

Course 2 - Build and Rank your Website

Project title: Building an online Presence for a brand

Select one of the following brands to undertake this project. Options are:

Brand Name	Brand Symbol
WakeFit	
Furlenco	
Rentickle	
LivSpace	
Urban Ladder	

Introduction:

The project aims to establish a strong online presence for the assigned brand through the creation of a WordPress website and the implementation of SEO strategies. This comprehensive approach will enhance the brand's visibility, engage the target audience, and contribute to long-term growth.

Task 1: Brand Auditing (20 Marks):

SEO and Website Design Analysis:

- Conduct a comprehensive audit of the brand's existing website from both SEO and website design perspectives.
- Identify strengths and weaknesses in the current website structure, content, and SEO elements.
- Analyze user experience, page load times, and overall website performance.

Recommendations:

- Provide specific recommendations for improving the website's SEO elements, such as meta tags, headings, and content optimization.
- Suggest enhancements to the website design for better user engagement and conversion.
- Highlight any technical issues affecting SEO and user experience.

Task 2: Website Creation (25 Marks):

Homepage and About Us Page:

Homepage Design:

- Craft a visually appealing and informative homepage that introduces the brand, its core values, and a brief overview of products/services.
- Include a clear call-to-action for visitors to explore further.

About Us Page:

- Develop an engaging 'About Us' page that shares the brand's story, mission, and team details.
- Highlight key milestones, achievements, and the brand's unique approach.

Product or Services Pages (x2): Either create 2 Product pages or 2 service pages

Product/Service Page:

- Conduct keyword research specific to the product or service, focusing on high-search-volume terms.
- Create a dedicated page for the product or service, including detailed descriptions, images, and pricing information.
- Ensure a user-friendly layout and emphasize key features and benefits.
- Encourage user engagement through clear calls-to-action.

Contact Us Page:

- Design a contact page with a user-friendly form, relevant contact details, and a map if applicable.
- Encourage inquiries and provide a seamless experience for visitors to get in touch.

Blog Creation (x2):

Blog 1/2:

- Identify a relevant topic related to the brand or industry.
- Craft an engaging and informative blog post, incorporating visuals and relevant keywords.
- Publish 2 blogs on the website.

Task 3: Keyword Research and SEO Implementation (40 Marks):

Keyword Research:

Home Page Keywords:

- Conduct keyword research for the homepage, focusing on brand-related, showcasing competition and high-search-volume terms.
- Select keywords that align with the brand's core offerings.

Product/Service Pages Keywords:

- Perform keyword research specific to the products or services.
- Identify relevant keywords for effective optimization along with SEO difficulty.

On-Page SEO Implementation

SEO:

- Implement on-page SEO elements on all the pages including optimized meta title, meta description, and header tags.
- Ensure the content aligns with the selected keywords.

Product/Service Pages SEO:

- Apply on-page SEO elements to the products or service pages.
- Optimize meta tags, headings, and content with selected keywords and also implement structured seo.

Technical SEO and Off-Page SEO Recommendations:

Technical SEO:

- Implement technical SEO elements, including generating and submitting an XML sitemap, optimizing robots.txt, and conducting website speed analysis.

Off-Page SEO Recommendations:

- Suggest 5 reputable websites suitable for acquiring backlinks related to the brand.
- Provide a brief justification for each recommendation, considering relevance and authority.
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Task 4: SEO Strategy (15 Marks):

3-Month SEO Strategy:

- Develop a detailed 3-month SEO strategy outlining specific goals and objectives.
- Define key performance indicators (KPIs) for measuring success.
- Propose a content calendar for regular updates and optimizations.

Action Plan:

- Create a step-by-step action plan for implementing the SEO strategy.

- Include tasks such as content creation, backlink acquisition, technical optimizations, and monitoring.
- Allocate responsibilities among team members for effective execution.

Submission Guidelines:

- Create the presentation using Google Slides.
- Save the presentation as a PDF file and then convert it into a zipped (.zip) folder.
- Upload the zipped folder on their respective dashboard..
- Failure to comply with submission guidelines will result in no grading/0 marks.