

Assignment 4

- **Identify relevant keywords related to the website's content. What are its short-tail and long-tail keywords?**
- data 84% Data Scientist 83% Claudia 82% Freelance data 82% Freelance data scientist 82% scientist 81% Freelance 78% Hoope 77% Freelance data analyst 76% as data scientist 69

o Evaluate the website's on-page SEO factors, including:

§ Title Tags: Are they relevant, unique, and contain keywords?

Yes they do

§ Meta Descriptions: Are they compelling and aligned with the content?

Yes

§ Header Tags: Are header tags used appropriately for structuring content?

Yes

§ URL Structure: Are URLs concise, descriptive, and include keywords?

Most of them a few lack keywords

§ Keyword Usage: Is keyword optimization present in content without keyword stuffing?

yes

§ Image Optimization: Are images optimized with alt text and appropriate file names?

Mostly

o Analyze the quality and relevance of the website's content:

§ Is the content informative, engaging, and relevant to the target audience?

Yes it is

§ Is the content unique, avoiding duplication or plagiarism?

Yes

§ Are there opportunities to expand and enhance the existing content?

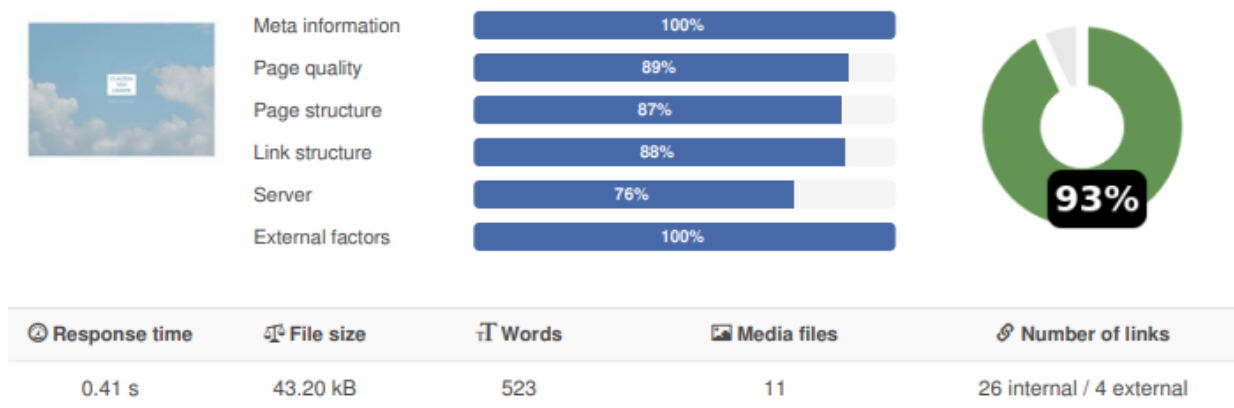
Not anything I can think of, im not a data scientist so im not sure what she would be missing

o Investigate the website's backlink profile:

§ Are there quality backlinks from reputable and relevant sources?

Use <https://ahrefs.com/backlink-checker> or whichever tool you find - include the link to the tool in your writeup.

Are there any harmful or spammy backlinks that need to be disavowed?



Here is the overall score factoring the above questions. I tool I used to find backlinks, and everything is <https://freetools.seobility.net/en/seocheck/> overall she doesn't have any spammer backlinks that are not already blocked by her.

The links found on this page are,

Link	Attributes	Anchor text
https://www.claudiatenhoope.com/	Subdomain	IMG-ALT Claudia ten Hoope
https://www.claudiatenhoope.com/	Subdomain Anchor	Services
/data-analysis/	Subdomain	Data analysis
/dashboard-en/	Subdomain	Dashboard
/data-analytics/	Subdomain	Data analytics
https://www.claudiatenhoope.com/	Subdomain Anchor	About me
https://www.claudiatenhoope.com/	Subdomain Anchor	Portfolio
https://www.claudiatenhoope.com/	Subdomain Anchor	Contact
/nl/	Subdomain	NL
https://www.claudiatenhoope.com/	Subdomain Text duplicate	IMG-ALT Claudia ten Hoope
https://www.claudiatenhoope.com/	Subdomain Anchor Text duplicate	Services
/data-analysis/	Subdomain Text duplicate	Data analysis

Link	Attributes	Anchor text
/dashboard-en/	Subdomain Text duplicate	Dashboard
/data-analytics/	Subdomain Text duplicate	Data analytics
https://www.claudiatenhoope.com/	Subdomain Anchor Text duplicate	About me
https://www.claudiatenhoope.com/	Subdomain Anchor Text duplicate	Portfolio
https://www.claudiatenhoope.com/	Subdomain Anchor Text duplicate	Contact
/nl/	Subdomain Text duplicate	NL
/data-analysis/	Subdomain	example
/data-analytics/	Subdomain Text duplicate	example
/dashboard-en/	Subdomain Text duplicate	example
http://www.beautyclinichaarlem...	New window External Subdomain Text duplicate	example
/wp-content/uploads/2023/01/CI...	Subdomain	No Text
https://www.claudiatenhoope.com/	Subdomain Anchor	Get in touch
/dashboard-en/	Subdomain	Dashboard Performance of im
/data-analytics/	Subdomain	Data analytics Statistics, predi
/data-analysis/	Subdomain	Data analysis Webshop sales

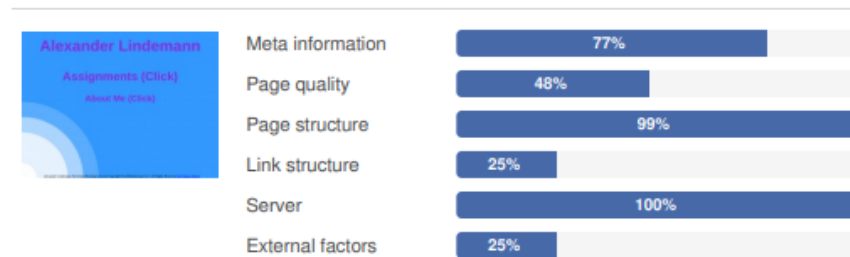
Link	Attributes	Anchor text
http://www.beautyclinichaarlem...	External Subdomain	Web development Beauty Clin
https://www.linkedin.com/in/cl...	New window External Subdomain	LinkedIn
https://www.linkedin.com/in/cl...	External Subdo	

My website SCO Plan

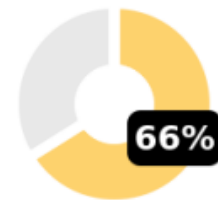
Setaname.net - SEO Checker

Analyzed URL: <http://setaname.net/>

Overview of the SEO Check



SEO Score



⌚ Response time	📄 File size	📖 Words	🖼️ Media files	🔗 Number of links
0.14 s	1.10 kB	21	0	2 internal / 1 external

As you can see my SCO is not the best but it's also not horrible. Some of the things I would like to implement if I have time would be to add more backlinks to the website while also linking to my social media. I didn't use google slides as this entire website is coded by me so its kind of a learning process.

If I had to launch a newsletter, I would give daily updates on what I'm doing kind of like a blog in a sense but also allowing others to join in and talk back. I would track click through rate and the amount of time and or interaction that they had on the page to better understand where the users are spending their time while visiting the newsletter. I would also create an A/B test. A would be the control and B would be changing the subject line and its positive impacts on CTR. I would test this by sending out two different versions of the same email but just changing the subject line to track the CTR. If a better subject line causes more click through, then it will be a success.

The main keywords I used are CSFLOAT, SETANAME, Set, Alexander Lindemann, Lindemann. I picked these keywords since I'm affiliated with CSFLOAT and SetAName is my online username that is known to most and I also threw my name into there because it's my name.

Tell us about your business

You'll get suggestions based on the information you provide

What's your business name?

Enter your business name (optional)

SetAMediaGroup

Where should people go after clicking your ad?

☒ Your website
Consider what you're advertising and enter the most relevant URL. This might be a specific page on your website, your homepage, YouTube channel, or social media page.

Enter a web page URL (optional)

 SetAName.Net

☐ Your business phone number

☐ Your app download page

[Create an account without a campaign](#)[Next](#)

Add more information to save time during setup

Linked accounts

 **YouTube channel**
Link your channel **SetAName** to gain insight into how people engage with your video ads and Youtube channel

[Link](#)

This info comes from your Google Account, and can be removed or edited after campaign creation.
[Learn more about unlinking a YouTube channel](#)

Link more accounts

 **Mobile app**
Promote your app across Search, YouTube, and Google Play

[Add](#)

 **Google Business Profile**
Highlight your business in Search and Google Maps

[Add](#)

 **Phone number**
Let people call right from your ads

[Add](#)

[Skip](#)[Back](#)[Next](#)

Define who should see your ads

Search themes

What are some words or phrases people use when searching for your products or services?

Add search themes (5 of 25)

CSFLOAT ✕

Alexander Lindemann ✕

Lindemann ✕



SetAName ✕

Set ✕

Add search themes (up to 25)

0 / 80

More settings



Locations

United States (country)



Languages

English



[Back](#)

[Next](#)

Headlines

Add up to 15 headlines



Alexander Lindemann

Required

19 / 30

SetAName

Required

8 / 30

Weekly

Required

6 / 30

Headline

0 / 30

+ Headline

 View ideas

Tt Long headlines ②

Add up to 5 long headlines



Alexander Lindemann Portfolio

Required

29 / 90

Long headline

0 / 90

[+ Long headline](#)

Tt Descriptions ②

Add 1 60-character description and up to 4 other descriptions



about me

Required

8 / 60

From Scratch so Things May Not Work Right or Look Funny, Everything Will Be Fixed

Required

81 / 90

[+ Description](#)

Tt Business name ②

Add your business name



☐ Image

☐ Headline

Add at

Preview

Set a bid strategy

Your strategy determines how to focus your budget on getting page views. [Learn more about choosing a bid strategy](#)

What do you want to focus on?

Conversion value

☐ Set a target return on ad spend. [Learn more](#)



This campaign will use the **Maximize conversion value** bid strategy to help you get the most conversion value for your budget

[Back](#)

[Next](#)

How much do you want to spend per day?

☐ \$130.00



☒ **\$49.00** **Recommended**
Average daily budget



Weekly conv.	Conversion value	ROAS
Unavailable	Unavailable	Unavailable

Recommended because of your campaign settings, such as bidding, targeting and ads, as well as the budgets of similar advertisers.

☐ \$21.00



☐ Set custom budget



For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more about average daily budget](#)

[Back](#)

[Next](#)