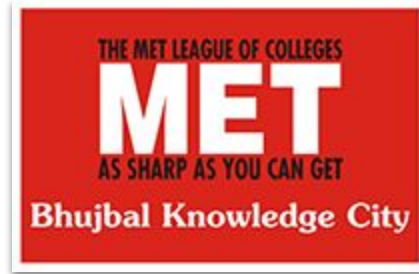


SEO Audit & Approach



Met.edu

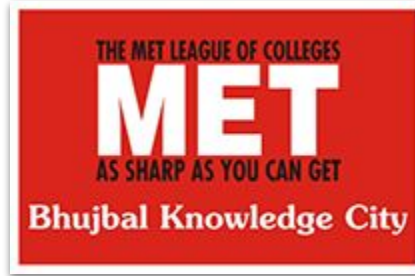
Website Audit - Omkar Kolambkar
Seo Approach - Raveena Rajwani

Topics

- About Met.edu
- Website Overview
- Competitor Analysis
- Website Technical Audit
- SEO Approach
- SEO KPI
- SEO Commercial

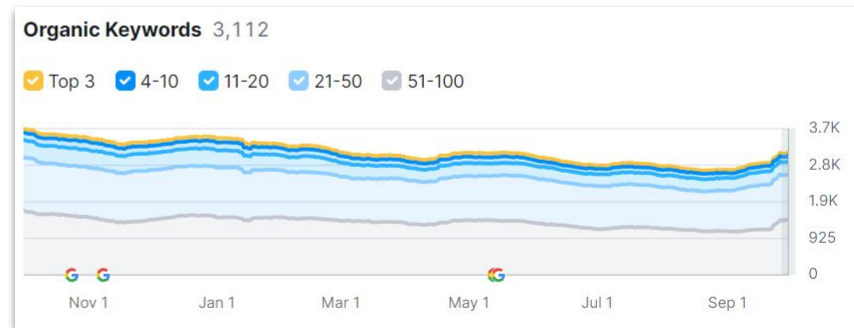
About met.edu

- **Website:** https://www.met.edu/institute/institute_of_management
- Mumbai Educational Trust also known as MET League of Colleges is a top ranking b-schools, leading media school, mca, software, animation, IT & pharmacy colleges. approved by AICTE, affiliated to Mumbai university, MET offers range of courses for graduates & undergraduates. MET also offers international studies.
- MET use their website for Admission process, Course related details, About MET, and many more.



Website Overview

Domain Overview



- Domain Authority score is 38.
- The Website has decent number of backlinks 7.8K from 1K referring domains. Suggest to improve and generate backlinks from more domains to increase referring domains.

Backlinks Overview

Authority Score *i*

 **38**



Referring Domains *i*

1K -3%

Backlinks *i*

7.8K -2%

Monthly Visits *i*

73K

Keywords *i*

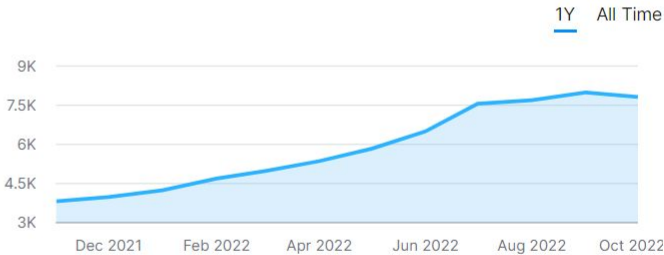
4.7K ✓

Outbound Domains *i*

4

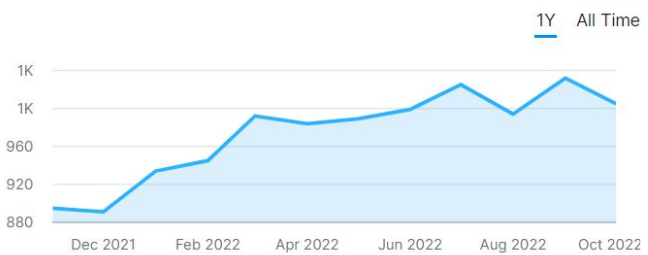
Backlinks *i*

Widget Scope: Root Domain



Referring Domains *i*

Widget Scope: Root Domain



- There are decent number of backlinks and referring backlinks.
- Create backlinks from a different domain to increase the number of referral domains

Keyword Overview

Types of Keywords

Organic Search Positions 1 - 100 (3,112)						
<input type="checkbox"/>	Keyword	Intent	SF	Pos. ↕	D... ↕	Tra... ↕
> <input type="checkbox"/>	met >>	N	🔗 .±.6	1 → 1	0	60.77
> <input type="checkbox"/>	met institute of management >>	I T	🔗 .±.6	1 → 1	0	5.40
> <input type="checkbox"/>	met mumbai >>	I T	🔗 .±.9	1 → 1	0	3.60
> <input type="checkbox"/>	met college >>	C	🔗 .±.5	1 → 1	0	2.85
> <input type="checkbox"/>	mass media course >>	C I	👑 .±.5	1 → 1	0	2.55
> <input type="checkbox"/>	met institute of pharmacy >>	I T	📄 .±.7	1 → 1	0	1.95
> <input type="checkbox"/>	mumbai educational trust >>	N	🔗 .±.8	1 → 1	0	1.50
> <input type="checkbox"/>	met bandra >>	I T	🔗 .±.7	1 → 1	0	1.50
> <input type="checkbox"/>	met rishikul vidyalaya >>	N T	📧 .±.5	1 → 1	0	1.08
> <input type="checkbox"/>	met eduworld >>	T	☆ 🔗	1 → 1	0	1.08

Top Organic Keywords

Keywords by Intent			
Intent	Keywords	Traffic	
● Informational	53.1%	1.9K	13.9K
● Navigational	9.2%	335	34.6K
● Commercial	26.3%	956	5.1K
● Transactional	11.3%	411	12.2K


Informational: The user wants to find an answer to a query
Navigational: The user wants to find a specific page or website
Commercial: The user wants to investigate brand or service
Transactional: The user wants to complete an action

- ❖ Informational Keywords such as “**met institute of management, met mumbai, mass media course**” are getting ranked higher i.e. 53.1%
- ❖ Commercial Keywords such as “**met college, mass media course mumbai,etc**” are getting ranked for 26.3%
- ❖ Transactional keywords 11.3% and Navigational keywords 9.2%

Our approach is to work on more Navigational keywords about Courses and Admission related questions, informational and commercial keywords with students testimonials to get more organic traffic.

Competitors Analysis

Competitors Analysis

DOMAIN (460)	DT	COMMON KEYWORDS	MISSING KEYWORDS	KEYWORD TOTAL	TOTAL TRAFFIC	TOTAL TRAFFIC COST
<input checked="" type="checkbox"/>  met.edu	 48	-	-	5.5K	7.48K	\$3.38K
<input checked="" type="checkbox"/>  shiksha.com	 77	3.9K	1.3M	1.3M	13.86M	\$3.24M
<input checked="" type="checkbox"/>  collegedunia.com	 75	3.8K	1.2M	1.2M	11.54M	\$2.62M
<input checked="" type="checkbox"/>  careers360.com	 77	3.7K	1.5M	1.5M	10.36M	\$1.75M
<input checked="" type="checkbox"/>  collegedekho.com	 74	3.1K	751K	754.1K	2.86M	\$522.79K

- MET has the lowest Domain Trust which is an aggregate domain quality score.
- Shiksha has the highest Total Traffic among these competitors.

Suggestions:

1. To increase the Domain trust score by getting backlinks from good domain trusted websites.
2. Focus on improving Total traffic by finding new keywords and blogs, testimonials, etc.

Competitors Organic Traffic



- Shiksha has the highest organic traffic.
- Collegedunia and careers360 are competing below shiksha as second and third.
- MET ranks last with lowest organic traffic.

Competitors Backlink Overview

Shiksha has the highest backlinks



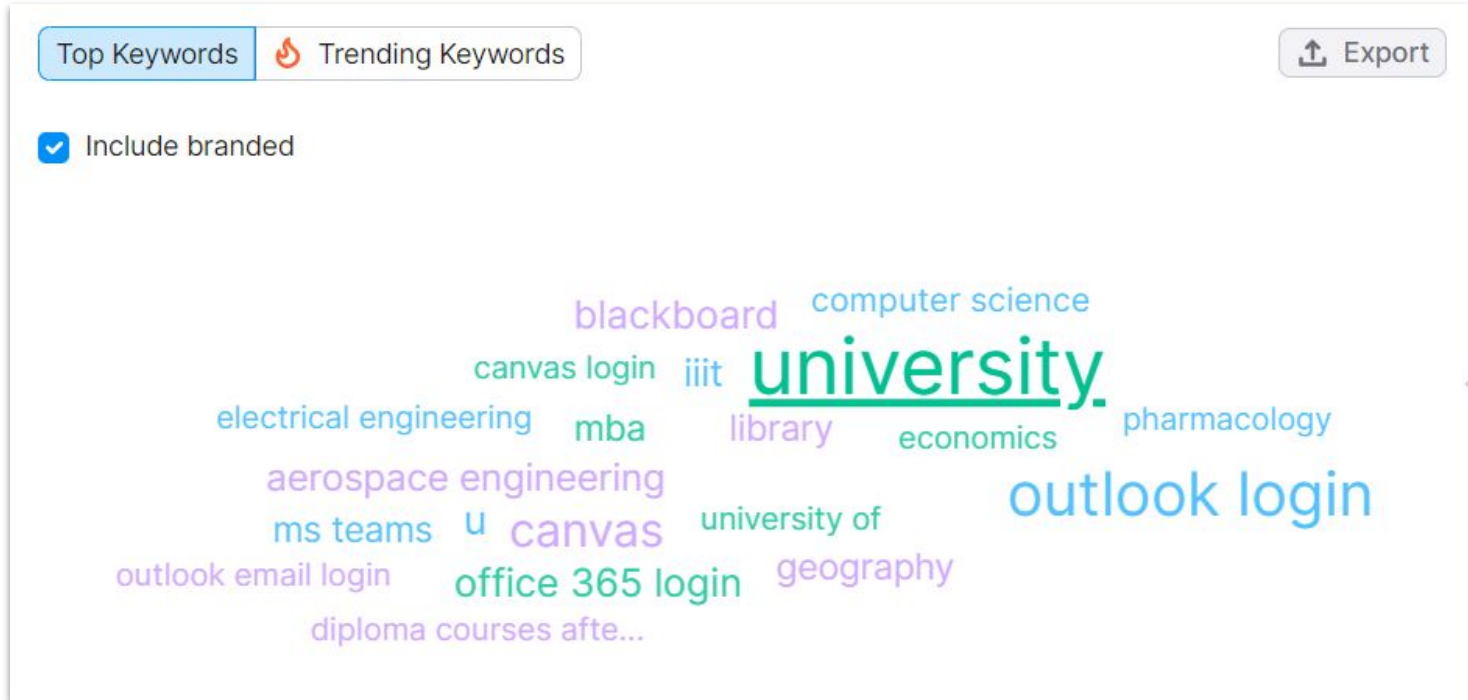
After excluding Shiksha, collegedunia has the highest backlinks among these competitors



Competitors analysis



Keyword Trend



Total Traffic Trend



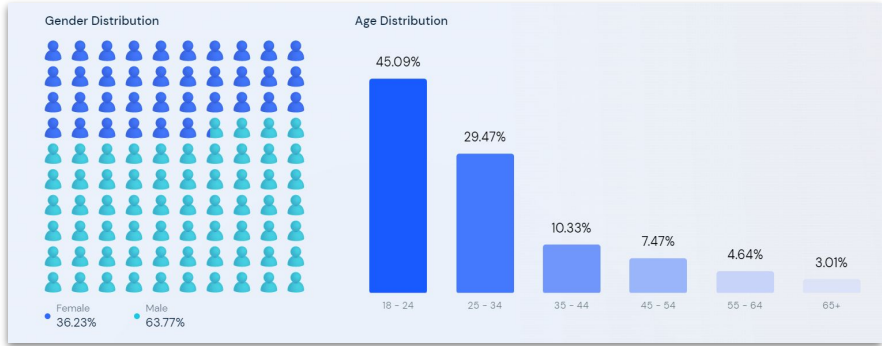
[met.edu](https://www.met.edu)

[shiksha.com](https://www.shiksha.com)

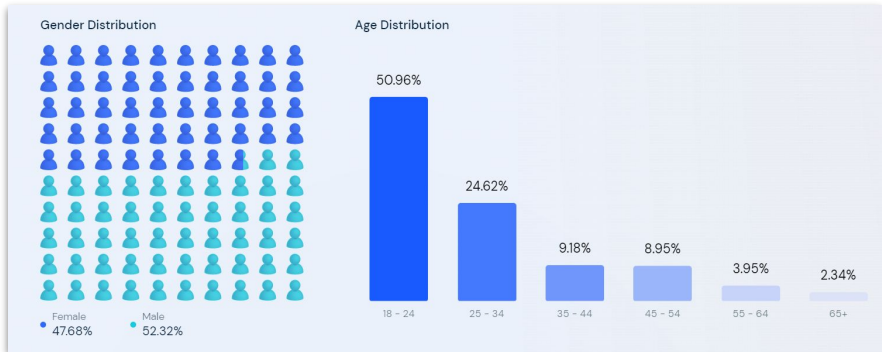


[collegedunia.com](https://www.collegedunia.com)

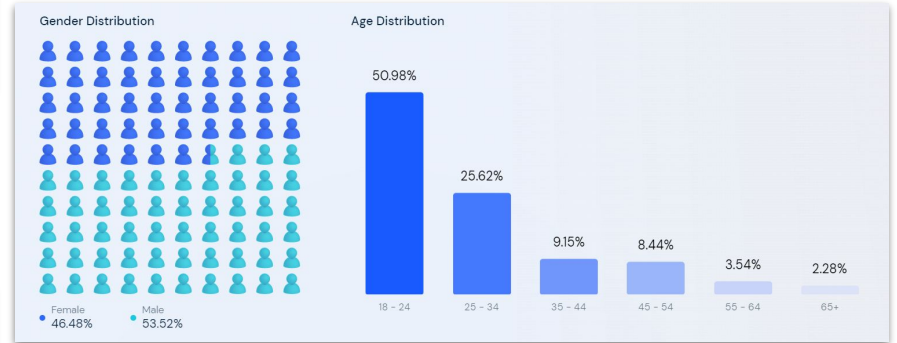
Domain Vs Market: Audience



shiksha.com



met.edu

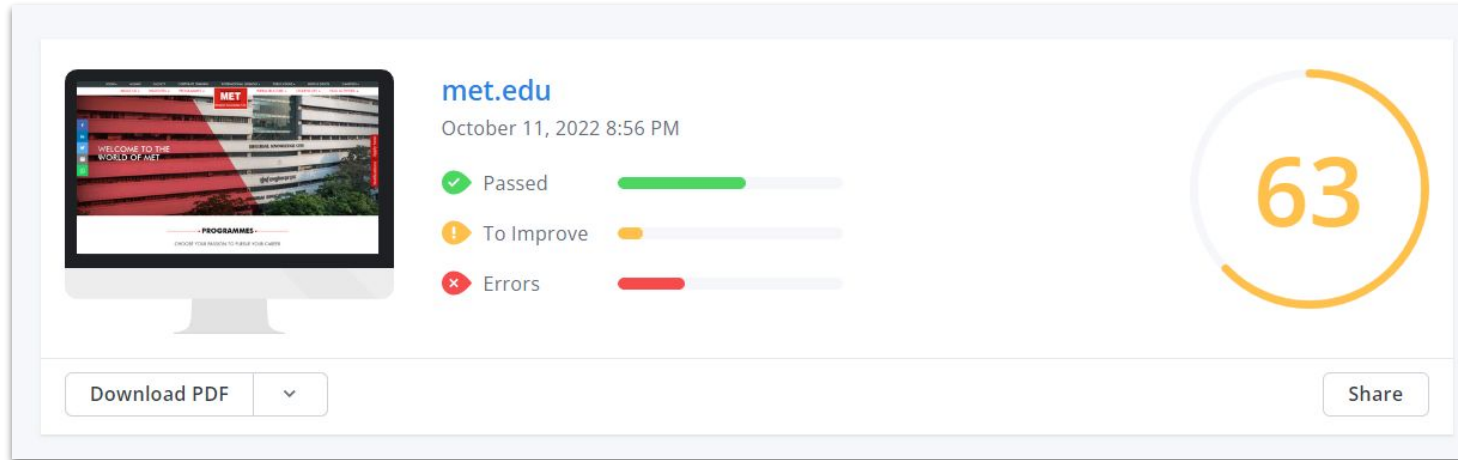


collegedunia.com

Technical Analysis

(On Page Optimization)

SEO Score



Website SEO score is 63 so we **need to improve**

Home Page

The screenshot shows the homepage of MET Institute of Management. At the top, there is a navigation bar with links for LOGIN, ALUMNI, FACULTY, CORPORATE TRAINING, INTERNATIONAL LINKAGES, PUBLICATIONS, NEWS & EVENTS, and CAMPUSES. Below this is a secondary navigation bar with ABOUT US, INSTITUTES, PROGRAMMES, MET (Mumbai Knowledge City), STRUCTURE, STUDENT LIFE, and NGO ACTIVITIES. The main content area features the Times 3 School 2022 logo and the text 'MET Institute of Management'. Five gold laurel wreath icons display rankings: RANKED 4TH, RANKED 28TH, RANKED 15TH, RANKED 17TH, and RANKED 18TH. Below each icon is a descriptive text: 'Ranked 4th Top Private B-School in Mumbai', 'Ranked 28th Best B-School All India', 'Ranked 15th amongst Top West B-Schools', 'Ranked 17th Top Private Institute', and 'Ranked 18th Best B-School Placement all India'. A vertical 'Notifications Apply Now' button is on the right. A chat bubble at the bottom says 'Chat with us, we are online! jprochat'.

The screenshot shows the homepage of we school. The top navigation bar includes 'S.P.MANDAL'S we school Welgaur Education' and links for 'who we are', 'campus', 'programmes', 'corporate', 'weresearch', and 'contact us'. A search icon is also present. The main banner features a purple-tinted image of a building with the text 'Admissions Open'. Below this, two program listings are shown: 'Post Graduate Program in Entrepreneurship Management' and 'Post Graduate Program in Media and Entertainment', each with a 'Click here to know more' link. A vertical 'IMP NOTIFICATIONS' button is on the right. A small table of numbers (01-07) is visible on the far right edge.


Will suggest adding Imp. Notification instead of notification.
Add Chat with us using Whatsapp to create authenticity.

The screenshot shows the homepage of NMIMS (North Maharashtra Institute of Management Studies). The top navigation bar includes 'ABOUT', 'ADMISSIONS', 'PROGRAMS', 'SCHOOLS', 'CAMPUS/CENTRES', 'NEWS', 'RESEARCH', 'CAREERS', and 'ENQUIRY'. The main content area is a grid of tiles. The largest tile on the left features a woman's portrait and text: 'Be a part of the unparalleled Legacy', 'Join the Category-1 University', 'APPLICATIONS OPEN MBA 2023', and 'Apply Now'. Other tiles include 'ADMISSIONS', 'RESEARCH', 'CORPORATE INTERFACE', 'VIRTUAL CAMPUS TOUR', 'CAMPUS/CENTRES', 'SCHOOLS', 'STUDENTS', and 'CENTRES OF EXCELLENCE'. The bottom row contains 'A+ Accreditation by NAAC with 3.59 CGPA', 'Category 1 University by MHRD', 'AACSB ACCREDITED SBM - Mumbai Campus', and 'PROGRAMS' with a 'chat with us' button.

URL Redirection


Date Traced: 2022-10-12 12:44:20 GMT

User Agent: Wheregoes.com Redirect Checker/1.0

#	Code	Requested URL
▼	200	https://www.met.edu/ <ul style="list-style-type: none">▪ Redirects: 0
<hr/>		
1	200	 https://www.met.edu/ Trace Complete - 1

Everything seems to be fine with the URL

Schema codes

**No items detected**

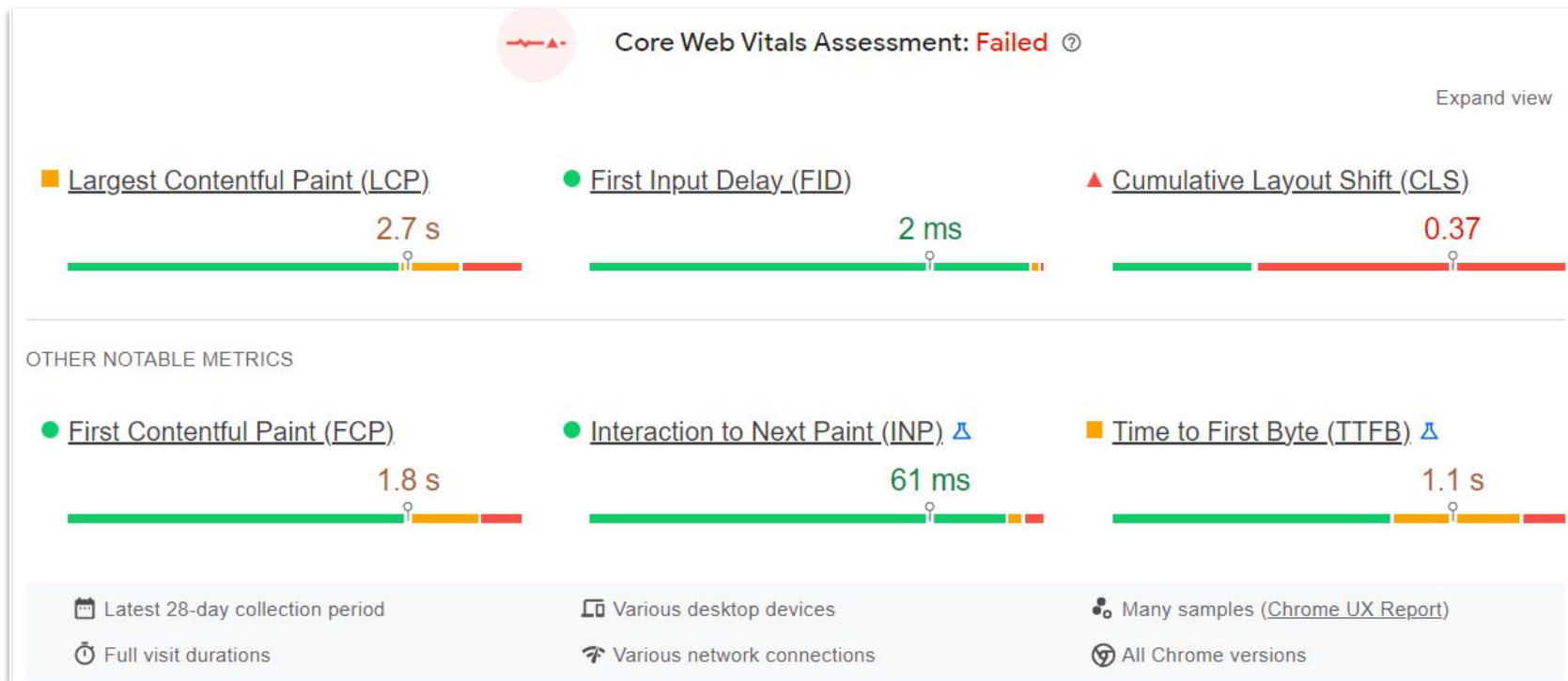
No rich results detected in this URL. [Learn more](#)

[VIEW TESTED PAGE](#) [PREVIEW RESULTS](#)

Important Schema Codes are missing.

Schema codes are important for search engines. It helps search engine to understand the data of the page.

Page Speed Insights

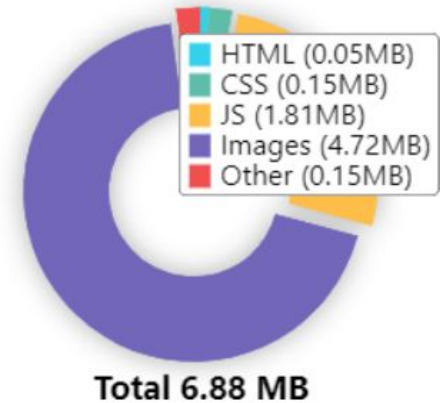


Page Size

Download Page Size



Download Page Size Breakdown



The Current page size is 6.9MB, A general rule is to keep your page under 5MB in total file size. Remove irrelevant images if possible to reduce page size.

Image Alt Text

#	Image link
1	apply.jpg
2	ss03.jpg
3	ss04.jpg
4	ss05.jpg
5	ss06.jpg
6	ss07.jpg
7	ss01.jpg
8	ss02.jpg
9	bordar1.png
10	bordar2.png

We found 93 images on the page and 10 of them are missing the Alt Text attribute.

Alt attributes are an often overlooked and simple way to signal to Search Engines what an image is about, and help it rank in image search results.

HTML Sitemap

LOGIN ▾ ALUMNI FACULTY CORPORATE TRAINING INTERNATIONAL LINKAGES ▾ PUBLICATIONS ▾ NEWS & EVENTS CAMPUSES ▾

ABOUT US ▾ INSTITUTES ▾ PROGRAMMES ▾ MET THE BEST OF ONLINE AS BUILT AS YOU GET IT Bhujbal Knowledge City ▾ A STRUCTURE ▾ STUDENT LIFE ▾ NGO ACTIVITIES ▾

SITEMAP

Home > Sitemap

QUICK LINKS

- MET Utsav Ringtone Download Jingle
- MET Anthem

SITEMAP

- Site Map
 - Alumni
 - Faculty
 - Corporate Training
 - International Linkages
 - UN-ECOSOC
 - China Study Mission
 - Mumbai Karachi Educational Forum
 - International Visitors
 - Publications
 - MET Blog
 - Books Published
 - Research Journals
 - Knowledge at MET
 - Faculty Articles

Apply Now

Send us a message jvachat

Sitemap help us to increase internal linking and keywords density on the page.

Sr. No.	Activities	Status
1.	Https	Present
2.	301 Redirection	Present, All Okay
3.	XML Sitemap	Present
4.	URL Structure	Proper
5.	Google Analytics	Present
6.	Google Search Console Setup	Meta Present
7.	Robots.txt	Present
8.	Favicon	Present
9.	Mobile-friendliness	Mobile friendly
10.	CTA Button	Present
11.	Breadcrumbs	Present
12.	Canonical Tags	Not Present
13.	OG Tags	Present
14.	Indexed pages	1,620 results
15.	Custom 404	Ok
16.	Core Web Vitals	Optimization required
17.	Content Analysis	Optimization required
18.	Image Alt tag Optimization	Optimization required
19.	H1 Tag optimization	Optimization required

Sr. No.	Activities	Status
20.	Meta title optimization	Optimization required
21.	Internal Linking missing	Optimization required
22.	Meta description optimization	Optimization required
23.	Notification box	Present, Correction needed
24.	H2 tag optimization	Optimization required
25.	Image Optimization	Not Proper
26.	Missing Google listing details	Not Present
27.	Broken Link Check	0 broken links
28.	Meta Robots	Not Present
29.	Content Duplication check	70% Copied 30% Unique
30.	Keywords Rich content	Decent

SEO APPROACH

Quarterly Approach

Duration	Keywords Position	Reason to Target
Quarter 1 & 2	1-10 & 11- 50	<ul style="list-style-type: none">● High returns● High Gaining Traffic● To build High Authority● Easy to optimize● Resolve On Page issues
Quarter 3 & 4	51-100	<ul style="list-style-type: none">● Creating content like blogs Vlogs content on events organized, sharing ppt docs, Pdf all this will help in adding & updating content to optimize overall website● Need for using competitive keywords to get good ranking than before

Performance Activities - Q 1 - On Page

- Keyword Research
- Initial Ranking Benchmark Report
- Competitor Analysis
- Website Health Check-up
- Google Tag Manager/Google Analytics Setup
- Google Analytics - Goal Settings & Tracking
- Google & Bing Search Console Setup
- Navigation Structure Optimization
- Mobile Usability Check
- Content Duplication Check
- Content Duplication Check
- URL Canonicalization Check
- Status Code & Breadcrumb Optimization
- Page Speed Check - Mobile & Desktop
- Image Optimization
- XML Sitemap Updation & Submission
- HTML Sitemap creation
- Meta Tags Optimization
- Header Tag Optimization
- Image ALT Tags Optimization
- Content & Internal Linking Optimization

Performance Activities -Q 1 Off Page

- Robots.txt File Updation
- Schema Code Integration
- Website Content Recommendations
- Search Console Crawl Error Check & Correction
- Status Code Error Check
- GMB Optimization
- Search Engine Submission
- Social Profiles Creation & Optimization
- Social Profiles Creation & Optimization
- Social Bookmarking
- Local citation building
- Classified Directory Listings
- Press Release Submission
- YouTube Video Optimization
- YouTube Video Sharing
- PPT Sharing
- PDF Submission
- Q&A Posting

Performance Activities - Q 2 On Page & Off Page

On Page

- Meta Tags Optimization
- Header Tag Optimization
- Image ALT Tags Optimization
- Content & Internal Linking Optimization
- Website Content Recommendations
- Mobile Usability Check
- URL Canonicalization Check
- Status Code Error Check
- Page Speed Check - Mobile & Desktop
- XML Sitemap Updation(if Required) & Submission

Off Page

- Search Engine Submission
- Social Bookmarking
- Blog Posting & Sharing
- Classified Directory Listings
- Onsite Blog Social Bookmarking
- Press Release Submission
- YouTube Video Optimization
- YouTube Video Sharing
- Document Sharing (PPT / PDF)
- Q&A Posting
- Local Citation Building

Performance Activities - Q 3 On Page & Off Page

On Page

- Keywords revision (if required)
- Meta Tags Revision
- Header Tag Meta Tags Revision
- Image ALT Tags Meta Tags Revision
- Content & Internal Linking Optimization
- Mobile Usability Check
- Page Speed Check - Mobile & Desktop
- XML Sitemap Updation (if required) & Submission

Off Page

- Website Social Bookmarking
- Blog Social Bookmarking
- Social profile building
- YouTube Video Optimization
- YouTube Video Sharing
- Image Submission
- PPT Sharing
- PDF Sharing
- Q&A Posting
- Local Citation Building

Performance Activities - Q 4 On Page & Off Page

On Page

- Meta Tags Revision
- Header Tag Revision
- Image ALT Tags Revision
- Schema tag integration (Review, Sitelink Search box)
- Content & Internal Linking Optimization
- Mobile Usability Check
- Page Speed Check - Mobile & Desktop
- XML Sitemap Updation (if required) & Submission

- **All SEO recommended changes needs to be applied by the website team of MET Institute**
- **SEO off page content will be provided by the client**
- **SEO off page paid activities will be conducted month on month and activities will differ based on the requirement**

Off Page

- Website Social Bookmarking
- Blog Social Bookmarking
- Social profile building
- YouTube Video Optimization
- YouTube Video Sharing
- Image Submission
- PPT Sharing i
- PDF Sharing
- Q&A Posting

SEO KPI

KPI'S that forms the bases for the brand on SEO

Duration	Activities	KPI
Quarter 1	On Page optimization (Website technical audit and fixes, meta tags, Header tags, Image alt, robots, XML sitemap, content recommendation & other SEO on page elements)	<ul style="list-style-type: none">● Keywords ranking● Organic visibility● Page speed
Quarter 2	Content optimization, Google mybusiness optimization, YouTube SEO, Quora posting	<ul style="list-style-type: none">● Traffic improvement● Brand visibility● GMB Calls
Quarter 3	Off Page backlinks analysis, removal of unwanted backlinks, creation of new quality backlinks, SEO re- audit & fixes	<ul style="list-style-type: none">● Backlinks growth● Growth in referring domain● Avg time spent● Load time
Quarter 4	Focus on acquiring quality backlinks from unpaid & paid industry specific domains, Continue optimization of Website, videos, Q&As, GMB	<ul style="list-style-type: none">● Organic visibility● Growth in organic traffic● Reduce in bounce rate● Backlinks growth● GMB Calls

SEO COMMERCIAL

- **Per Keyword Charge would be Rs.1000/-**
- **We will be using 100 Keywords so the total charge would be $1000 \times 100 = \text{Rs.1,00,000}$**

THANKYOU