



Ministry of Information
Technology & Telecom
Government of Pakistan



Hands-on Exercise No. 4
DigiSkills.pk 2.0 Batch-02
Search Engine Optimization (SEO)

Total Marks: 10
Due Date: 22/09/2022

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:

- Download and install the SEO Powersuit Tool
- Generate the detailed Monthly or weekly SEO progress report using SEO Powersuit Tool

Problem Statement

Assume you are working on an SEO project for an international client. Client demands the monthly report regarding the SEO work you have done on the website. You are required to provide a detailed report using different tools like SEO Powersuit, Google search console, and Google analytics easily. In this report, you can mention the improvements in website search appearance after implementing the SEO strategies. You can share screenshots of impressions, keywords authority, domain authority, new backlinks, and organic traffic with your client.

If you don't have access to Google Analytics and Google search console, you can generate reports using the other tools mentioned below.

Task 1:

1. Visit the link <https://www.link-assistant.com/>
2. Enter your email address to download and install the SEO Powersuit tool on your PC or Laptop.
3. Select the "Rank Tracker" option during the installation of the software.
4. Complete the Installation process and open the Rank tracker tool.
5. Take the screenshot of rank tracker and paste it in a word document.

Task 2:

1. Select any website of your own choice.
2. Enter the URL of your selected website in the search bar.
3. Click on the finish button.
4. Take the screenshot of the "Ranking Summary" under the "Target Keyword" tab and paste it into the word document
5. Click on the next tab "Rank tracking", take a screenshot of the first option "Keywords & rankings" and paste it into the Word document.
6. Now click on the "Keywords in Top 10" option within the "Rank tracking" tab and paste that into the Word document.
7. Now click on the last option "Organic Traffic (Google Analytics) within the "Rank tracking" tab. Take a screenshot and paste it into the Word document.

Note:

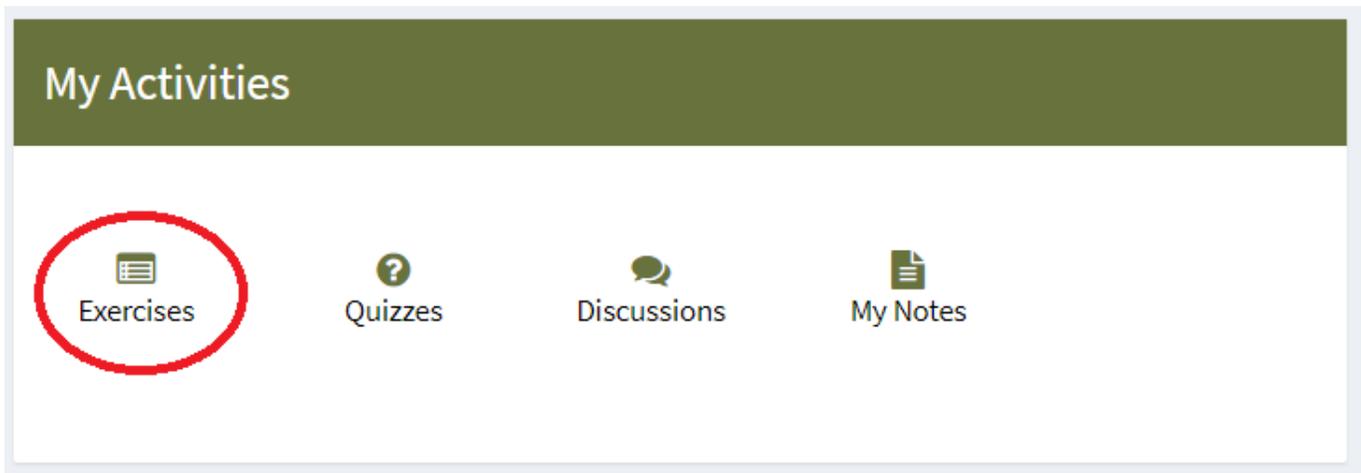
- You can add stats from Google Analytics if you have your own website.
- You can add stats from Google Search Console as well.

BEST OF LUCK ☺

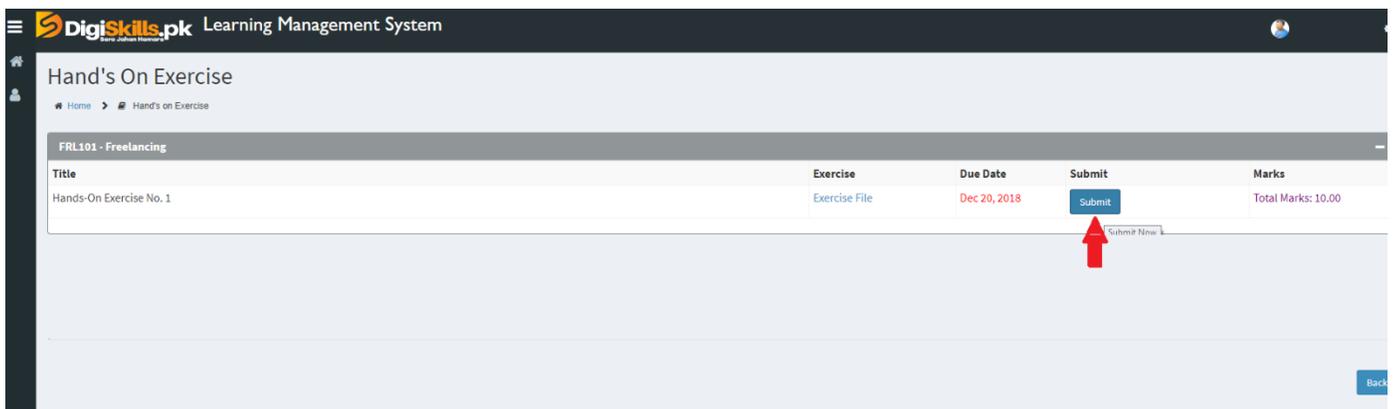
How to submit solution file on LMS?

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