



**Hands-on Exercise No. 3
Batch-02
Affiliate Marketing**

**Total Marks: 10
Due Date: 08/09/2022**

Instructions:

Please read the following instructions carefully before submitting this Hands-on Exercise:

- Use MS Word to prepare exercise solution.
- You may consult tutorials and videos if the concept is not clear.
- Your submitted exercise will not be considered/counted if:
 - It is submitted after due date.
 - It is not in the required format (.doc or .docx)
 - It does not open, or file is corrupt.
 - It is copied (partial or full) from any source (websites, forums, students, etc.)

Learning Outcome:

After completing this exercise, you shall be able to:

1. Write an attractive meta title using the keywords
2. Write an engaging meta description
3. Analyze the competitors for On-Page SEO techniques

Problem Statement

You have done the niche research and keyword research, now you have to use these keywords for optimizing your content. And analyze how your competitors are implementing On-Page SEO techniques.

1. Write down a “**Meta Title**” by using your main targeted keyword.
2. Write down a short, relevant “**Meta Description**” that includes your main keyword.
3. Search for your main keyword on Google, analyze one of your competitors and list down the On-Page SEO factors they have implemented on their website.

You are required to perform the above-mentioned steps (with complete details) and provide screenshots of all the steps performed in the MS Word file.

BEST OF LUCK ☺

How to take screenshots?

Method 1: Press “Windows logo key + PrtScn key”, It will take a screenshot and save it automatically to C:\Users\[YOUR COMPUTER NAME]\Pictures\Screenshots

Method 2: Press the “PrtScn” key and paste it to MS Word.

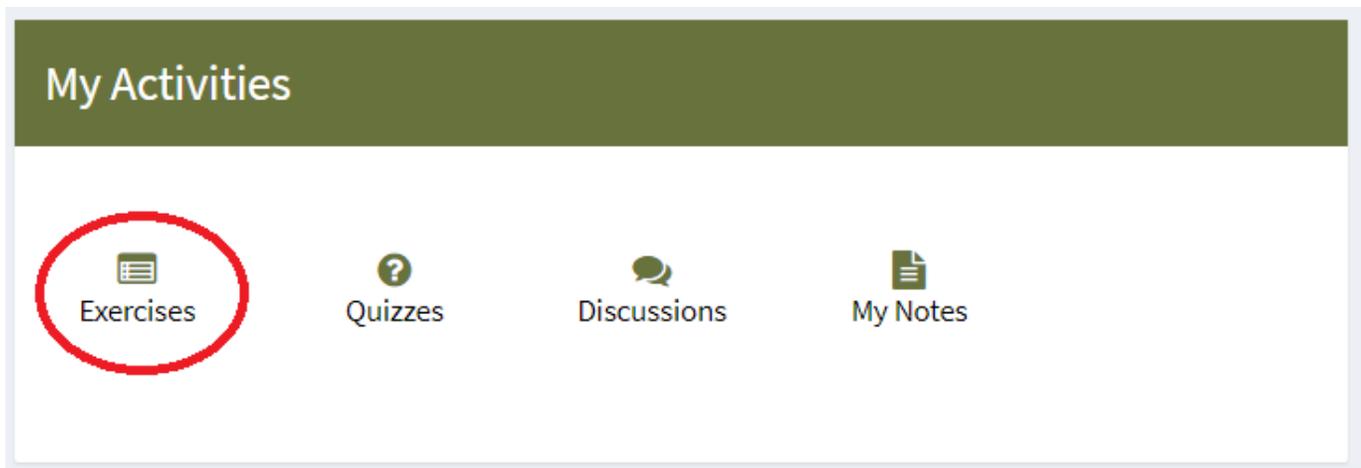
Method 3: Press “Windows + Shift + S”. Your screen will appear grayed out and your mouse cursor will change. Click and drag on your screen to select the part of your screen you want to capture. A screenshot of the screen region you selected will be copied. You can paste it in the MS Word by pressing Ctrl + V.

*To solve the Hands-on Exercise, you need to paste all the screenshots in MS word with the mentioned tasks and save it.

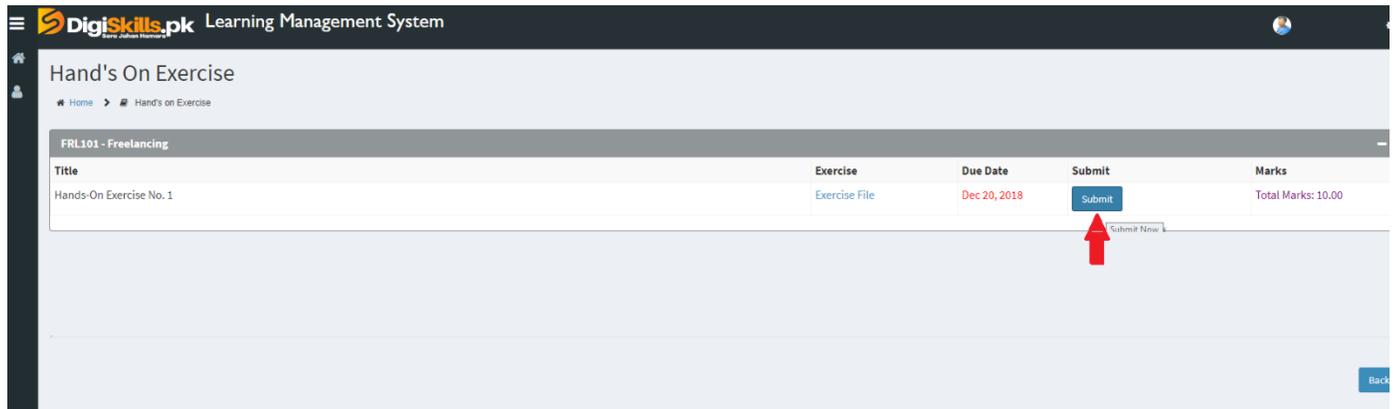
How to submit solution file on LMS?

Please perform the following steps for submitting your solution using LMS:

- 1) Login to the LMS
- 2) Click on the **Exercises** button within the **My Activities** section



3) Click on the submit button to upload your Solution.



The screenshot displays the DigiSkills.pk Learning Management System interface. The page title is "Hand's On Exercise". Below the title, there is a breadcrumb trail: "Home > Hand's on Exercise". The main content area shows a table for "FRL101 - Freelancing". The table has the following structure:

| Title | Exercise | Due Date | Submit | Marks |
|-------------------------|-------------------------------|--------------|------------------------|--------------------|
| Hands-On Exercise No. 1 | Exercise File | Dec 20, 2018 | submit | Total Marks: 10.00 |

A red arrow points to the "submit" button in the "Submit" column. Below the table, there is a "Submit Now" button. A "Back" button is visible in the bottom right corner of the page.

4) Keep in mind to upload your Solution in .doc or .docx format