



**Practice Assignment**  
**Search Engine Optimisation**

## **Note:**

- **This assignment has 3 parts to it**
- **You have to answer each part**
- **Every question will be graded separately**
- **You can submit the assignment as a PPT converted into a PDF**
- **Please be as detailed as possible to justify your answer at every stage - If you are using any tools for research, please add screenshots / source of the data for clarity**
- **In case if you are submitting drive links or canva links, ensure you give them access to those files in advance to [support@iide.co](mailto:support@iide.co)**

## **L'Oreal Paris Hair Colour**

### **Part 1-**

#### **1) Keyword Research 'A' (30%)**

L'Oreal Paris offers waterproof mascara. And they want you to shortlist ideal focus keywords for 2 pages related to the same.

- a) Product / Ecommerce Page
- b) Blog page

Your task is to go through all these keywords and

- a. Create 2 groups of keywords that can be used on each of these pages. The product/ecommerce page will have a group of keywords with some sort of buying intent (transactional keywords). While the blog should attract educational keywords for a specific problem (informational keywords). Each group should have a minimum of 4 keywords within it.
- b. Once you are through with creating groups, recognize a focus keyword within each. Ideally the focus keyword must have the highest search volume or the lowest difficulty score or both.

#### **Tips:**

- You do not need to use ALL the keywords provided in case they do not logically fit into the two groups recognized
- You need to include a minimum of 4 keywords per group. There is no maximum cap
- Since you will be using your own logic and imagination in the bucketing process, it is perfectly normal if your choice of groups and focus keywords differs from other students.

- Make sure you justify your choice of groups and focus keywords to help your assignment evaluator understand your thought process better

Keyword	Search Volume	SEO Difficulty
waterproof mascara	2900	73
waterproof mascara maybelline	1300	69
waterproof mascara best	1000	82
waterproof mascara lakme	390	64
waterproof mascara price	390	61
waterproof mascara oriflame	140	43
waterproof mascara mac	110	43
waterproof mascara and eyeliner	90	36
waterproof mascara price in india	70	62
waterproof mascara loreal	40	73
waterproof mascara under 100	40	36
remover for waterproof mascara	40	35
waterproof mascara in india	40	70
waterproof mascara revlon	40	44
waterproof mascara remover	40	43
not waterproof mascara	30	44
is waterproof mascara bad for your lashes	30	12
how to remove waterproof mascara without makeup remover	30	6
waterproof mascara black	30	44
waterproof mascara price under 100	30	35
waterproof mascara for swimming	20	36
waterproof mascara brown	20	44
how to make waterproof mascara	20	21
waterproof mascara essence	20	43
waterproof mascara swimming	20	44
waterproof mascara sensitive eyes	20	15
waterproof mascara under 200	20	36
waterproof mascara for sensitive eyes	20	15
waterproof mascara kruidvat	10	13
why does waterproof mascara smudge	10	5

Video Reference for Task 1 - [Click Here](#)

## 2) Onpage Optimization Audit (50%)

Share a detailed SEO audit report of the following page basis the focus keyword you had chosen earlier in your assignment

<https://www.lorealparis.co.in/volume-million-lashes/mascara-waterproof-black>

The report must comprise an audit of how well the focus keyword selected by you has been used in the following elements. In case it has not been used, you need to suggest how the elements could be tweaked to carry the focus keyword.

- a) Meta Tags (Page Title & Meta Description)
- b) H1 Tag
- c) Other Header Tags
- d) Anchor Text
- e) URL
- f) Image Alt Tags

You can do this audit manually by doing a 'View Source' or 'Inspect Element' on the page. You are also free to choose any auditing tool of your choice if it helps in the process.

### Tips:

The evaluator of your assignment is looking for the following

- Screenshots from the page / tool supported with relevant explanations
- Explanation on how you would like to use the focus keyword. Eg. If you feel the focus keyword is missing in the Meta Description, then you need to write a new Meta Description using the same.

### Hint:

Some SEO tools do not allow you to audit a particular URL on your site. They directly audit the domain name or the home page (in this case [lorealparis.co.in](https://www.lorealparis.co.in)).

Hence to ensure you are auditing the specific URL asked in this section, please use the tool / Chrome Extension 'SEO Meta One Click'.

**Video Reference for Task 2 - [Click Here](#)**

## Part - 3

### 1) Off Page Page Optimization (20%)

Here is a list of domains available for earning backlinks for the following page

<https://www.lorealparis.co.in/casting-creme-gloss/casting-creme-gloss-regular-ebony-black>

S No	List Of Website
1	<a href="https://www.quora.com/">https://www.quora.com/</a>
2	<a href="https://about.me/">https://about.me/</a>
3	<a href="https://in.pinterest.com/">https://in.pinterest.com/</a>
4	<a href="https://medium.com/">https://medium.com/</a>
5	<a href="https://www.scribd.com/">https://www.scribd.com/</a>
6	<a href="https://www.scoop.it/">https://www.scoop.it/</a>
7	<a href="https://www.blogger.com/">https://www.blogger.com/</a>
8	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>
9	<a href="https://www.kickstarter.com/">https://www.kickstarter.com/</a>
10	<a href="https://www.tumblr.com/">https://www.tumblr.com/</a>

The keyword around which you will create content is **'How to use L'Oreal Casting Creme Gloss'**

Create 5 backlinks and justify your answer with a check on

- Relevance of Domain to L'Oreal as a brand and Hair Colour as a category
- Their approx traffic
- Their DA

**Video Reference for Task 3 - [Click Here](#)**

Good Luck :)