



Ministry of Information
Technology & Telecom
Government of Pakistan



Hands-on Exercise No. 3
DigiSkills.pk 2.0 Batch-02
Search Engine Optimization (SEO)

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:

- Analyze the competitors' backlinks
- Analyze follow and No-follow backlinks of your competitors
- Find the Keywords' ranking positions in search results

Problem Statement

Assume that you are working on the SEO of your own website or client's website. You must know about the Follow and No-follow backlinks of your competitors to analyze the link-building strategy. Because it is important to know how your competitors are getting backlinks and how you can compete with them by implementing a better link-building strategy.

Moreover, you should also know where your targeted keywords are ranking to improve their positions in search engine results. For this purpose, you can use online free and paid tools as discussed in this course in detail.

You are required to complete following tasks to make a solution for this exercise:

Task 1:

1. Pick any website of your choice as your competitor.
2. Visit the Link https://app.neilpatel.com/en/seo_analyzer/backlinks
3. Enter the URL of your selected website in the input field.
4. Click on the search tab.
5. Scroll down the result page.
6. Click on the "Follow" and "No-follow" tabs from the right-side menu bar.
7. Take the screenshots of the "Follow" and "No-follow" backlinks' results separately.
8. Past the screenshots in a word document.

Task 2:

1. Visit the link <https://smallseotools.com/keyword-position/>.
2. Click on the "By URL" tab of this tool.
3. Enter the URL of the selected website.
4. Click on Check "Keyword position" tab.
5. In the results, you will find the Keywords and their ranking positions.
6. Take the screenshot of the result and paste it into a Word document.

Note:

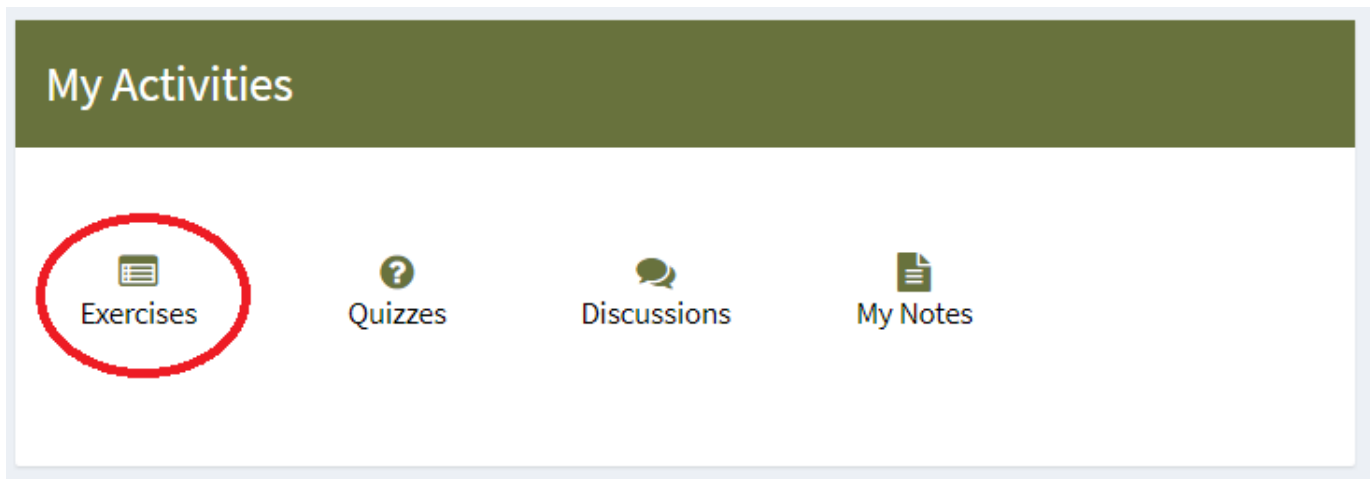
- You can use any other free or paid tool to perform these tasks.
- You can get an idea from lectures 130 and 150 for tasks 1 and 2 respectively.

BEST OF LUCK ☺

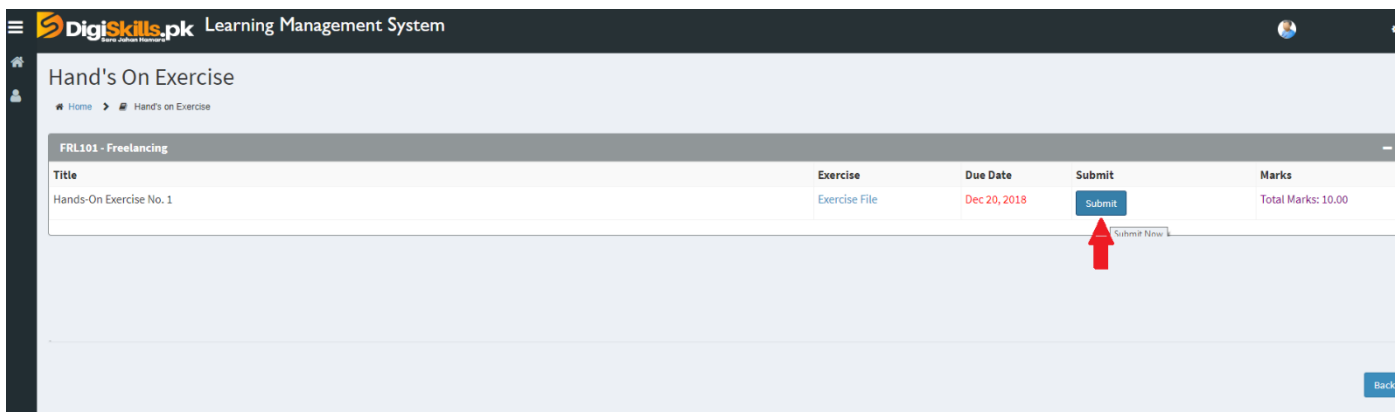
How to submit solution file on LMS?

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.



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