

303 – Introduction to Web Publishing

SEO / Keyword Research & Analysis Assignment

Due: Thursday, April 8 – upload a PDF file to Canvas [TurnItIn is enabled]

Support: See the Canvas support page to complete this assignment.

For this assignment, you will suggest a keyphrase that will drive **more** traffic to SneakerBarDetroit.com using “organic” methods by focusing your efforts on one chosen keyphrase.

Use this assignment's outline to organize your work. **Please keep papers under 11 pages.**

Helpful tip:

You'll choose 1 keyword/phrase that you think will **drive the most traffic** to SneakerBarDetroit.com by increasing its ranking in Google.

Helpful tip No. 2:

Remember that as you write this, you're focusing on SEO factors first, not UX factors.

Assignment outline follows...

Keyword Research & Analysis for SneakerBarDetroit.com [Your headline.]

The keywords/phrase I think will drive the most traffic: “Your chosen keyphrase here”
The page I’ll be optimizing: Indicate and hyperlink the exact page URL

You won't know these things until AFTER you've researched!

Most Valuable Keywords for SneakerBarDetroit.com and KicksOnFire.com

This is where you put your completed Excel keyword charts, showing at least 50 potential phrases and highlighting your top 5. You should consolidate your Top 5 and show them separately, first. You only need your charts here, nothing else.

Top 5 Keyphrases

[Embed Top 5 keyword chart first.]

Keyword	Top Ranked URL	Rank	Rank Change	Search Volume	Ranking Difficulty	SEO Clicks	Content Alignment	Top 5
made up phrase 1	https://www.kicksonfire.com/	6	-1	71,400	89	2,500	home page	1
made up phrase 1	https://sneakerbardetroit.com/this-is-a-made-up-URL-release-date/	51	-4	262,000	77	950	single page	1
made up phrase 2	https://sneakerbardetroit.com/tag/another-fake-URL/	44	-10	184,500	77	720	tag, good	1
jordan 14	https://www.kicksonfire.com/tag/air-jordan-14/	12	3	32,300	86	480	Air Jordan 14 tag, good	1
made up phrase 4	https://sneakerbardetroit.com/another-fake-URL-here/	21	3	125,100	62	450	tag, good	1

Total Keyphrase List

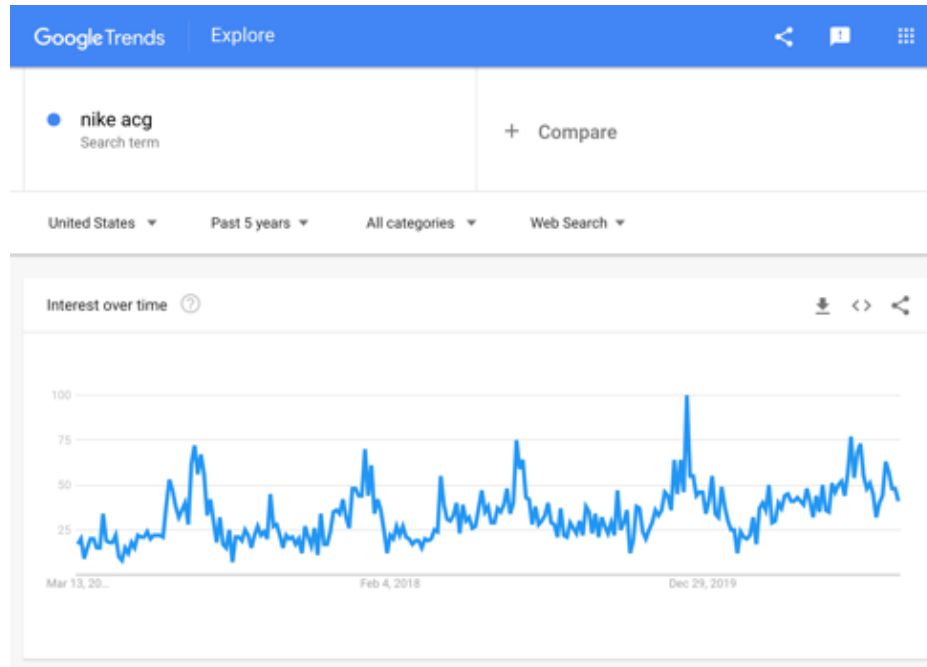
[Embed 50+ Keyword chart second, sorted by search volume. You may have to embed in pieces.]

Keyword	Top Ranked URL	Rank	Rank Change	Search Volume	Ranking Difficulty	SEO Clicks	Content Alignment	Top 5
				290,000				
				262,000				
				198,000				
				184,000				
				141,000				
				140,000				
				117,000				
				104,000				
				104,000				
				103,000				
				103,000				
				101,000				
				87,900				
				84,500				
				74,700				
				74,700				
				74,000				
				71,400				
				68,400				
				67,300				
				67,300				

Top 3 Keyword Analysis

Pick the best 3 of your top 5 keyphrases. In this section, you'll be justifying each of those top 3 using this outline, repeated 3 times, once for each top keyphrase: Show your summary chart and a legible Google Trends screenshot, showing 5-year trend, followed by a full analysis.

Keyword	Top Ranked URL	Rank	Rank Change	Search Volume	Ranking Difficulty	SEO Clicks	Content Alignment	Top 5
made up phrase 1	https://www.kicksonfire.com/	6	-1	71,400	89	2,500	home page	1



Keyword Analysis:

After the two screenshots, fully analyze all of the data that's in the screenshots, describing how each data point works in favor or against the phrase. So, you're analyzing: the keyphrase, which site is ranking (or both), the current trend for the phrase (Google Trends data), current rank, rank change, search volume, ranking difficulty, current SEO clicks, and content alignment. Remember: If your Google Trends data shows a downward trend, don't put the phrase in your top 3!

Ultimate Keyphrase Choice: "Put Keyphrase Here"

The page I'll be optimizing: Indicate and hyperlink the exact page URL

Summarizing all of the logic you presented in your Top 3 Keyword Analysis, identify your single chosen keyphrase and explain why it's the best choice to potentially drive the most traffic to your site. Identify the single best page to optimize and explain.

HTML: Implementation of Chosen Keyphrase

1. Title Tags

Current Tags:

SneakerBarDetroit.com Title Tag for [*chosen page name*]: `<title>Put actual title here</title>`

KicksonFire.com Title Tag for [*chosen page name*]: `<title>Put actual title here</title>`

Recommended New Title Tag for SneakerBarDetroit.com:

`<title>Put recommended title here</title>`

Explanation:

First explain why a title tag is important. Analyze the title tags and explain your findings, comparing both sites. Explain your recommended new title, pointing out “pro tip” guidelines that you are following and why you think your phrase will increase CTR.

Show a screenshot depicting how your recommended title would appear in a SERP and point to the title tag in your screenshot.

2. Image ALT Text

Show and then explain 1 important image from your chosen page from just your site.

SneakerBarDetroit.com Image Tag Details:

Show
image
screenshot

Image file name = “put file name here”
Alt text = “put alt text here”

Recommendation to Improve SneakerBarDetroit.com image name and ALT Text:

Image name recommendation = “Recommended new image name”
Alt text = “Recommended new alt text”

Explanation: *First, explain why ALT attribute tags are important to SEO. Explain how your recommended improvements may drive more traffic to SneakerBarDetroit.com.*

Be sure to save your file as a PDF!

And... Like other papers, you get 2 points if you upload your document to your online portfolio. Provide a clickable link at the bottom of your paper.