLs, and other elements on each web page, enabling it to rank higher among search engine results for those specific queries.

The objective behind performing keyword analysis is threefold:

- Gaining deeper insights into user behavior: Understanding the terms people use while searching for similar products or services can help tailor content better suited to their needs.
- Optimizing visibility: Strategically targeting high-performing keywords within a particular niche or industry creates more opportunities for your site to be placed prominently in related search results.
- Boosting overall site performance: Ongoing keyword analysis is vital in optimizing a website's structure, design, and user interface so that existing and prospective customers enjoy engaging experiences.

Adequately conducted keyword analysis is one of the most crucial aspects of SEO. It increases your brand's online presence while providing valuable information about your target audience's requirements and preferences.

2.2 **Keywords Research and Analysis**

Keyword Research involves discovering new keywords that potential visitors may use when searching online. It is essential to take this first step to ascertain which words and phrases will attract relevant traffic to your site while also resonating with its content.

- Brainstorming keyword ideas
- Utilizing keyword research tools such as Google Keyword Planner, Ahrefs or SEMrush
- Analyzing competitor keywords

Keyword Analysis for SEO: Building upon the foundation set by keyword research, this process sees a deeper dive into evaluating the feasibility of those identified terms in crafting an effective optimization plan. Critical factors considered here include relevance, authority, search volume, competition level, and the user intent behind each term to map expectations vis-a-vis tangible results achievable within a specific timeline.

- Determining competitiveness of targeted keywords
- Assessing the relevance of keywords to your website's content
- Identifying high-volume keywords with acceptable difficulty levels
- Recognizing opportunities within long tail keywords

In essence, although both processes share similarities – not least their focus on identifying valuable target words or phrases – key distinctions reside in their objectives. Keyword research kick-starts the endeavor by generating new keyword ideas capable of fostering traffic growth; meanwhile, keyword analysis for SEO mandates further scrutiny of these targets through a more conscientious lens, evaluating their suitability based on data-driven insights.

2.3 **Latent Semantic Indexing (LSI), Keywords Density and Stuffing**

In SEO, you'll hear plenty about keywords and how they affect your content rankings. But you don't hear so much about Latent Semantic Indexing (LSI) and the influence it may have on SEO.

If you're not familiar with the term, Webopedia.com defines LSI as an “algorithm used by search engines to determine what a page is about outside of specifically matching a search query text.” More clarification on this is below.

When used effectively, LSI can give your rankings a significant boost—and using it in your content may be easier than it sounds.

Let's get started by explaining what LSI keywords are and why they're important.

What are LSI Keywords?

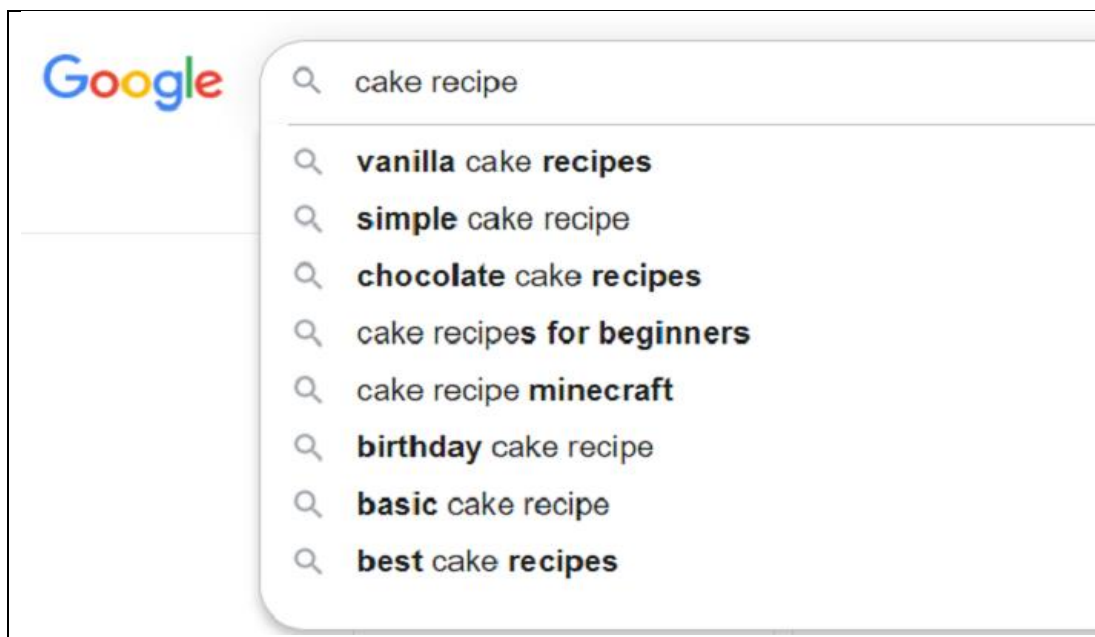
Put simply, LSI keywords are terms semantically related to your subject. Each LSI keyword, groups of words, or phrase you use is relevant to the main keyword you're

targeting. But, they're not always synonyms—LSI also searches for ideas commonly found in conjunction with your primary keywords.

When you include LSI keywords in your content, it helps Google understand the site's topic by giving it context. LSI also makes it easier for Google to index your content and may give your site better visibility.

Here's an example of LSI keywords.

If we use “cake recipe” as our search term, this is what we see:



As you'll notice, Google's auto-suggest offers several additional search terms in bold. LSI keywords—these related words and phrases—give you a better idea of what consumers are searching for, allowing you to develop new content ideas.

The result? The possibility of ranking for multiple keywords and attracting a larger audience.

What is Keyword Density?

Keyword density is the number of times a specific keyword is used on a page of content.

It is usually expressed in a percentage of the total number of words on a page.

Essentially, this helps search engines and site visitors understand what a particular page is about.

After all, if you're using a certain keyword as a focus point, you're likely writing content that coordinates with that term.

Generally, the rule of thumb is that you should have one focus keyword that serves as the primary search term for your content.

However, you'll also want to include multiple secondary keywords, which help enhance the overall understanding of the main topic.

It is important to also remember that not using enough keywords or a low overall word count could be perceived as thin content, which is often excluded from SERPs.

Defining Keyword Stuffing

In the early years of search engine optimization, the more times you used a keyword the better the ranking you could achieve for that page.

Sounds pretty easy, right? It was. In fact, it was too easy.

This is why unscrupulous webmasters just started adding entire paragraphs of keywords in pages to help boost rankings.

No context or readable format. Just lots and lots of keywords.

This is what is referred to as keyword stuffing. In more simple terms, it means overusing keywords to the point of making the text unreadable for the human user.

As you can bet, Google decided this wasn't an okay practice. Thus, they started downgrading pages that actively keyword stuffed in this format.

Instead, they focus more on the context of a page and whether it offers useful information in an easy-to-read format.

2.4 Title, URL, Meta and header Tag

SEO Page Titles

Before getting into the best practices and SEO impact of page titles, it's important to differentiate between SEO page titles and the title of your post on said page. The SEO page title is what's read by the crawlers and populated on the SERP. The page's title tag within the page does not need to directly match the SEO page title.

SEO Page Title Best Practices

You'll want to get into the habit of using vertical bars as separators (|) instead of hyphens (-). This can be easily implemented within the Yoast plugin of your web hosting platform. This easy fix can yield a significant win for your site.

Ideally, each SEO page title should be within 50 – 60 characters. If your page title is less than 60 characters, it will be able to properly show up in the SERP. However, if it contains too many characters, part of it will be cut off and users will not be able to read it within the search results.



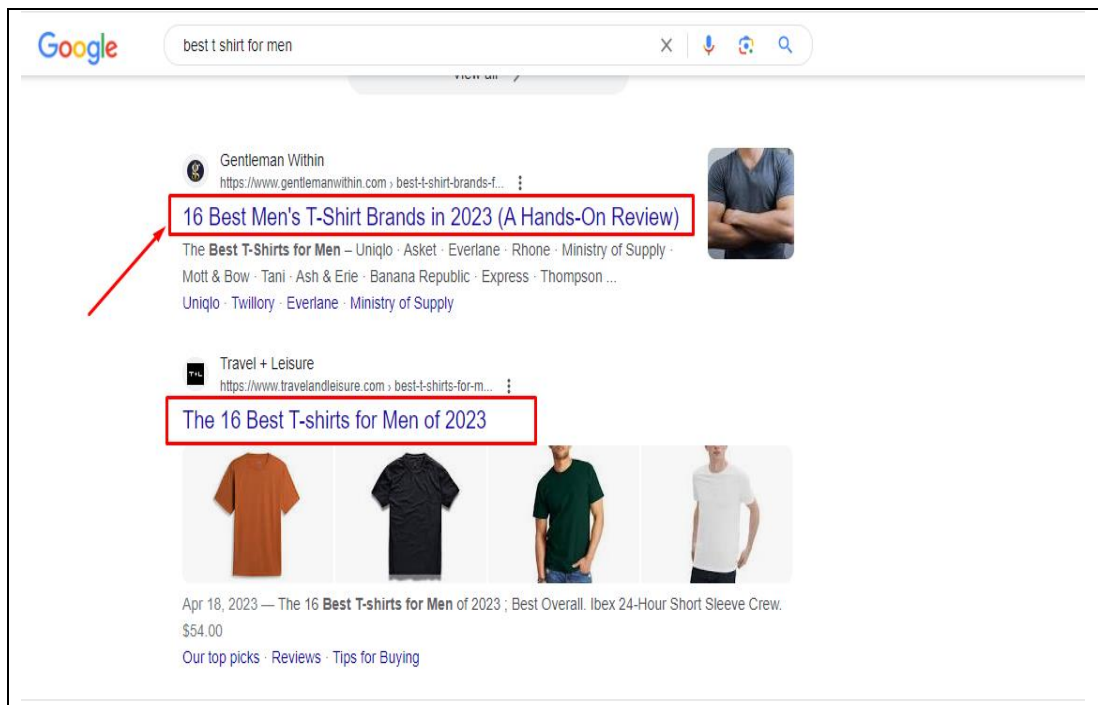
The organization of your SEO titles is also very important. For ecommerce or product pages, they should be organized as “primary keyword | secondary keyword | brand.” For a blog post, they should be organized as “blog title | brand.” It is oftentimes necessary to abbreviate or condense your post’s title so that it can fit within the character limits of your SEO page title. This will yield no negative impact, so don’t be afraid to do so.

You may think it’s a good idea to stuff as many keywords as possible within your SEO title’s character limit. However, we strongly advise against this practice, because if the search engine crawlers notice this, they will negatively impact your page, lowering its ranking and visibility.

You’ll also want to make sure that every page of your site has a unique SEO title. Duplicating page titles across your site can signal to search engines that your site has duplicate pages, whether or not those pages have duplicated content within them). It may seem difficult to make every single page title unique, but even slightly tweaking your product page titles can resolve this issue.

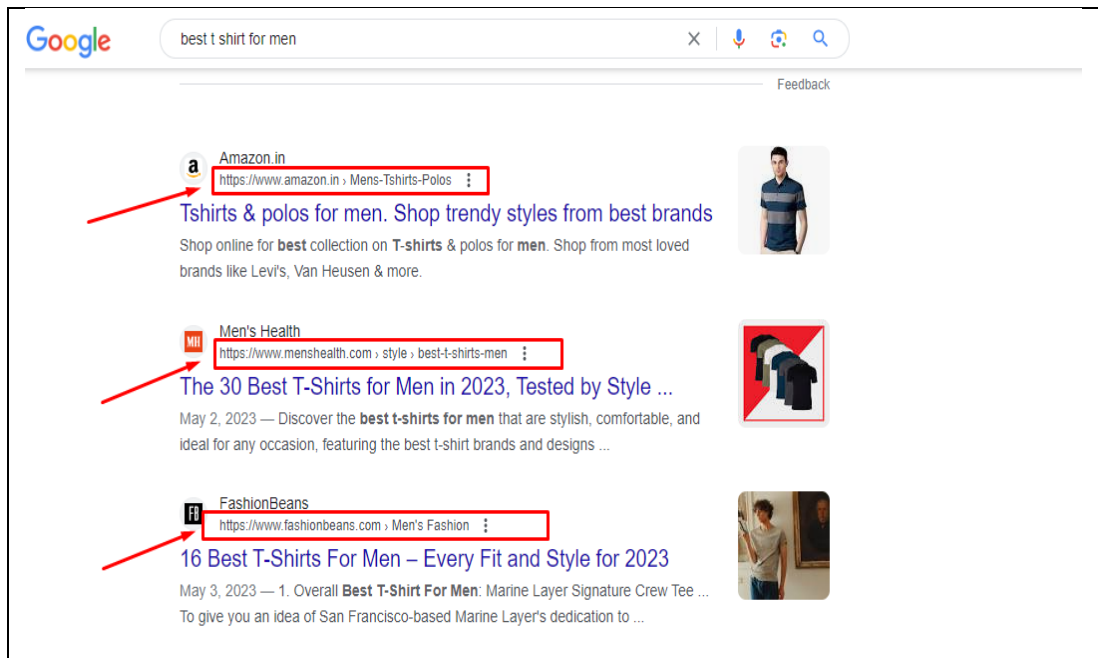
If you're working on an ecomm site, consider putting the specific product name at the front of the SEO page title. From a user perspective, this will help show the page's direct correlation with the search query they entered into the search engine.

When creating SEO page titles, try to find that balance where your title is optimized following SEO best practices but is also informative and useful to the individual users.



URLs

URLs are the web addresses you enter into your browser. URLs replace the IP addresses so navigating online is as easy for the everyday user as possible. Many hosting platforms and plugins, like the Yoast SEO plugin, will automatically generate a URL for each page. However, you'll still want to make sure they are all following best practices and are optimized for success.



URL Best Practices

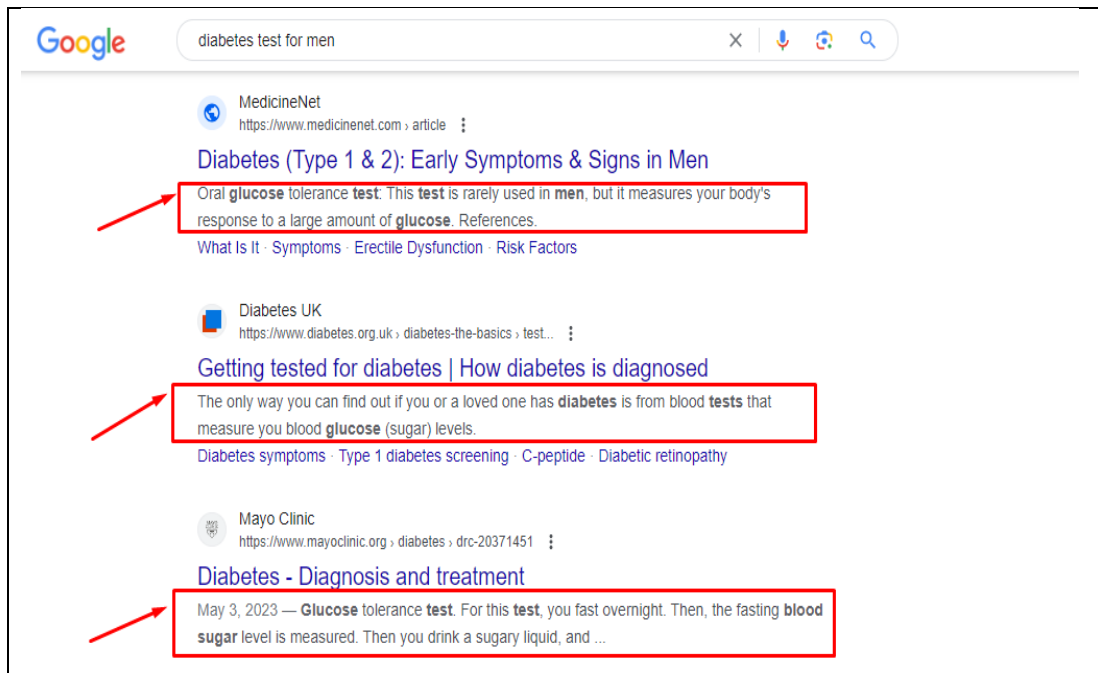
All URLs must fit within the 2,083 character limit. While that is certainly more characters than are allotted for page titles and meta descriptions, it is still imperative to make sure that every URL stays within this limit. As you begin indexing and updating your individual URLs, you'll need to keep this magic number on the back of your mind.

URL Structure

The structure of your URLs is also incredibly important. You want each URL to be structured from general to specific. Following the site's domain, you should highlight the navigational journey the user takes to get to that page and include proper keywords for the page.

Meta Descriptions

Meta descriptions provide SERPs with a brief summary as to the content on your webpage. This HTML attribute is imperative to a site's improved ranking, yet many websites have not properly optimized their meta descriptions—many sites don't even use them!



Meta Description Best Practices

You'll want to keep your meta descriptions within the 160 character limit. Search engines usually truncate meta descriptions that are 160 characters or more. Having the "... " appear in the SERP is not a good practice for drawing new users into your site.

Use this mini paragraph as an opportunity to advertise your page to potential readers. When writing meta descriptions, you want to make sure that you're doing so in a natural tone. Insert keywords where they naturally fit, and make sure you're writing it in a way that doesn't seem spammy. You want to ensure that your meta description accurately describes, or teases, the content on that specific webpage.

Similarly to your SEO page titles, every meta description should be unique. Duplicate meta descriptions signal red flags to crawlers, who will then assume that the content within these pages is duplicated as well.

When writing meta descriptions, try to only employ alphanumeric characters, as Google will not show special characters within the meta description. If you feel as though the special characters are important from a contextual point of view, use the HTML version of said character instead. However, we recommend avoiding special characters whenever possible.



What are Headings (H Tags)?

Headings are the HTML header tags (<h1>, <h2>, <h3>, etc.) on a webpage. Headings and subheadings are used to break up your pages and make them optimized better for user experience (UX). When the content on your page is properly arranged, it looks better and appeals more digestible to the reader. Additionally, if a reader is looking for something specific, that is only a part of your whole content, they are able to find it quickly because your headings indicate the different sections on your page.

The header tags exist in a hierarchy – from H1 to H6. It's important to stick to the hierarchy if you want your content to be logically formatted and properly optimized for both SEO and UX.

The H1 tag can be considered the most important heading on a page. It's what the viewers see first when they come on the webpage. When you are managing your headings properly, you should have an H1 heading on almost every single page of your website. The proper use of header tags is crucial if you wish to level up your SEO score.

H1 Headings

The H1 tag is really simple, but at the same time, it's often misunderstood. Many people prioritize keyphrases over user experience and accessibility. Of course, if you can include your keyphrase (which would happen in most cases) – that's great. However, you don't necessarily need to do that. You should aim for your headings to be closest to what you think users will type in the Google (or other search engines) search bar. Keywords are important, but not always the right choice when you want to get organic traffic.

There has been a standard practice for only one H1 tag per page. Most of the time, that is still the case, because search engines crawl your page and the H1 tag helps them find out the nature of your content (topic, title, and structure) quickly.

With that said, Google says that having more than one H1 HTML heading tag will not lead to an SEO penalty. Now, of course, that does not mean you should use multiple H1 headings on every page of your site. It means that you can use multiple H1 tags when the content on a specific page requires it.

When to Use Multiple H1 Headings

The entire purpose of an H1 heading is to be the title of a single topic. So, if you have a page with multiple different topics (eg. news feed), that page would include several H1 headings. That way Google and other search engines will be able to understand that your page is clearly not about a specific topic.

The use of multiple H1 headings also comes into play when we talk about single-page websites. We have sections like About, Contact, Portfolio, and Pricing, all of which need to be treated as a separate mini-page. This way, search engines see those H1 headings while navigating across the single-page site, so that they can determine which sections are most important, and perhaps pull featured snippets from them.

H2 Headings

H2 headings are the ones that we usually use the most in our pieces of content, especially when it comes to blog posts and articles. Most pages consist of just one topic (H1) that has a few subheadings. It's recommended that each piece of content also has at least one H2 tag, except if the H1 heading is just a question that needs a quick answer. Yoast and other SEO plugins also suggest that you use a heading every 300 words or less.

H2 headings separate subtopics to make it easier for the reader to assimilate the content. The H2 tags go over the main ideas that are directly related to the H1 tag. Typically, your posts will consist of multiple H2 headings, but there won't necessarily be H3, H4, H5, or H6 headings. Those are for content where you want to be as thorough as possible.

H3 Headings

With H3 tags, you are starting to dig in a bit deeper into your topic, making the post more detailed. H3 headings should always be used under H2 headings, never directly after the H1 tag. Google bots see H3 HTML tags as subheadings.

When you use H3 headings, you will notice that the size of the heading is not much smaller from the size of an H2 heading. With that, you can come to the conclusion that H3 tags are no less important than H2 ones. If you need a subheading for your H2 heading, which will happen more often than you would think, always include an H3 heading (or multiple).

H4 Headings

H4 headings have the same purpose as H3 headings. H4 tags are the subheadings for H3 tags, and should always be used directly beneath H3 tags, never directly under H2 or H1 tags. H4 headings are usually used when you go deeper into detail for steps or examples. They are also typically less used in general posts and are styled smaller than H3 tags.

H5 and H6 Headings

The main function of H5 and H6 headings is the same as that of H3 and H4 headings, but you will rarely find a post that goes into that much detail. You can use H5 and H6 headings, in a couple of different ways.

Some designers use H5 and H6 tags as “specialty” headings, using special CSS that is entirely different from the CSS for H1 to H4 HTML tags. When you have that, you can use H5 and H6 headings to call special attention to your topic that may get overlooked otherwise.

Keep in mind that this is not the best practice, because headings are hierarchical. That said, if your website has a good overall structure and you use specialty H5 and H6 styles, you won't get a hit to your SEO. Even when you are using them for special formatting, they are still H5 and H6 headings, and search engines will read them as such.

2.5 Anchor Text, Internal & External Links

Anchor text is the visible, clickable text in a hyperlink. It is what allows users to navigate from one webpage to another.

Regarding SEO, anchor text is important because it can help search engines understand what a webpage is about.

Don't overlook the importance of anchor text. Discover the different types and recommendations for best SEO practices in this beginner-friendly guide.



If you have been doing SEO for a while, then you know how important anchor text optimization was back in the day for getting your websites to rank high in search engines. But is it still important today?

This article will give you an overview of everything you need to know about anchor text, from best practices to what not to do.

Anchor Text Example

Here is a code example of anchor text:

- `Example Anchor Text`
- Before the Penguin update, having keyword-rich anchor text links was one of the best ways to get your website to the top of the search engines.
- For example, if I were managing SEO for Rei.com and wanted to rank for outdoor clothing, I would get as many links as possible from related sites with high authority, with the keyword-rich anchor text of outdoor clothing – and boom, you would get first page rankings.

Back then, anchor text links using exact match keyword-rich anchors would get you first page rankings. Now it will trigger a penalty from Google and just does not work anymore.

Types of Anchor Text

There are many different types of anchor text. Here is a breakdown of the different internal and external link types.

Exact Match	Anchor text is “exact match” if it includes the exact match of the keyword you are targeting. For example: “seo services” links to a page about SEO services.
Partial Match	Anchor text that includes a variation of the keyword on the linked-to page. For example: “SEO Content Marketing Services” links to a page about Content Marketing.
Branded	Use of a brand name in the anchor text. For example: ‘LinkedIn’ linking to an article on LinkedIn.com.
Generic	Use of a generic keyword link “Click here.”
Images	If you use an image, Google will use the text in the image alt attribute as the anchor text.
Naked Link	A URL that is used as an anchor. For example, “www.searchenginejournal.com” is a naked link anchor.

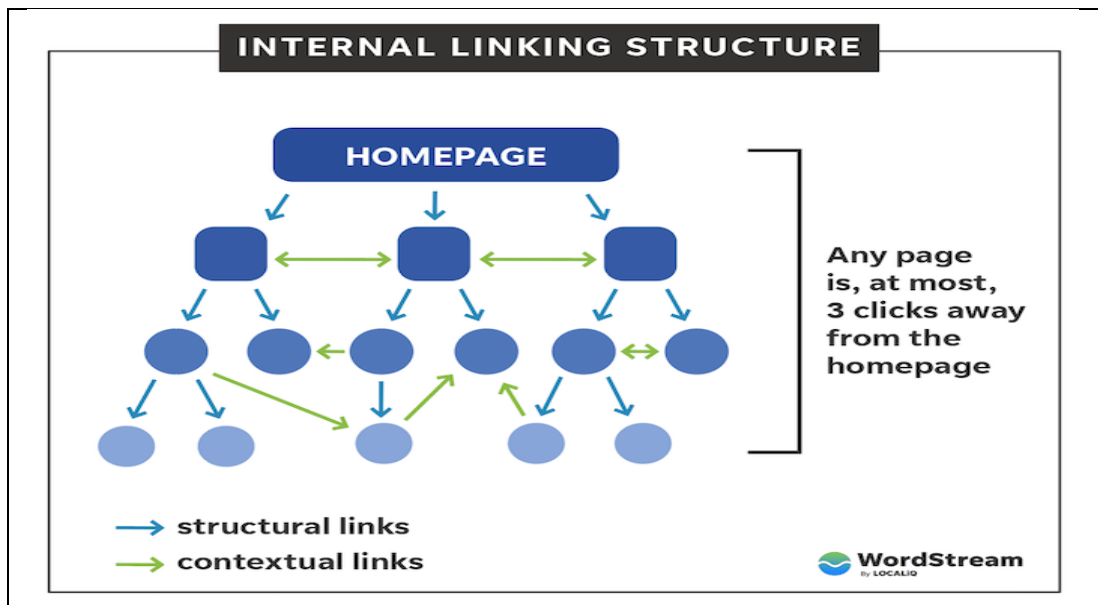
Internal Link

Internal linking is the process of hyperlinking to other pages on your website.

Unlike external links (or outlinks), which are hyperlinks that point to pages on other websites, internal links keep users on your website. They should not be mistaken for “inlinks,” (or backlinks), which are links from other domains that point “in” toward your website.

Internal links also make up your website’s architecture. If you think of your website like a pyramid, with your homepage at the top, your internal linking profile forms the structure of that pyramid.

Ideally, any page on your website should be reachable in three clicks or less.



Internal linking is one of the SEO basics as they help communicate to web crawlers what pages are the most important, next important, and least important on your website.

Internal links are created using buttons, clickable images, and anchor text, or the clickable part of the hyperlink that links to the other page. Here's an example of what anchor text looks like on both the front end and back end of a website.



The image shows a screenshot of a website page titled "01. AUTHORITY" with the main heading "Authoritative Backlinks at Scale". The text below the heading reads: "Backlinks to your website are essential to ranking well in Google. We create original content to earn you high-quality backlinks from reputable, trustworthy publications." A red arrow labeled "Anchor text" points to a link labeled "White Label Link Building" which is highlighted with a red box. Below this link are the text elements "Link Building Services" and "SEO Reputation Management". To the right of the text is an image of two women working on laptops. Below the screenshot, the corresponding HTML code is shown:

```
<div class="col-12 col-lg-6">  
<a href="https://linkgraph.io/white-label-link-building/" data-vpel-link="internal">White Label Link Building</a>  
</div>
```

When the anchor text for a page contains that page's targeted keyword, it helps improve the SEO value of that page.

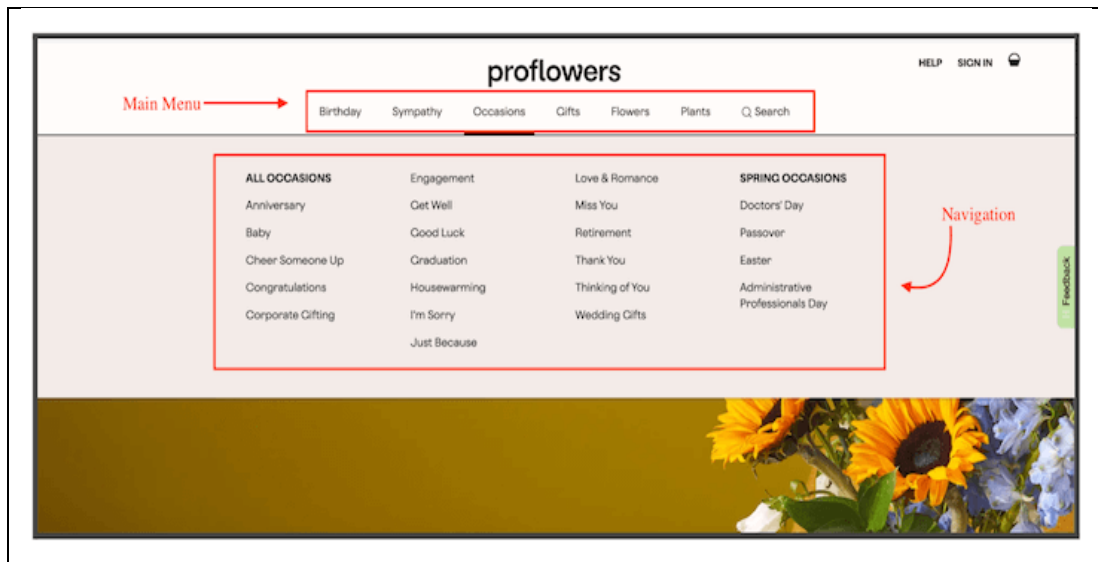
Types of internal links

There are several types of internal links that you likely have on your website right now. Understanding their differences is important, because they play a key role in your website visitors' journey.

Menu/navigation links

The most important internal links on your website are those in your primary navigation menu.

These are a permanent fixture within your website header that communicate to users your website hierarchy. Most often they are organized around product categories, primary services, or key topic areas.

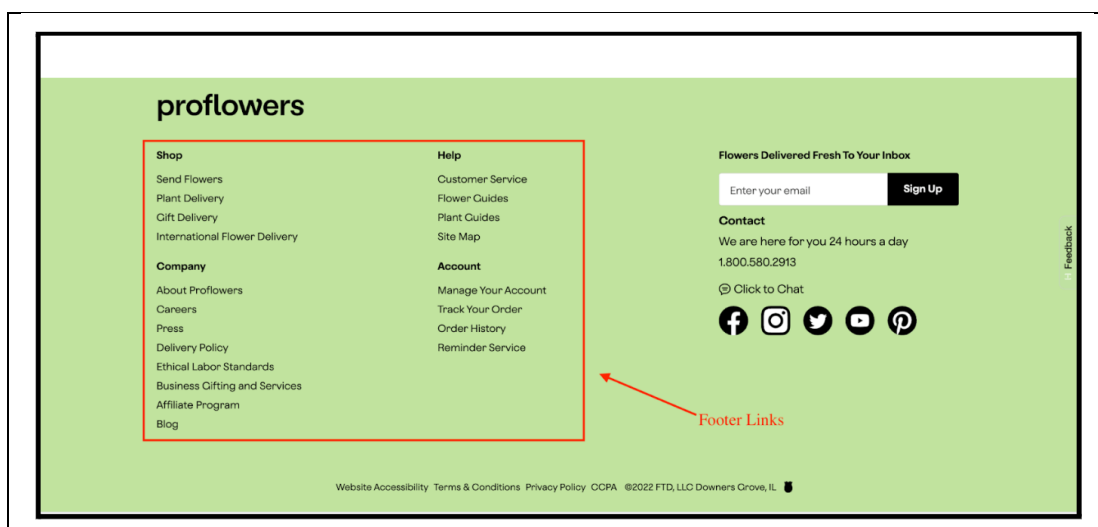


These internal links communicate to users where the “next most important” pages are after arriving on your website. They are called navigation links because they very much operate like a map, guiding users to where they should go next.

Footer

Like navigation links, footer links remain consistent as the user moves through the various pages of your website.

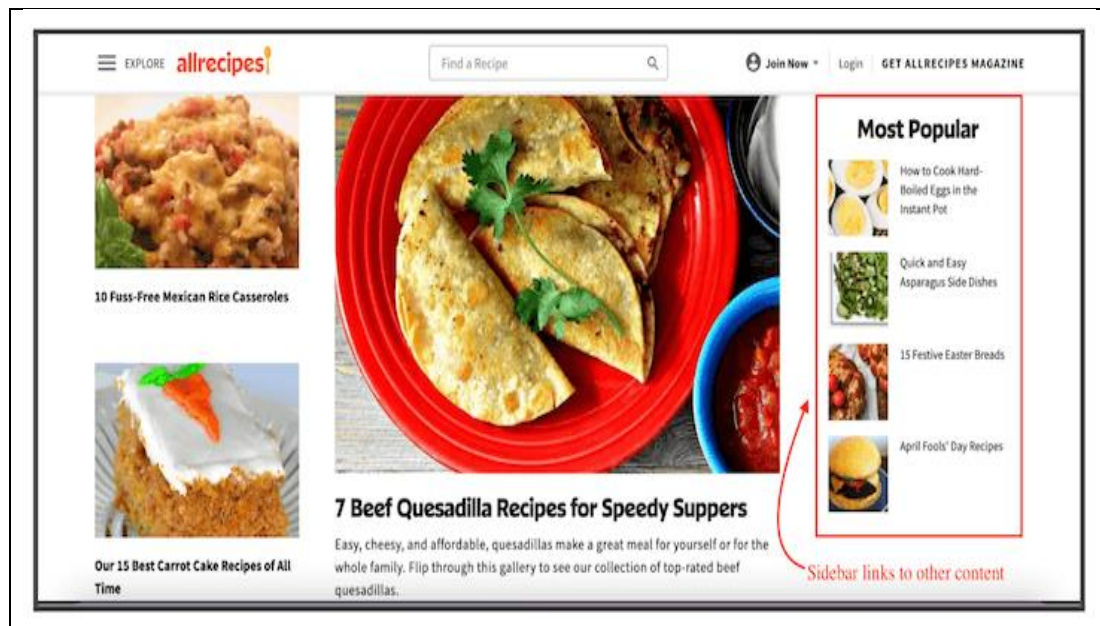
They should point to other important pages on your website that the user might want to reference. If the user hasn’t found what they are looking for by the time they scroll to the bottom of the page, you want your internal links in the footer to help them find another place to click.



You will often find contact us, help, frequently asked questions, about pages, and similar resource-type pages linked in the footer of websites.

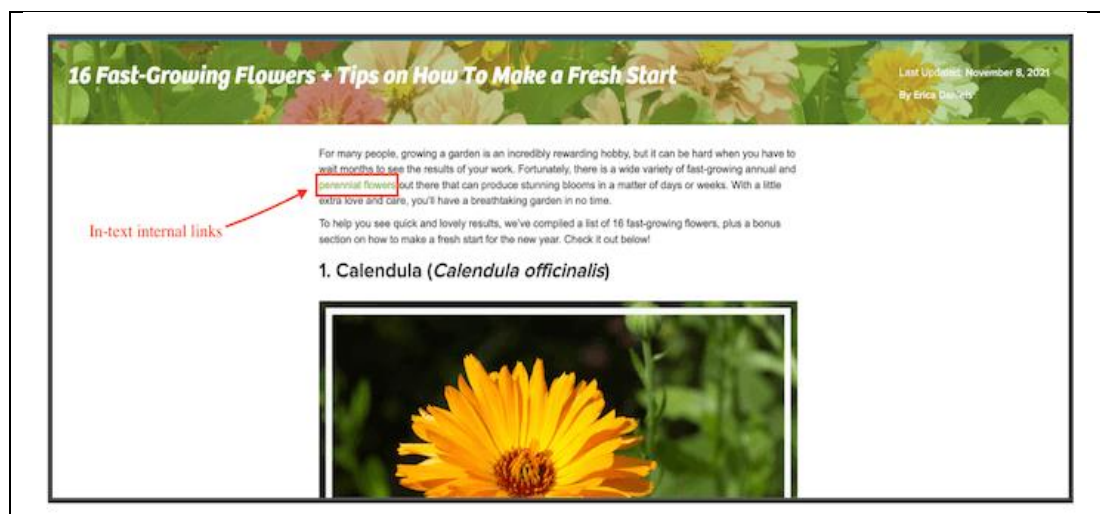
Sidebar

Sidebar links are usually contextual links that also serve the purpose of navigation. Some websites use internal links in their sidebar to direct users to popular or relevant content. Sidebar links are very common for websites that feature a lot of content, like news or recipe sites, because the user may not necessarily be looking for something specific, but is simply browsing from one page to another.



In-text

In-text links are those that appear within the body of a website's content. They are often utilized in blog posts.



Instead of signaling importance or navigation, in-text internal links point to relevant information that the user can access at their preference.

External Link

External Links are hyperlinks that point at (target) any domain other than the domain the link exists on (source). In layman's terms, if another website links to you, this is considered an external link to your site. Similarly, if you link out to another website, this is also considered an external link.

Code Sample

```
<a href="http://www.external-domain.com/">Link Anchor Text</a>
```

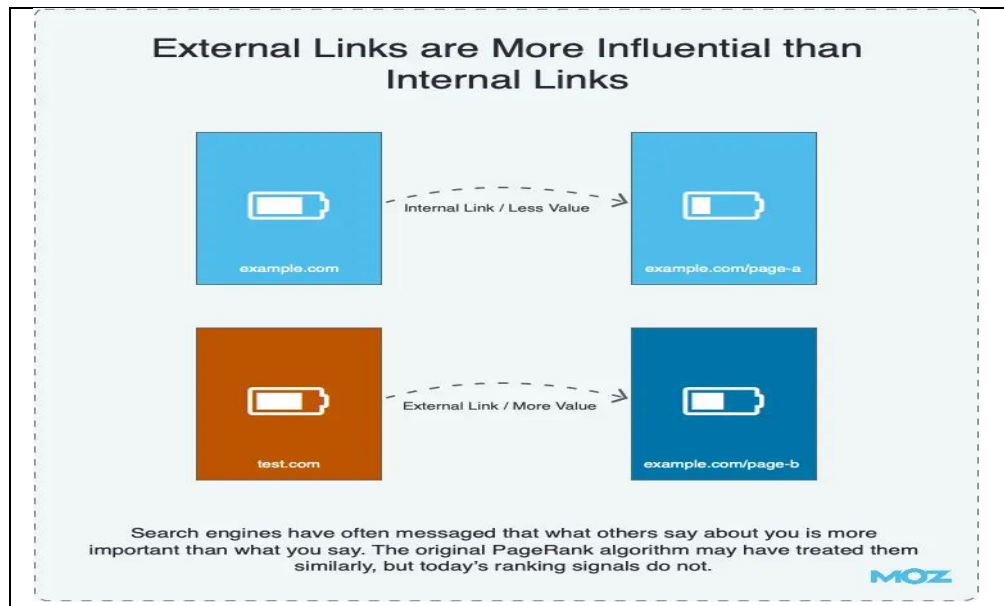
Optimal Format

Use descriptive keywords in anchor text that reflect the same topic or keywords the target page is trying to target. It's not necessary to use the same keyword text every time—in fact, doing so can trigger spam detectors. Instead, strive for a variety of anchor text that enhances context and usability for your users—and for search engines, as well.

External Link Defined

An external link is a link that points at an external domain.

- Top SEOs believe that external links are the most important source of ranking power.
- External links pass link equity (ranking power) differently than internal links because the search engines consider them as third-party votes.
- Top SEOs don't believe that the "title" link attribute is used for rankings purposes.



2.6 Contents

Content optimization is the process of improving content to ensure it stands the best possible chance of meeting its desired goal. That may be ranking on the first page of Google, increasing social shares, or attracting your best customers.

Why is content optimization important?

Content optimization dramatically improves your content's performance and helps you meet your marketing goals.

Without it, you miss out on visibility, rankings, traffic, leads, and sales.

The challenge is that the optimization techniques that move the needle forward aren't always immediately apparent.

For instance, optimizing content for SEO vs. conversions requires two very different approaches. The former involves keyword research, while the latter involves copywriting and a product-led approach.

2.7 Initial Site Analysis

A website analysis tests and reviews a website's performance for key metrics such as search engine optimization (SEO), speed, traffic, and user experience (UX).

Consistent website analysis is vital for a company to stay in shape online because hitting all these key metrics makes the business relevant for customers and site visitors.

Benefits of A Website Analysis

Website analysis provides feedback on website performance and user experience. These two factors are vital in seeing increased leads and revenue, which is every business's dream.

Listed below are some of the importance of conducting website analysis.

- Website analysis reveals areas on your website you can improve and update.
- Your data and results can impact your strategies to get more visitors.
- Analyzing the competition's website is not talked about often, but by doing that, you can discover keywords and content to target to bring in fresh visitors.

Tools For Different Website Analysis

Now that you know the types of website analysis you can carry out, it's time to examine different website analysis tools (free and paid) that you can use.

Tools For Search Engine Optimization

Google search console:

This free tool offered by Google allows you to monitor your presence in Google's search results easily.

GSC offers tools and reports that help you diagnose some common technical SEO problems.

You can use GSC to verify that Google's web crawlers can access all the pages on your website and that they're being indexed at the right time.

Also, you can receive alerts when Google detects issues with indexing your website pages.

Another fantastic feature of this free tool is that it can analyze your backlinks profile and track how you rank for your keywords on the search engine results pages (SERPS).

One of the things that Ahrefs has working for it is that it has one of the most friendly and easy-to-understand interfaces for a technical SEO audit tool.

The Ahrefs site audit tool automatically detects over 100 technical audit issues that could impact your website in the SERPS.

Where Ahrefs stands out is they group these issues by type and compile them into reports with colored charts you can review with your team or show to clients.



Google Page Speed Insights:

This tool from Google focuses on optimizing page speed. All you've got to do is enter a URL into the available search bar, and the Google page speed will analyze its content and deliver actionable insights on how to make the page load faster.

To analyze your website speed, this tool uses field data captured when users visit your website using the chrome browser.

Field data is accurate because it reflects the experiences of real users visiting your site.

The screenshot displays the Pingdom Speed Test results for the URL `https://www.amazon.com/`. At the top, a large orange circle contains the score **60**. Below the URL, a legend indicates the score ranges: 0-49 (red), 50-89 (orange), and 90-100 (green). The main section, titled **Field Data**, states that over the last 30 days, the page has a **Moderate** speed compared to other pages in the Chrome User Experience Report, showing the 75th percentile of FCP and the 95th percentile of FID. Two performance metrics are highlighted with progress bars: **First Contentful Paint (FCP)** at 1.6 s (48% green, 45% orange, 8% red) and **First Input Delay (FID)** at 172 ms (91% green, 7% orange, 2% red). A link for **Show Origin Summary** is provided. The **Lab Data** section lists several other metrics: First Contentful Paint (3.4 s), First Meaningful Paint (3.4 s), Speed Index (4.6 s), First CPU Idle (6.1 s), Time to Interactive (7.5 s), and Max Potential First Input Delay (180 ms).

Pingdom Speed Test:

This is another known website speed tool that has been around for a while. It doesn't require you to log in.

When you input a URL to test for its speed, it's graded from 0 – 100 and has a response of the content size, response code, request size, etc.

The screenshot shows the SolarWinds Pingdom website homepage. The top navigation bar includes links for PRODUCTS, SOLUTIONS, PRICING, RESOURCES, LOGIN, INTERNET OUTAGES, REQUEST DEMO, and a FREE TRIAL button. The main content area is titled **Simplified End User Experience Monitoring** and includes a sub-headline: **Easy and Affordable End-User Experience Monitoring**. The text below reads: "We help you deliver exceptional customer experience with real-time, actionable insights into your site's uptime and performance, so you can keep your users coming back again and again." There are two buttons: **START 30-DAY FREE TRIAL** and **REQUEST A FREE DEMO**. A small note says "Fully Functional for 30 days". On the right, there is a preview of the monitoring dashboard for "Hotel Booking Site - Europe", showing a line graph of uptime and a summary card with "99.56%" uptime and "8 days 20 requests". At the bottom, the text states: "Complete monitoring combines synthetic and real user monitoring for ultimate visibility and enhanced troubleshooting."

Self-Check Sheet - 2: Apply On-Page SEO

Questionnaire:

1. What is the main focus of on-page SEO?

Answer:

2. What are some essential on-page SEO elements?

Answer:

3. How does optimizing meta titles and descriptions impact SEO?

Answer:

4. How can you optimize images for on-page SEO?

Answer:

5. How does header tag optimization contribute to on-page SEO?

Answer:

6. Why is it important to have a clear and organized website structure for on-page SEO?

Answer:

Answer Key - 2: Apply On-Page SEO

1. What is the main focus of on-page SEO?

Answer: On-page SEO primarily focuses on optimizing individual web pages to improve their visibility and ranking in search engine results. It involves various elements and techniques that are directly implemented on the website's pages.

2. What are some essential on-page SEO elements?

Answer: Some essential on-page SEO elements include optimizing meta titles and descriptions, using relevant keywords in the content, ensuring proper header tags (H1, H2, etc.), optimizing URL structures, using descriptive alt tags for images, and creating high-quality, valuable content.

3. How does optimizing meta titles and descriptions impact SEO?

Answer: Optimizing meta titles and descriptions with relevant keywords helps search engines understand the content of the page better. It also improves the click-through rate as users are more likely to click on search results that accurately describe what they are looking for

4. How can you optimize images for on-page SEO?

Answer: Image optimization in on-page SEO involves using descriptive file names, adding alt text that describes the image, and compressing images to reduce file size. This not only improves SEO but also enhances the user experience.

5. How does header tag optimization contribute to on-page SEO?

Answer: Proper header tag optimization (H1, H2, H3, etc.) improves the structure and readability of a web page. It not only helps search engines understand the content hierarchy but also enhances user experience by providing clear headings and subheadings.

6. Why is it important to have a clear and organized website structure for on-page SEO?

Answer: A clear and organized website structure makes it easier for search engines to crawl and index your site's pages. It also enhances user navigation and ensures that content is logically grouped, improving the overall user experience, which can indirectly benefit SEO.

Task Sheet-2.1: Implement Header Tag Optimization

Objectives: The objective of this practical assessment is to use header tags effectively for on-page SEO.

Working Procedure:

1. Analyze the section in the provided text that discusses header tag optimization in on-page SEO.
2. Select a piece of content (e.g., a blog post or article) and apply proper header tags (H1, H2, etc.) to structure the content logically.
3. Explain the significance of header tags and how they contribute to both search engine understanding and user experience.

Task Sheet-2.2: Optimize Meta Titles and Descriptions

Objectives: The objective of this practical assessment is to understand the impact of optimized meta titles and descriptions on On-Page SEO.

Working Procedure:

1. Study the section in the provided text that highlights the importance of meta titles and descriptions in on-page SEO.
2. Choose a web page or article for practice (it can be from your own website or a sample page).
3. Create optimized meta titles and descriptions for the selected page, incorporating relevant keywords.
4. Explain the thought process behind your choices and how they align with the page's content.

Learning Outcome 3: Apply Off-Page SEO

Assessment Criteria	<ol style="list-style-type: none"> 1. Search Engines are submitted; 2. Directory is submitted; 3. Social Bookmarking is performed; 4. Blog Posting and Commenting are prepared; 5. Forum Posting is applied; 6. QA site posts are created;
Conditions and Resources	<ol style="list-style-type: none"> 1. Real or simulated workplace 2. CBLM 3. Handouts 4. Laptop 5. Multimedia Projector 6. Paper, Pen, Pencil, Eraser 7. Internet facilities 8. White board and marker
Contents	<ol style="list-style-type: none"> 1 Search Engines 2 Directory 3 Social Bookmarking 4 Blog Posting and Commenting 5 Forum Posting
Training Methods	<ol style="list-style-type: none"> 1. Discussion 2. Presentation 3. Demonstration 4. Guided Practice 5. Individual Practice 6. Project Work 7. Problem Solving 8. Brainstorming
Assessment Methods	<ol style="list-style-type: none"> 1. Written Test 2. Demonstration 3. Oral Questioning

Learning Experience 3: Apply Off-Page SEO

In order to achieve the objectives stated in this learning guide, you must perform the learning steps below. Beside each step are the resources or special instructions you will use to accomplish the corresponding activity.

Learning Steps	Resources specific instructions
1. Student will ask the instructor about Practice basic search engine optimization (SEO)	1. Instructor will provide the learning materials apply off-page SEO.
2. Read the Information sheet/s	2. Information Sheet No:3- Apply off-page SEO
3. Complete the Self-Checks & Answer key sheets.	3. Self-Check No: 3- Apply off-page SEO Answer key No. 3- Apply off-page SEO.
4. Read the Job/ Task sheet and Specification Sheet	4. Job/ task sheet and specification sheet <ul style="list-style-type: none"> ▪ Task Sheet No:3-1: Explore Off-page SEO techniques. ▪ Task sheet No: 3-2: Analyse online community engagement

Information Sheet 3: Apply Off-Page SEO

Learning Objective:

After completion of this information sheet, the learners will be able to explain, define and interpret the following contents:

- 3.1 Search Engines
- 3.2 Directory
- 3.3 Social Bookmarking
- 3.4 Blog Posting and Commenting
- 3.5 Forum Posting

3.1 Search Engines

It's probably safe to assume that you want organic traffic to your pages if you have a website. Most search engines automatically index websites today but it can still be helpful to submit your website to them.

This ensures that search engines can find and index your website so that it appears in the search results for relevant keywords. You can submit your website manually or via the help of various webmaster tools and plugins.

In this guide, I'll show you the best way to submit your website to search engines, including Google, Bing, Yandex, Yahoo, Duck Duck Go, and Baidu.

Is it necessary to submit your website to search engines?

Submitting your website to search engines is not an absolute necessity today, but it can quicken your search visibility online. Barring an issue on your website, it will likely be automatically indexed by search engines after you publish a URL.

However, the time it takes for your page to be successfully indexed and appear in the search results can depend on your website's authority, crawl frequency and on-page elements. Requesting your website's indexation can reduce this delay and make sure potential customers can discover your content more easily.

It is also recommended to periodically resubmit updated versions of your web pages as you revise or add new information and sections. Additionally, submitting an XML sitemap to Google and other search engines will help them understand your website's structure accurately.

For example, here's a page I requested a re-indexation for after implementing Surfer's content optimization suggestions. Within weeks, the updated page went from ranking

in the mid-twenties to steadily climbing the SERPs to reach the 6th position when writing this article.



How to submit your website to search engines?

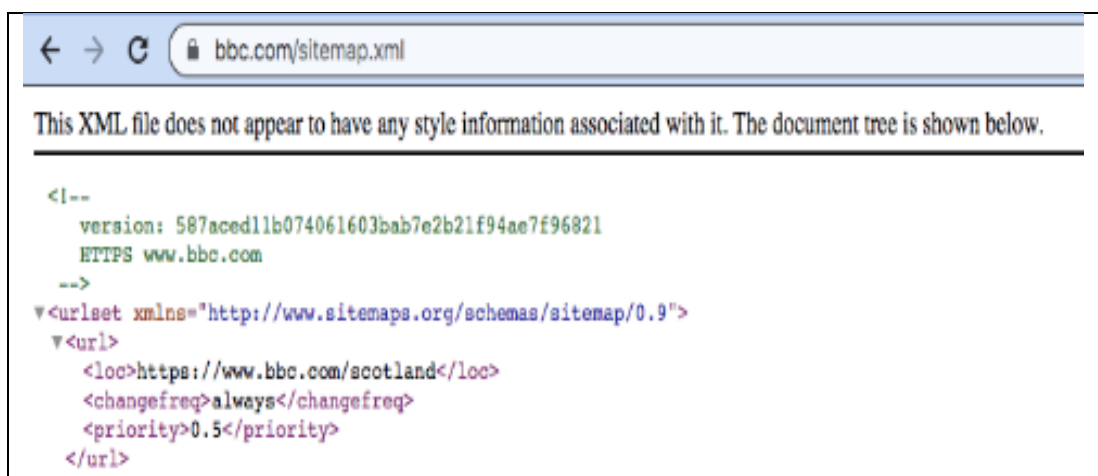
To submit your website for indexation, you'll need an XML sitemap. A sitemap is a roadmap of your website that explains the relationship between all the pages on your site and where they can be found. Search engines use sitemap files to index your content faster and more efficiently.

XML sitemaps can also help notify Google and other search engines about new content and updates on your website while helping search crawlers with a map of your website for easy navigation.

Most content management systems automatically create a sitemap file for your website so you don't have to generate one. You can usually find your website's sitemap at one of these URLs.

- yourwebsite.com/sitemap.xml
- yourwebsite.com/sitemap_index.xml

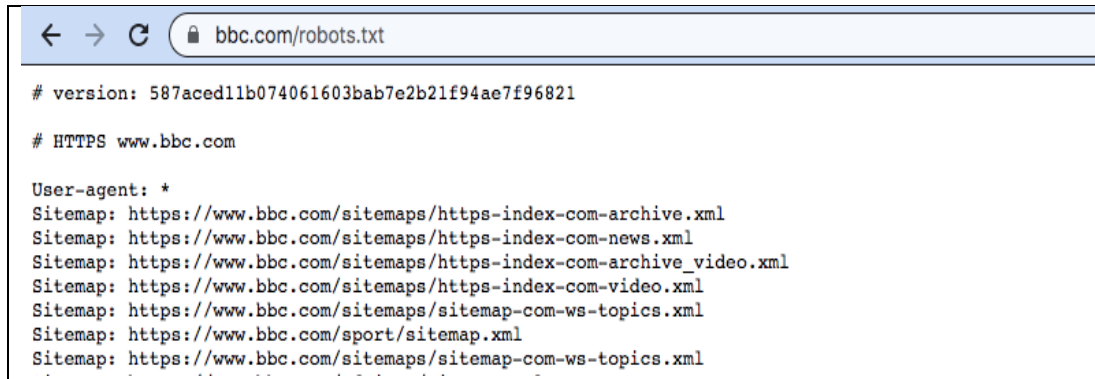
Entering one of those in the search bar should show up a page that looks like this.



If you don't find your website's sitemap at any of these URLs, try the robots.txt file at

yoursite.com/robots.txt

Most websites will specify the location of their sitemap in the robots.txt file. For example, the BBC's robots.txt file reveals its multiple sitemaps for different geographies.



```
← → ↻ 🔒 bbc.com/robots.txt

# version: 587aced11b074061603bab7e2b21f94ae7f96821

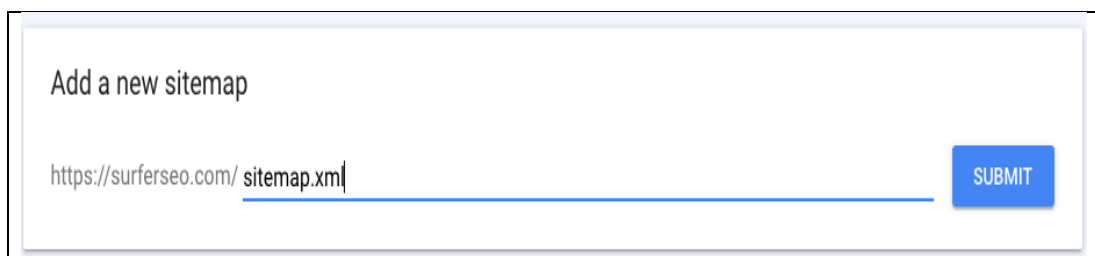
# HTTPS www.bbc.com

User-agent: *
Sitemap: https://www.bbc.com/sitemaps/https-index-com-archive.xml
Sitemap: https://www.bbc.com/sitemaps/https-index-com-news.xml
Sitemap: https://www.bbc.com/sitemaps/https-index-com-archive_video.xml
Sitemap: https://www.bbc.com/sitemaps/https-index-com-video.xml
Sitemap: https://www.bbc.com/sitemaps/sitemap-com-ws-topics.xml
Sitemap: https://www.bbc.com/sport/sitemap.xml
Sitemap: https://www.bbc.com/sitemaps/sitemap-com-ws-topics.xml
```

How to submit your website to Google

You will need to have your website integrated and verified with Google Search Console before submitting a sitemap.

1. Sign into Google Search Console
2. Select the Sitemaps tab on the left panel
3. Enter your sitemap URL and hit Submit



3.2 Directory

Directory submission is defined as the practice of submitting your website URL and its details on the web in a directory under a particular category. This is a way which helps you to improve your link building.

Directory Submission is an off page factor which helps to optimize your webpage. In these directories, your own website is submitted to another website.

There are different categories under which you can submit your website. For example, if you have a site related to Health, then you will submit your site under Health category which will help you to get backlinks from them. It very interestingly

build links in one way. These directories are somewhat similar to the phone directories which has a list of websites in each category.

There are three types of Directory Submissions:

- **Paid or Featured Web Listing:** In this, the owner of Directories site will charge for Submission and your link will be approved in some moment or within 24 hours. This will help you in getting backlinks from this type of submission. Some sites offer this package for yearly or lifetime.
- **Free or Regular Web Listing:** It is free for Directory Submission, no one charges for free or regular submission but there is no guarantee of the websites getting approved by the Administrator. Also, this involves time.
- **Reciprocal Regular Web Listing:** In this, a reciprocal link must be submitted to your site when you activate Directory Link, only then the Directory administrator will approve your link.

Importance of Directory submissions in SEO?

Directory submission being a basic aspect of Off page optimisation, helps in doing search engine optimisation. Directory submissions also attracts traffic on your website and getting high quality no follow backlinks.

Directory submissions helps in increasing your page rank by building authority backlinks. For the people who have just started doing blogging, it is a must for them. This way you will see growth in the rankings of your website and blog by submitting your url to web directories.

3.3 Social Bookmarking

Social bookmarking is a way for people to store, organize, search, and manage “bookmarks” of web pages. Users save links to web pages that they like or want to share, using a social bookmarking site to store these links. These bookmarks are usually public, and can be viewed by other members of the site where they are stored.

Most social bookmark services are organized by users applying “tags” or keywords to content on a Web site. This means that other users can view bookmarks that are associated with a chosen tag, and see information about the number of users who have bookmarked them. In many cases, users can also comment or vote on bookmarked items.

Social bookmarking is also interchangeably sometimes referred to as folksonomy, collaborative tagging, social classification, social indexing, and social tagging.

“Folksonomy” is a combination of the words folk and taxonomy, hence a folksonomy is a taxonomy generated by a person or group of people.

Bookmarking Background

- Before Web 2.0 tools Internet users bookmarked Web site URLs for later reference in their browser’s bookmark folder.
- When users wanted to again access the site they would click on the relevant link in the browser’s bookmark folder.
- However, the saved bookmark was only available on that specific computer.
- In addition, users were not able to reciprocally share bookmarks with others.
- Finally, a single individual would only be able to locate a fraction of Web sites that might be of interest.

What is Social Bookmarking?

- Social bookmarking allows Internet users to identify, label, store, organize, search, and manage bookmarks of Web pages for later access.
- These online applications enable users to collect and designate informational resources both for their own use and for sharing with others.
- Social bookmarking is used interchangeably with the term “social tagging”.
- Social bookmarking consists of reciprocal communities of like-minded users

What is Tagging?

- A tag is a keyword assigned by a user to represent the subject content of a bookmark, or other online content.
- Tagging is a method of information classification and makes a collection of resources easier to discover and share.
- Tagging is a social activity and the more popular a tag is, the more likely it is meaningful to users.
- More popular resources are tagged more frequently and a system of “ranking” is based on perceived utility and value.

3.4 **Blog Posting and Commenting**

A blog post is a piece of content published on a blog, which is a regularly updated website or online platform that features written articles or posts organized in reverse chronological order, with the most recent post appearing first. Blog posts can cover a wide range of topics and are typically written in a more informal and conversational style compared to traditional articles or news posts.

Blog posts are often used as a way for individuals or organizations to share information, opinions, insights, stories, or experiences with their readers. They can serve various purposes, such as providing informative or educational content, expressing personal views, discussing news or trends, promoting products or services, or engaging with a specific audience.

Blog posts usually include a title or headline that summarizes the content of the post, followed by the main body of the post, which may include text, images, videos, or other multimedia elements. Blog posts may also include links to external sources, internal links to other blog posts or pages on the same website, and a comments section for readers to leave comments and engage in discussions.

Blog posts are a popular form of content marketing and are often used by businesses, bloggers, journalists, influencers, and individuals to share their expertise, connect with their audience, drive traffic to their websites, and establish themselves as thought leaders in their respective fields.

Blog posting, blog submission, web 2.0 submission are the same activities with different names.

Always make sure that while creating a blog choose high DA, Do follow web 2.0 websites like WordPress, Blogger, Jimdo, Wix, Weebly, Tumblr, Jimdo, Newsvine, etc.

The reason to use these websites for the same is that it will make a huge impact on your website. Improves your overall website performance and keyword ranking as well. Also, by using high DA, do follow websites rank well in Google SERP's and get indexed immediately after the submission.

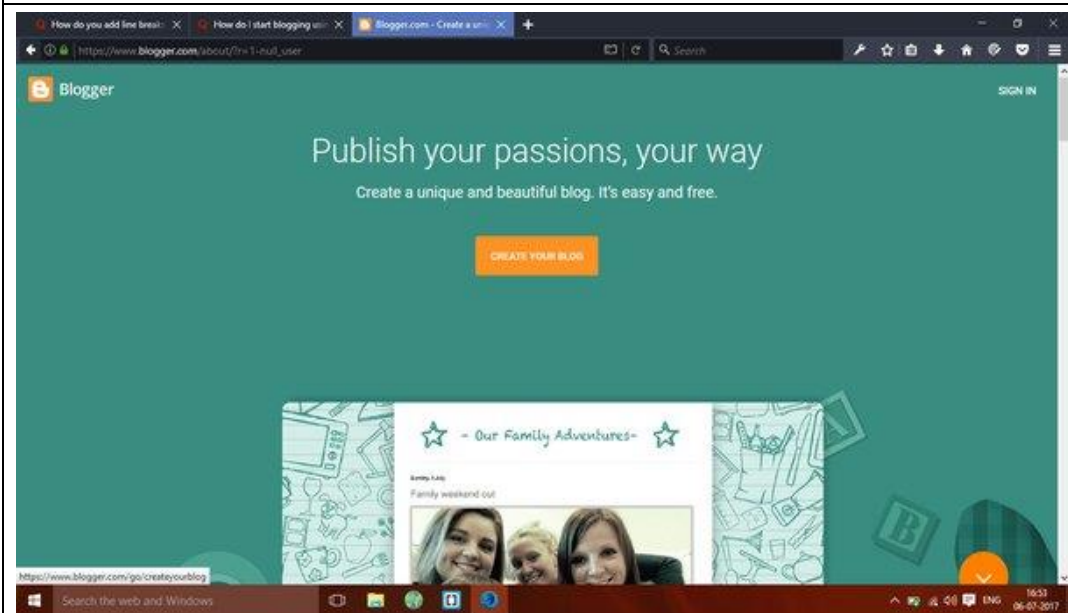
The Best Blogging Platforms

- WordPress.org
- WordPress.com
- Squarespace
- Weebly
- Wix.com
- Hubspot CMS (Best Blogging Platform for Marketing Agencies)
- Medium
- Ghost
- Web.com
- Blogger (or Blogspot)
- Tumblr

blogging using Google’s platform named-“Blogger or BlogSpot

Step 1: Registering on Blogger

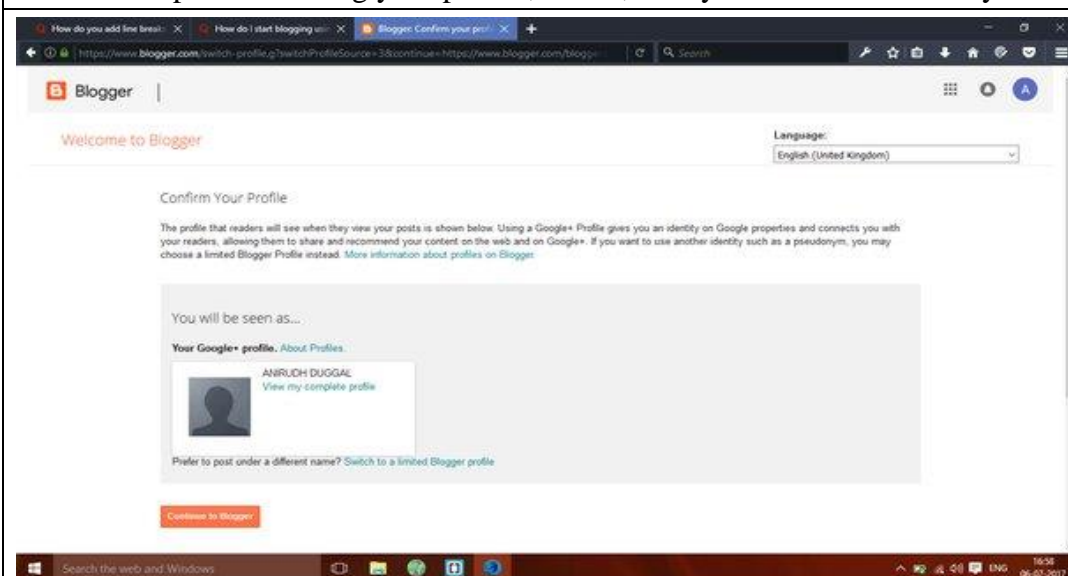
This is the very first step for you journeys on starting a blogger blog. Go to Blogger and sign in with your Gmail account.



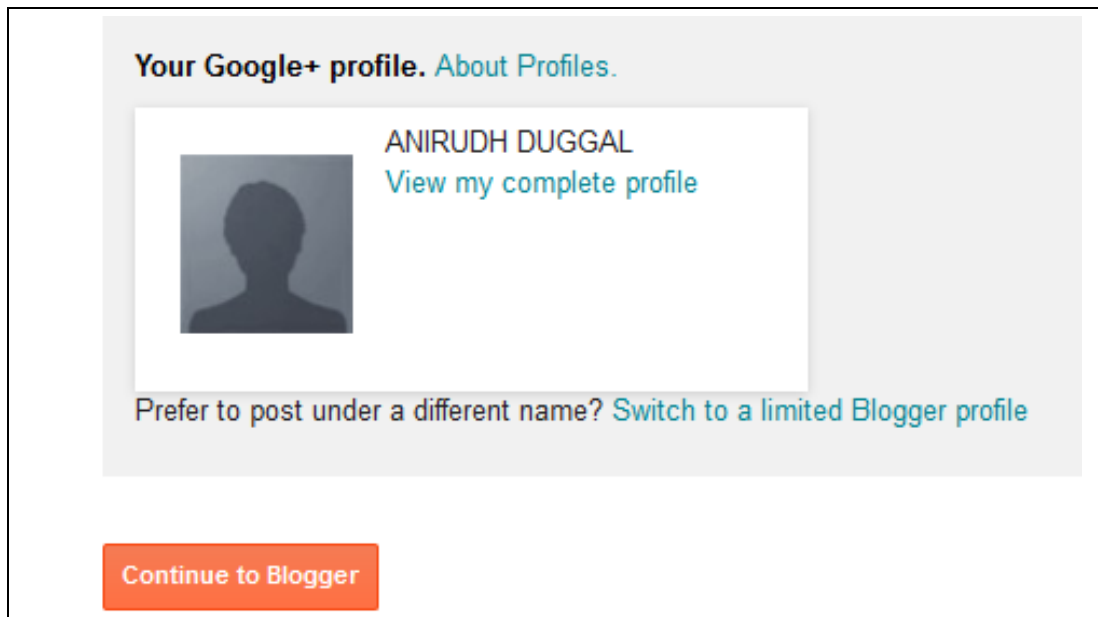
Click on Sign In in the top right corner and then select one of your gmail accounts to sign in.

Note: If you have only one gmail account logged in to your system, you will automatically be led to the dashboard corresponding to the Gmail account.

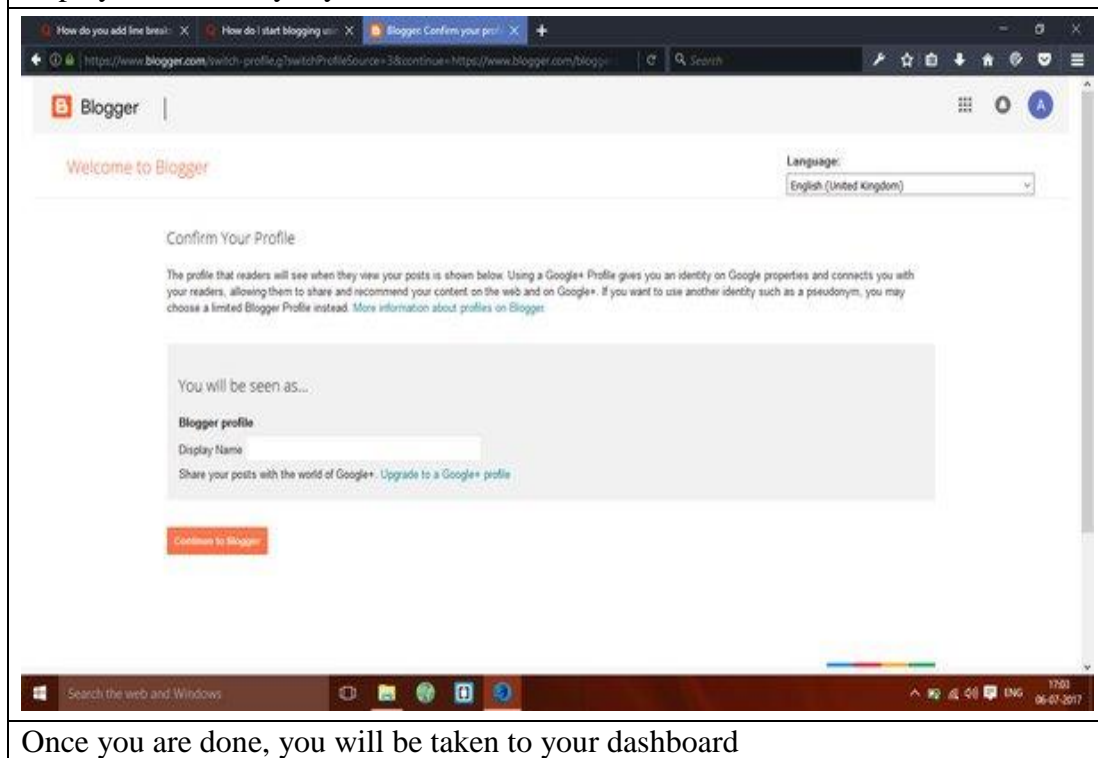
The next step is confirming your profile, that is, how your viewers will see you.



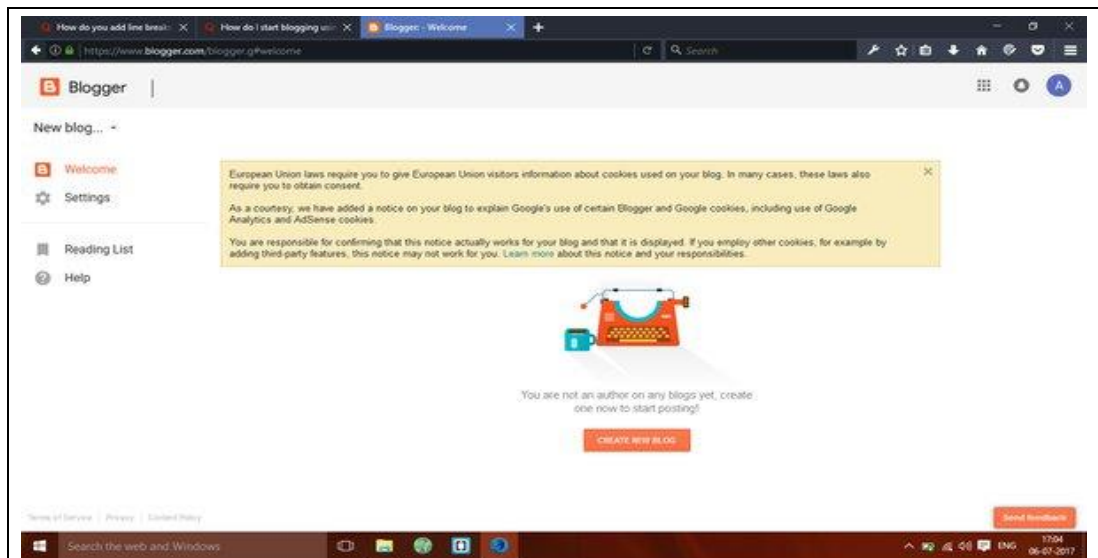
You can either choose your Google+ profile or if you wish to stay anonymous, you may select the blogger profile. To choose a blogger profile, click on the link below, the one that says 'Switch to a limited blogger profile'.



If you are choosing a Google+ profile then skip the next two-three lines. Once you selected the blogger profile, you will be asked for a pseudo-name or the display name as they say.

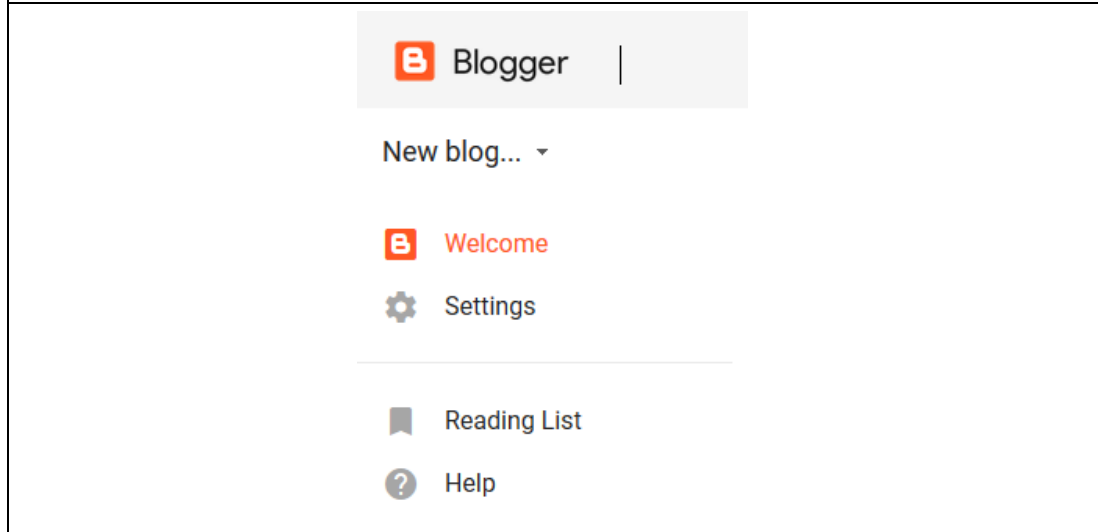


Once you are done, you will be taken to your dashboard

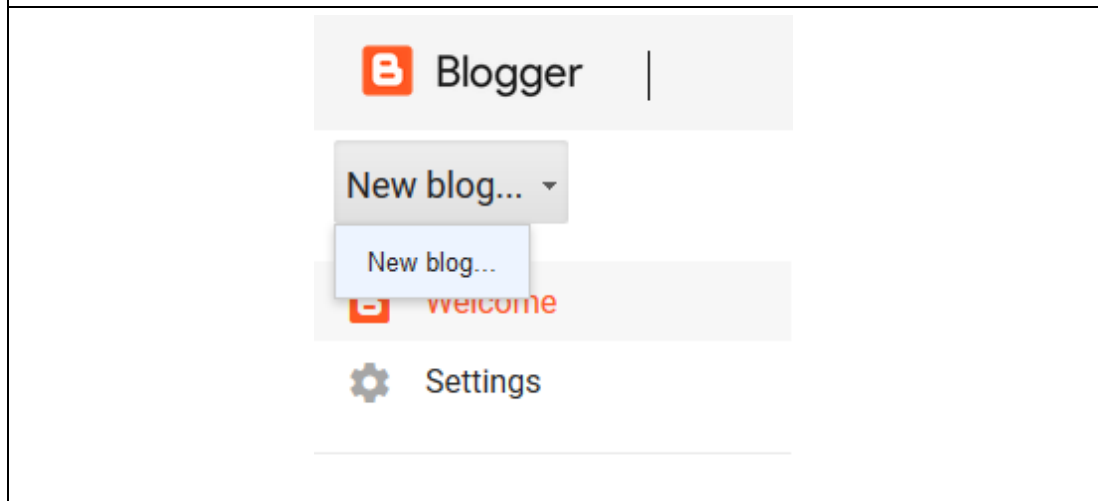


Step 2: Getting you blog ready

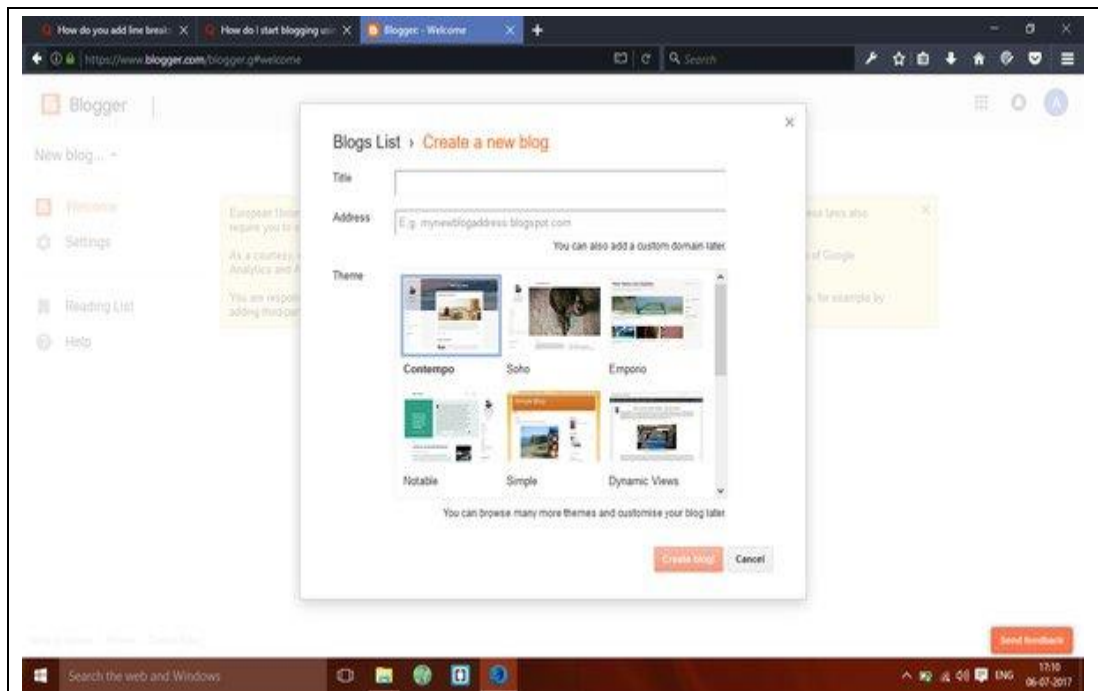
Once on dashboard, go and click on the 'New Blog' dropdown in the top left corner.



Once you clicked on it, you will see an option named 'new blog'.



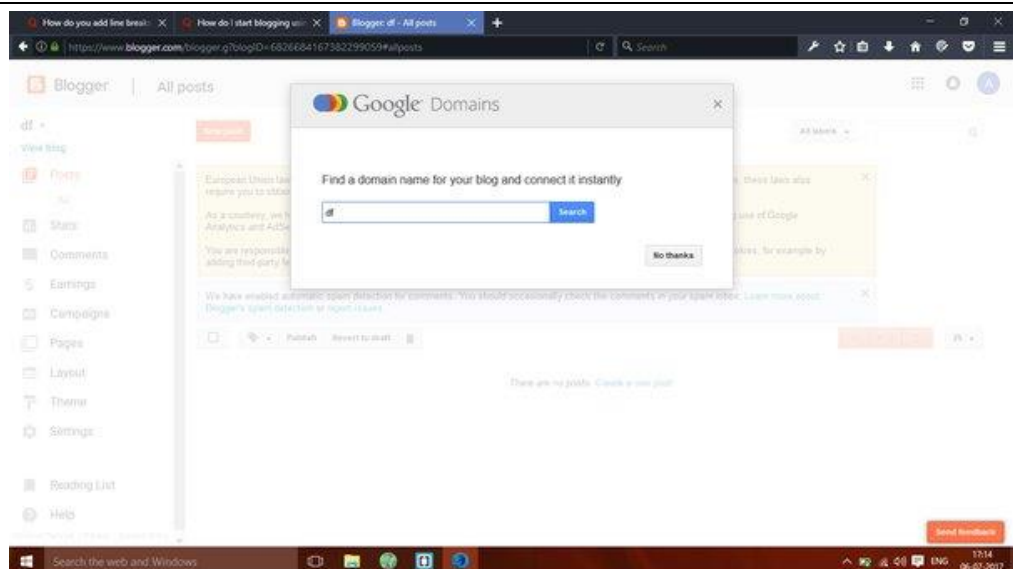
Click that and a pop-up will welcome you.



Enter the title of your blog and a '.blogspot.com' subdomain address that you wish to use for your blog. Don't worry you can add a custom domain later and can even purchase one from Google domains.

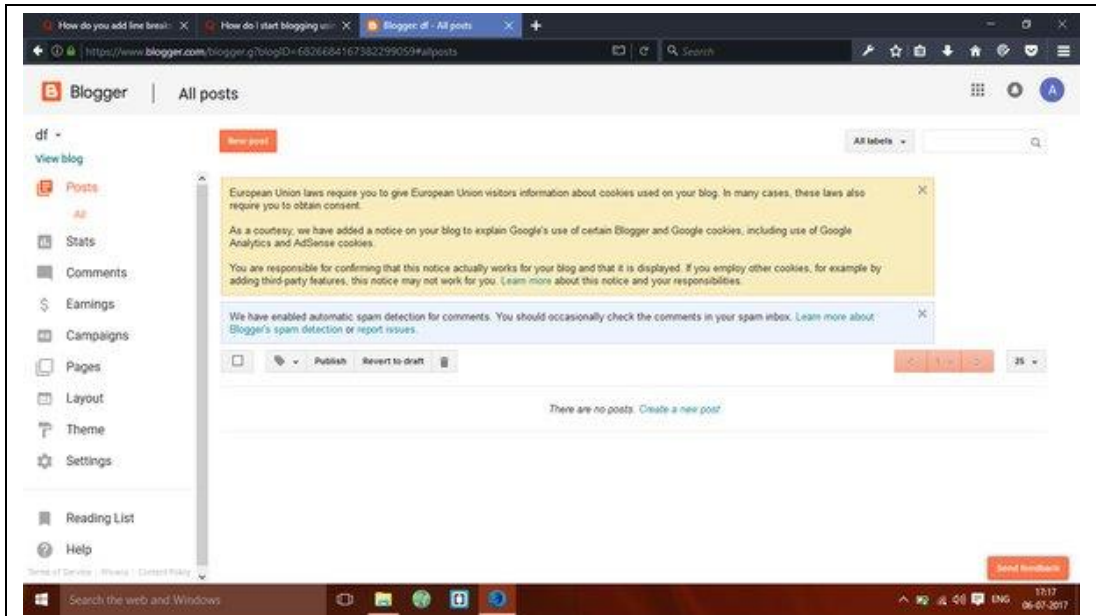
Choose the theme and click Create Blog. Don't worry about the theme as you can change it too. You can also use a custom theme later, that is either made by you or downloaded from the internet. Moreover lots of themes and customization will be made available to you once the blog is created.

Once you proceed, a pop-up will ask you if you wish to buy a custom domain and use it.



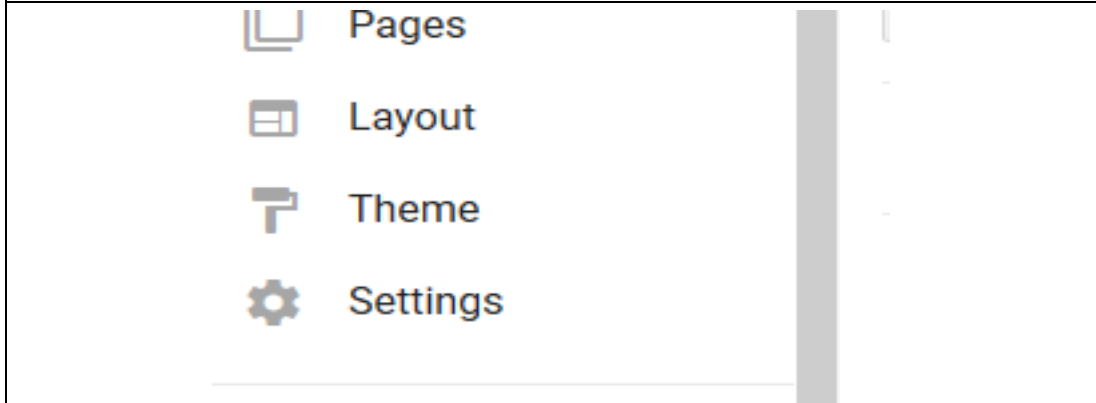
Select 'No thanks' if you wish to continue with a subdomain or look up for one if you want a custom domain.

Once you completed it, you will be welcomed to your blogger dashboard.

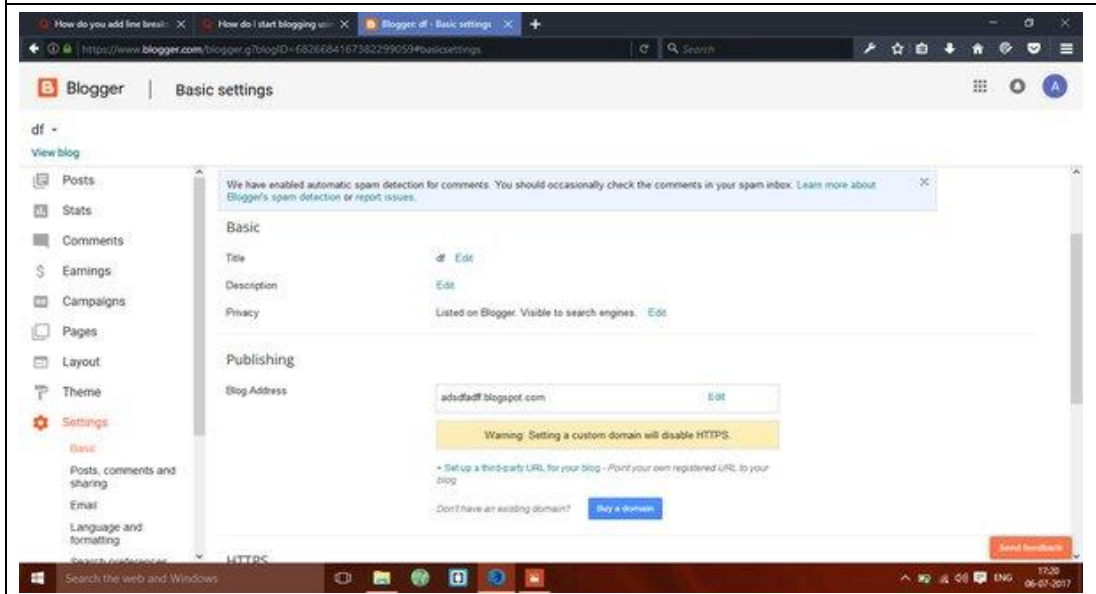


Step 3: Setting up your blog

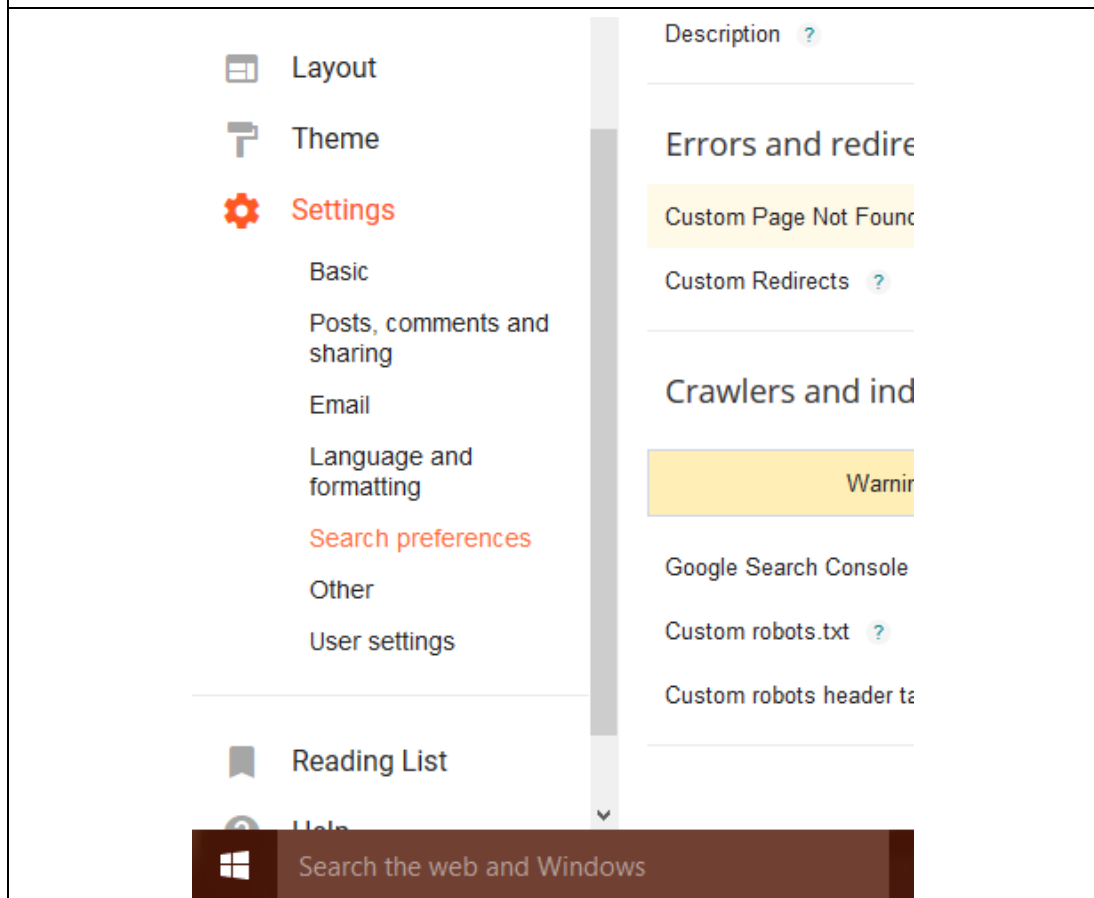
On your dashboard, click on 'create a new post' to make your first blog post. For SEO, select settings from the menu on your left.



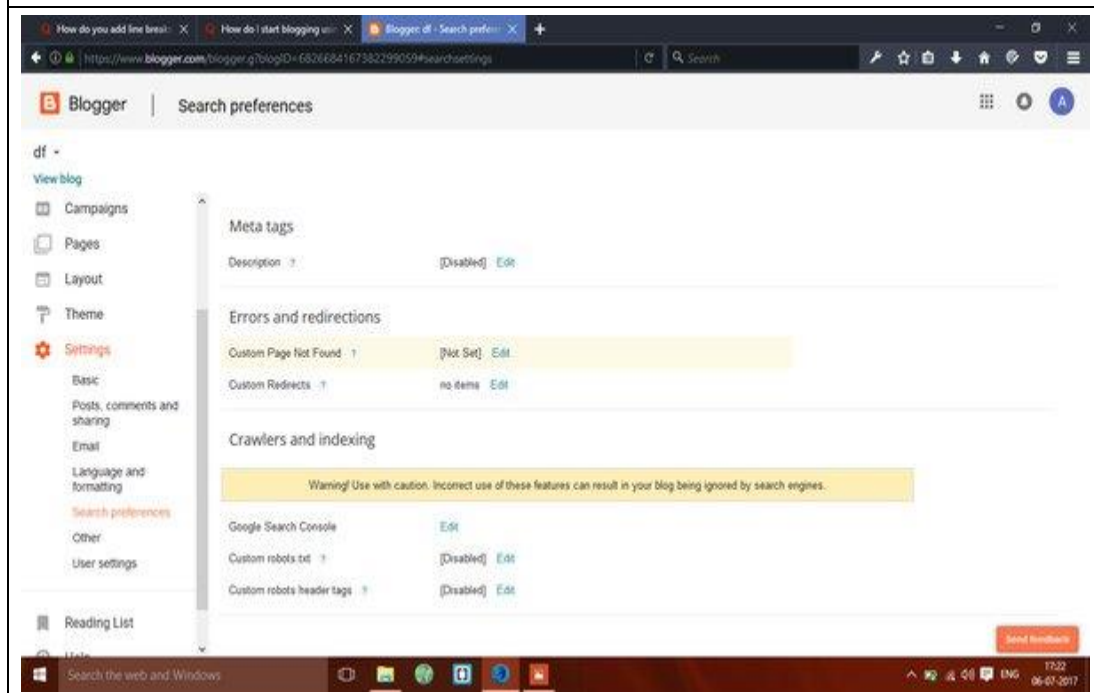
Add description to your blog.



Select Search preferences from the menu on left



Add description in the Meta tags there.



What is Blog Commenting?

Blog commenting is a simple and straightforward method for building links to your website while establishing a meaningful relationship with other online users and professionals in your industry.

If you have a solid blog commenting strategy, you can attract leads, traffic, and build your brand online.

It is more than leaving a comment on a post and leaving.

Blog commenting enables the valuable exchange of opinions and ideas about a specific topic. When blog commenting has its true effect, it develops a bond between blogs, the readers, and the bloggers.

3.5 Forum Posting

Forums seem like a forgotten name, however, if you look at them from a marketing standpoint you will find that they are still very popular among SEOs. Why?

Simply because forums are a wonderful link-building platform that paves the way for achieving your SEO goals. You can easily create backlinks to the forum and get more traffic to your site, especially with the help of link building company.

However, the question that might confuse you is what are forum backlinks and how can they help SEO? In our article, we will discuss all forum backlinks and how they help in achieving your SEO goals.

What is forum posting in SEO?

Forum posting is the practice of participating in online discussions in various forums on a specific topic. The goal is to drive traffic to your site by placing a link in your forum post, signature, or profile.

A forum is a website for online discussions, including Q&A sites and social media groups. People come here to ask questions, dispel doubts, and share knowledge on a common topic. Let's say it's a pet forum where people will discuss pet food, care, habits, and other tips for keeping pets.

Despite the dominance of social networks and instant messengers, forums remain a very valuable marketing tool these days. Especially when it comes to building various types of backlinks.

Most forum backlinks are no-follow (Google crawlers ignore them and don't pass link juice) because website operators know that do-follow backlinks can attract spammers and black linkers.

However, despite this, a large number of online forums still allow do-follow links, making them prime territory for obtaining valuable authoritative backlinks – search engine crawlers follow them, thereby increasing your site's authority. The goal is to

learn where to find do-follow forums and learn how to use them to their maximum effect.

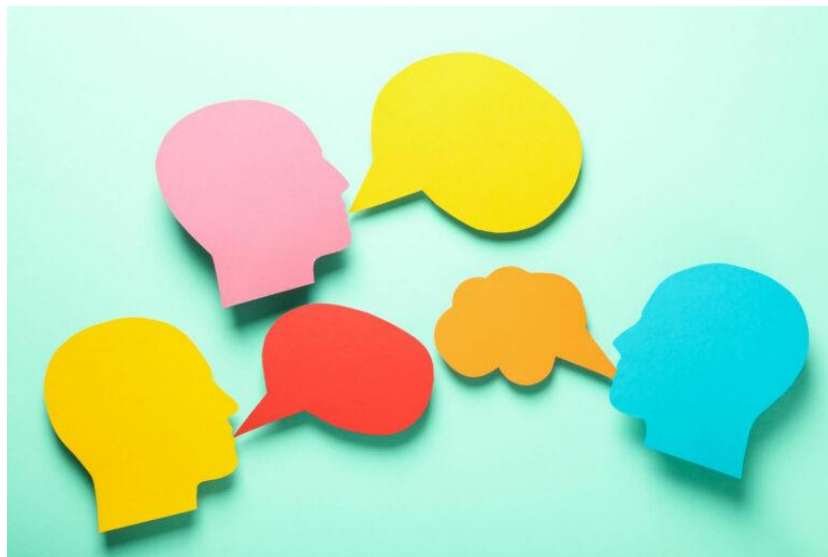
Benefits of forum posting in SEO

Around 1994, forums were quite popular. On forums, people conversed and debated issues in depth. Forums' popularity and use have waned in the face of newer social media channels, but they remain an effective conduit for SEO and marketing.

While 65% of digital marketers believe that link building is the most difficult aspect of their profession, backlinks in forums are still considered an easy and quick method to get things done.

In addition to providing you SEO benefits for business with high-quality backlinks, active participation in the forums improves your website's backlink profile, which increases its domain authority.

Also, building backlinks on forums has many additional benefits not directly related to SEO. These benefits stem from the fact that a forum link to your website makes your content available to the target audience.



1. Drive targeted visitors to your website

Forums provide you with direct access to hundreds (if not thousands) of people that comprise your target audience. This indicates you have a chance of convincing those members to visit your site.

2. Build contacts with industry influencers

They allow you to communicate with and create relationships with other important influencers who may assist you in growing your business.

3. **Create a brand identity**

Forums posting makes it very simple to raise brand awareness. You're exposing yourself and your company to thousands of potential clients. That is significant.

4. **Increase your authority in your niche**

Earn the respect of your other forum users, and you'll quickly be regarded as a reliable source. Just ask any of the professionals who have had success answering questions on Quora.

5. **Establish beneficial partnerships**

Every forum user is a potential link who can help your business grow to new heights. Make new friends, form new ties, and become an involved member of your community.

6. **Determine what matters to your target audience**

Forums are frequently the beating heart of your industry. As a result, you may quickly acquire insight into what's popular and what's most important to the people who make up your customer base.

7. **Come up with new content ideas**

On forums, fresh issues and ideas are addressed on a daily basis. Take advantage of this and utilize it to generate new and original content ideas for your own website.



Self-Check Sheet - 3: Apply Off-Page SEO

Questionnaire:

1. What is the main focus of off-page SEO?

Answer:

2. What are some common off-page SEO techniques?

Answer:

3. What is off-page SEO?

Answer:

4. What is the significance of social media marketing in off-page SEO?

Answer:

5. How can guest posting be beneficial for off-page SEO?

Answer:

6. Why are backlinks important in off-page SEO?

Answer:

Answer Key - 3: Apply Off-Page SEO

1. What is the main focus of off-page SEO?
Answer: Off-page SEO primarily focuses on activities that are performed outside the website to improve its online reputation, authority, and visibility. It involves strategies to build quality backlinks, promote the website on external platforms, and engage with the online community.
2. What are some common off-page SEO techniques?
Answer: Some common off-page SEO techniques include link building through guest posting and outreach, social media marketing, influencer collaborations, online community engagement, and brand mentions on other websites.
3. What is off-page SEO?
Answer: Off-page SEO, also known as off-site SEO, refers to the optimization techniques and strategies employed outside of your website to improve its search engine rankings and online authority.
4. What is the significance of social media marketing in off-page SEO?
Answer: Social media marketing is essential in off-page SEO because it helps in brand promotion, content distribution, and engagement with the target audience. Social signals, such as likes, shares, and comments, also indirectly influence search engine rankings.
5. How can guest posting be beneficial for off-page SEO?
Answer: Guest posting allows a website to publish content on external platforms with a backlink to its own site. This helps in expanding the website's reach, establishing authority, and acquiring valuable backlinks, all of which contribute to better off-page SEO performance.
6. Why are backlinks important in off-page SEO?
Answer: Backlinks are important in off-page SEO because they serve as "votes of confidence" from other websites. High-quality and relevant backlinks can boost a website's authority and trustworthiness in the eyes of search engines, potentially leading to higher rankings.

Task Sheet-3.1: Explore Off-Page SEO Techniques

Objectives: The objective of this task sheet is various off-page SEO techniques and their potential benefits.

Working Procedure:

1. Analyze the section in the provided text that discusses common off-page SEO techniques.
2. Conduct further research to identify other effective off-page SEO strategies, such as social media marketing, influencer collaborations, and online community engagement.
3. Create a comprehensive list of off-page SEO techniques with brief explanations for each one.
4. Prioritize the techniques based on their potential impact and relevance to your website or business.

Task Sheet-3.2: Analyse Online Community Engagement

Objectives: The objective of this task sheet is engaging with online communities can positively influence Off-page SEO.

Working Procedure:

1. Research various online communities relevant to your website's niche or industry (e.g., forums, groups, subreddits).
2. Choose one or more online communities to actively participate in and contribute valuable insights or content.
3. Document your engagement efforts and monitor the impact on website traffic, brand mentions, and user interactions.
4. Analyze the results and discuss the benefits of online community engagement in terms of off-page SEO.

Review of Competency

Below is yourself assessment rating for module **Practice basic search engine optimization (SEO)**

Assessment of performance Criteria	Yes	No
SEO is interpreted;		
Types of SEO are interpreted;		
Major Search Engines are identified and listed;		
Importance of web ranking is interpreted;		
Backlinks and their importance are interpreted;		
Browsers, Addons/Extension and tools are identified;		
Keywords Research and its importance are interpreted;		
Keywords Research and Analysis are performed;		
Latent Semantic Indexing (LSI), Keywords Density and Stuffing are stated;		
Title, URL, Meta and header Tag are interpreted;		
Title, URL, Meta and header Tag are optimized;		
Anchor Text, Internal & External Links are interpreted & applied;		
Contents are optimized;		
Initial Site Analysis is performed;		
Search Engines are submitted;		
Directory is submitted;		
Social Bookmarking is performed;		
Blog Posting and Commenting are prepared;		
Forum Posting is applied;		
QA site posts are created;		

I now feel ready to undertake my formal competency assessment.

Signed:

Date:

Development of CBLM:

The Competency Based Learning Material (CBLM) of '**Practice basic Search Engine Optimization**' (Occupation: Digital Marketing for Freelancing, Level-3) for National Skills Certificate is developed by NSDA with the assistance of SIMEC System, ECF consultancy & SIMEC Institute JV (Joint Venture Firm) in the month of June 2023 under the contract number of package SD-9A dated 07th May 2023.

SI No.	Name & Address	Designation	Contact number
1	Uttam Kumar Sarker	Writer	01714 678 368
2	Md. Faisal	Editor	01673 710 618
3	Md. Amir Hossain	Co-Ordinator	01631 670 445
4	Md. Saif Uddin	Reviewer	01723 004 419