



Search Engine Optimisation Summative Assessment

Individual Project

Prepared By	
Name of Learner:	
Signature	
Date	

Instruction:

The Individual Project consists of SIX Parts. You must complete all tasks indicated in each part to demonstrate proficiency in formulating and executing Search Engine Optimisation strategy.

Enterprise Profile			
Name of Enterprise		Type of Entity:	SME/ Non-SME (*Delete where applicable)
Vision			
Mission			
Type of Business	€ Private Company € Public Company	Type of Industry	
Customer Segment			
Products/Services			

Part 1: Website Selection

Choose a website that aligns with your niche or industry of interest. Ensure it has room for improvement in terms of SEO.

Provide two marketing objectives for the selected website

Part 2: Keyword Research

Conduct keyword research for your chosen website using tools like Google Keyword Planner, Google Trends, and Google Autocomplete.

Identify keywords relevant to the chosen website's content, products, or services.

Select three primary keywords based on search volume, relevance, and competition. Ensure these keywords align closely with the website's core offerings.

Choose two secondary keywords that complement the primary ones. These should provide additional context.

Part 3: On Page SEO Optimisation

Apply on-page SEO improvements to your chosen website.

Focus on optimising the homepage and one other key page (e.g., a blog post or product page).

Optimise the title tags, meta descriptions, and header tags of these pages.

Part 4: Content Curation & Distribution

Devise a content curation plan using the 5 easy content curation steps.

Suggest three blog post topics for your selected website's business and include them in the content calendar table provided during workdays between the hours of 8 a.m. – 5 p.m.

Part 5: Content Marketing and Link Building Strategies

Propose two content types (linkable assets) that you can develop to naturally attract backlinks through content amplification methods such as social media postings, paid advertising, etc. to rank your chosen website on Google's organic search results.

Propose at least two link-building strategies to boost your chosen website's domain authority and overall website rankings.

Part 6: SEO Analytics and Optimisation

Identify two SEO metrics and explain their purpose in the table provided.

Identify three SEO metrics that you can track to accurately evaluate your chosen website's performance and gauge its SEO progress.

In the Google Analytics 4 Queries report and Google organic search traffic report, select two metrics each for optimising SEO effectiveness.

