


Search Engine Optimisation Summative Assessment
Individual Project

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Date	7 Aug 2026

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.

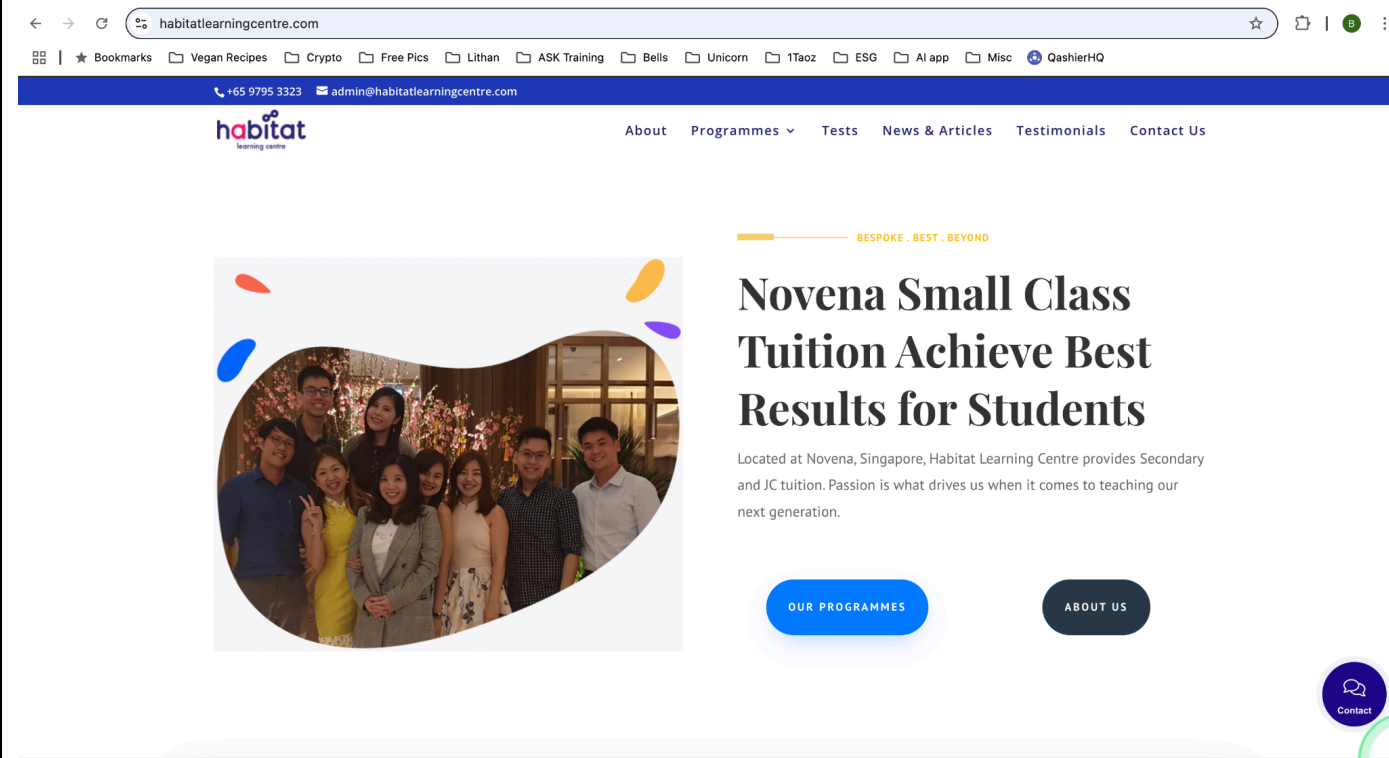
Enterprise Profile			
Name of Enterprise	Habitat Learning Centre	Type of Entity:	SME/ Non-SME (*Delete where applicable)
Vision	To be the #1 tuition centre in Singapore		
Mission	To educate and inspire the generation next		
Type of Business	€ Private Company	Type of Industry	Education
Customer Segment	Parents with kids 13-16 y.o.		
Products/Services	Lower Secondary Math & Science Chemistry & Physics tuition A Math & E Math JC math and Chemistry tuition		

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.

<https://habitatlearningcentre.com>

Screenshot of the website



Provide two marketing objectives for the selected website

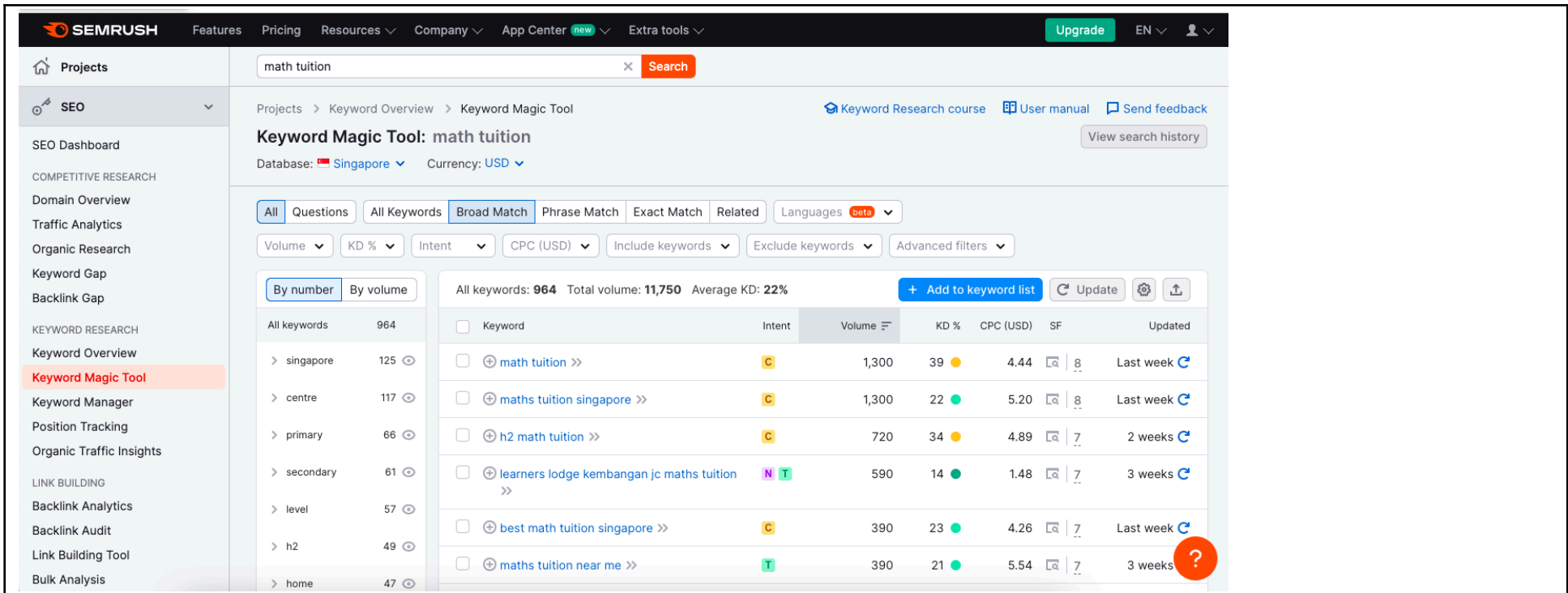
- **Increasing Organic Traffic:** One of the primary goals of SEO is to increase the quantity and quality of organic traffic to a website. This involves optimizing content and website structure to make it more appealing to search engines.
- **Improving Search Engine Rankings:** Another major objective is to improve the rankings of a website's pages for relevant keywords. High rankings in search engine results pages (SERPs) can lead to more visibility and traffic.

Part 2: Keyword Research

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

***Screenshot of the keywords generated from keyword planner from google ads or using Semrush.**

	A	B	C	D	E	F	G	H	I	J
1	Keyword Stats 2024-04-18 at 14_21_02									
2	April 1, 2023 - March 31, 2024									
3	Keyword	Currency	Avg. monthly	Three month	YoY change	Competition	Competition	Top of page	Top of page	Ad impressio
4	interior design singapore	SGD	5400	22%	22%	Medium	41	3.04	10.26	
5	renovation singapore	SGD	1300	0%	0%	Medium	55	4.08	13.15	
6	qanvast singapore	SGD	880	-33%	-33%	Medium	55	2.35	21.37	
7	best interior design singapore	SGD	590	23%	0%	Medium	49	2.86	9.02	
8	renovation company singapore	SGD	480	108%	213%	Low	23	4.84	13.3	
9	affordable interior design singapore	SGD	170	-18%	-33%	Medium	49	3.85	13.45	
10	office interior design singapore	SGD	170	52%	23%	Medium	34	5.21	15.36	
11	interior designers singapore	SGD	1300	0%	0%	Medium	44	3.68	13.53	
12	interior design company singapore	SGD	1000	-23%	0%	Medium	37	2.91	10.11	
13	commercial interior design singapore	SGD	140	24%	50%	Medium	46	5.33	15.34	
14	recommended interior designer singapore	SGD	320	-18%	-18%	Medium	43	4.13	13.23	
15	commercial renovation singapore	SGD	70	0%	-22%	Medium	52	9.64	30.49	
16	top interior design singapore	SGD	140	-48%	0%	Medium	52	1.68	6.03	
17	interior decorator singapore	SGD	5400	22%	22%	Medium	41	3.04	10.26	
18	best renovation id singapore	SGD	20	100%	-60%	Medium	58	5.34	13.45	
19	award winning interior design singapore	SGD	170	53%	136%	Medium	42	1.76	5.45	
20	good interior designers singapore	SGD	320	-18%	-18%	Medium	43	4.13	13.23	
21	best interior designer singapore	SGD	320	-18%	-18%	Medium	43	4.13	13.23	
22	best renovation company singapore	SGD	140	-19%	200%	Medium	48	3.96	13.9	
23	office interior designer singapore	SGD	40	80%	0%	Low	26	7.1	15.68	
24	id contractor singapore	SGD	50	-57%	-67%	Medium	55	5.45	14.87	
25	interior design firms singapore	SGD	1000	-23%	0%	Medium	37	2.91	10.11	



The screenshot shows the SEMrush Keyword Magic Tool interface. The search term is 'math tuition' and the database is set to Singapore. The tool displays a list of keywords with their volume, KD %, CPC, and other metrics. The keywords are sorted by volume, and the top results are shown.

Keyword	Volume	KD %	CPC (USD)	SF	Updated
math tuition	1,300	39	4.44	8	Last week
maths tuition singapore	1,300	22	5.20	8	Last week
h2 math tuition	720	34	4.89	7	2 weeks
learners lodge kembangan jc maths tuition	590	14	1.48	7	3 weeks
best math tuition singapore	390	23	4.26	7	Last week
maths tuition near me	390	21	5.54	7	3 weeks

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

***List at least 10 keywords; you may select from the keywords from the spreadsheet.**

Chemistry Tuition

Physics tuition

Tuition centre novena

Science tuition

Math tuition

A math tuition

E math tuition

Best tuition centre

**Top tuition centre
lower secondary science tuition**

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

Primary keywords: Chemistry tuition, Physics tuition, math tuition

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

Secondary keywords: o level chemistry tuition, sec 4 physics tuition

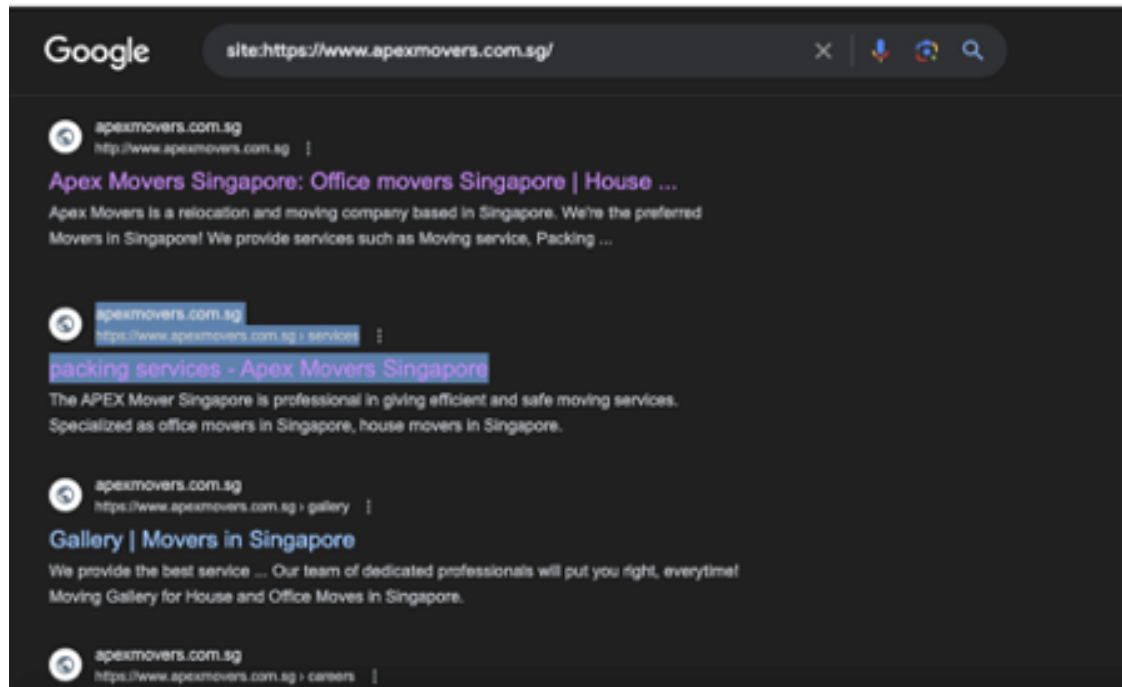
Part 3: On Page SEO Optimisation

Apply on-page SEO improvements to your chosen website.

****“Fast” changes to SEO optimisation:**

- **Page Titles (include keyword)**
- **Meta Description (include keyword)**
- **Internal links (from one page to another)**
- **Slug; Page url (include keyword)**
- **Page Speed (include plugin or improve image and video optimisation)**
- **Mobile Responsiveness (contents or size cater to mobile for user to increase user experience)**
- **Headings (using chrome and inspection)**

***on google, type site:[website to improve]. Take the screenshot of the results showing all the pages indexed by google for the website.**



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

Suggest Prompt:

I am trying to improve the following website: <https://www.aureusacademy.com/> on its SEO. Please help me to check how to improve the home page by including the following keywords: 1. Piano Lessons Singapore 2. Online Piano Lessons. Do also recommend internal links. Give me 2 ways on how to improve.

On home page:

***Suggestion: find a paragraph or create a paragraph to include a keyword to be linked to another page of the website.**

Our [programme](#) includes **regular checkpoint quizzes and structured revision** that **catches students' weak points** and keep them **on track for their exams**.

* Interlink programme to <https://www.tutorsuzanne.com/programmes>

On Blog Page/ Product Page/ Service Page/ About Us:

*Suggestion: find a paragraph or create a paragraph to include a keyword to be linked to another page of the website.

Improvements to be done:

- Title
- Contents to include keywords like “math tuition novena” etc.

		
5 DAYS' NOTICE	SELF COLLECTION RECOMMENDED	CUSTOMIZATION FEE
Please provide 5 days' notice for your customized cake to be prepared for your special occasion.	Please collect your customized cake at our King's Arcade as the cake is fragile and requires extra handling care.	The fee for customized designs cake range from \$20 - \$40 depending on the complexity of the design & materials used.

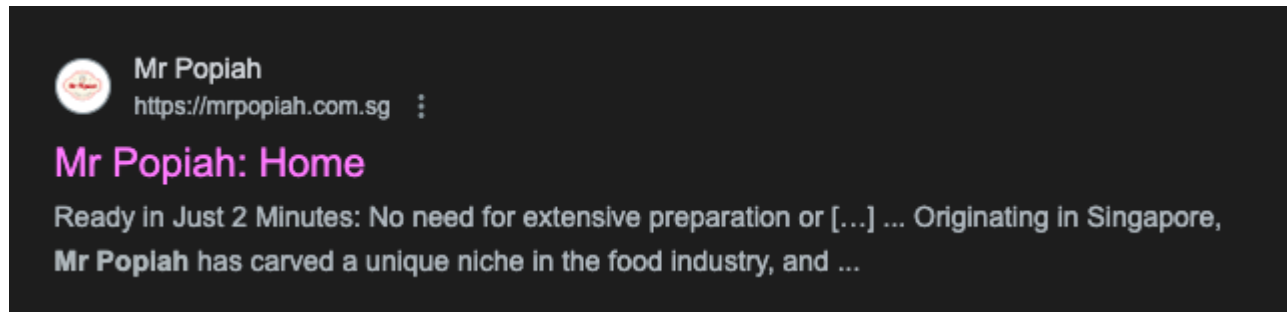
Include internal links for the word “customized” and link it to a separate page where the contents talks about how the company customize cakes for the customers.

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

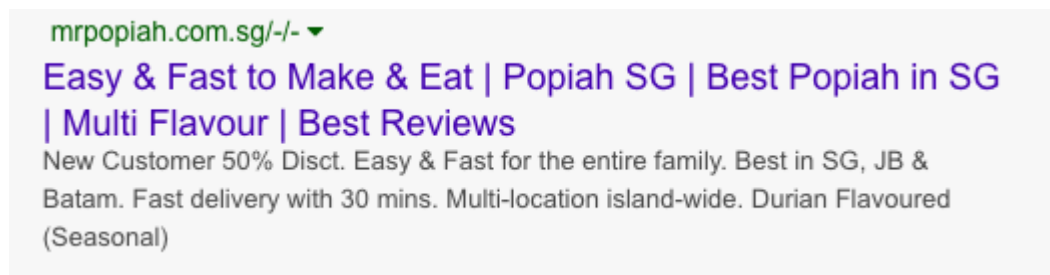
***Using Nordick to create the mock up of the changes**

Take a screenshot of before doing the change, refer to site:[domain name of the website]

Before:



After:



Before

Top Tuition Ctr @ Jurong West | Pri & Sec Math Tuition | Personal Tutor Suzzane

3 Headlines. 2 Descriptions of 90 Characters. Highlight Features of Your
Service/Product. All A Star. Top in SG!

After

*Use Nordick <https://nordicclick.com/resources/google-ads-preview-tool/>

Show improvement e.g.

- Keyword in SEO title
- Slug
- Meta Description

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- Keyword in SEO title

- Slug
- Meta Description

Part 4: Content Curation & Distribution

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

Suggested prompt:

My business is **[a tuition centre in Novena, Singapore]**. Please help me to devise a content curation plan using the 5 easy content curation steps, namely: 1. Decide How Much Content to Curate 2. Identify Topics 3. Find Your Sources 4. Share with Your Audience 5. Analyse Your Results. Please keep it short.

1. Decide How Much Content to Curate

For my baking blog, with each post featuring 3-5 pieces of curated content, interspersed with my original tips, recipes, or commentary.

2. Identify Topics

Focus on "Easy Baking Recipes for Beginners" and "Creative Cake Decorating Ideas" for the upcoming month.

(3 topics from Answerthepublic)

3. Find Your Sources

Subscribe to popular baking blogs like Sally's Baking Addiction and King Arthur Baking, follow YouTube channels like Cupcake Jemma, and join baking groups on social media platforms.

4. Share with Your Audience

Create a weekly "Baker's Roundup" blog post featuring curated tutorials, recipes, and decorating ideas, each accompanied by your personal tips or experiences. You encourage readers to share photos of their baking projects inspired by the roundup.

5. Analyse Your Results

Review which "Baker's Roundup" posts get the most views, comments, and shares, and which links within those posts receive the most clicks. Pay attention to reader feedback in the comments section to guide your future curation efforts.

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.

CONTENT PLANNING CALENDAR TEMPLATE

CATEGORY / CONTENT TITLE	STATUS	DESCRIPTION	THEME	OWNER / AUTHOR	GRAPHIC DESIGNER	EDITOR	DRAFT DUE DATE	EDITING DUE DATE	PUBLISH DATE (LIST)	L
BLOG										
Are Crystals really healing	Published	Explain the healing properties of crystals and its myths		Ben Song	Rachel Ong	Callissia	26 Mar 2024	03/27/24	06/27/24	
What Crystals cannot be together?	In Progress	Explain the energy differences of different crystals and therefore cannot be placed together		Ben Song	Rachel Ong	Callissia	18 Apr 2024	04/27/24	06/27/24	
Can Crystals Grow?	Published	Explain how crystals can be grow manually and why people prefers natural grown crystals		Ben Song	Rachel Ong	Callissia	26 Mar 2024	03/27/24	06/27/24	

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.

1. Infographics

- **How to study effectively, remember key points and pass your exams with flying colours**

2. Checklists

- **Checklist of important points for Chemistry tuition. Summary notes containing salient points for each of the topic.**

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

1. Content Creation & Promotion

Promote the checklist and summary notes through the social media platforms or forums and provide a link back to the page where the student can download.

2. Use of Testimonials

Share parents and students testimonials on social media platforms and provide a link back to the website

Part 6: SEO Analytics and Optimisation

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

SEO Metric	Purpose
Organic Traffic	Measures the number of visitors coming to your site from organic search results, indicating the health and performance of your SEO efforts.
Keyword Rankings	Tracks the position of your website's URLs for specific keywords in search engine results pages (SERPs), helping gauge the effectiveness of your keyword targeting

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

Keyword Rankings
Organic Traffic
Backlinks

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

GA4 Queries Report Metrics:

Organic Google Search query	+	↓	Organic Google Search clicks	Organic Google Search impressions	Organic Google Search click through rate	Organic Google Search average position
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Impression and CTR

Google Organic Search Traffic Report Metrics in GA4:

Clicks and average position