Certified Digital Marketing Professional

Practical Exercises
Exercise Solutions
SEO
(Search Engine Optimization)
EXERCISE 4: SEO (SEARCH ENGINE OPTIMIZATION)

The aim of this module is to enable learners to build an organic search marketing strategy that brings the right kind of visitors to a website. The module covers how to boost online conversions, how to stand out in today's fiercely competitive online marketplace, and how to ensure the best possible ROI. The Practical Exercise associated with this module includes three tasks:

Task 1 – Carry Out Keyword Research
The first task requires the learner to implement keyword research using the four-step approach outlined in the SEO module and based on the scenario details provided in the exercise.

Learning Objectives:
- Conduct keyword research
- Build an SEO content plan based on strategic keyword research

Step 1: In the Scenario page, select **Carry out keyword research** from the list of tasks
Step 2: Read the steps required and select **Begin** to move forward
Step 3: Select the **Close** button to close the blue information box
Step 4: Follow the instruction to enter ‘Organic moisturizer for sensitive skin*’ into the Google search bar on screen, and select **Google Search**
Step 5: Review the search suggestions that appear in the dropdown menu under the search bar. Select the **Continue** button on the bottom-right corner of the screen to move forward
Step 6: Follow the instruction to type ‘organic moisturizer for sensitive skin’ into the Google search bar on screen, and select **Google Search**
Step 7: Scroll through the search results using the gray scrollbar on the right side of the screen. Once you have reviewed the results, select the Continue button to move forward
Step 8: Follow the instruction to type ‘best natural moisturizer for sensitive skin’ into the search bar (where it says ‘Enter words, phrases or a URL related to your business) Select the **GET STARTED** button to move forward
Step 9: Select the **GET STARTED** button to move forward
Step 10: Review the search results and select the **Continue** button to move forward
Step 11: Review the search volumes displayed and select the **Continue** button to move forward
Step 12: Drag and drop P1 to the box beside ‘all natural face moisturizer for sensitive skin’
Step 13: Drag and drop P2 to the box beside ‘best natural moisturizer for sensitive skin’
Step 14: Drag and drop P3 to the box beside ‘organic cream for sensitive skin’
Step 15: Select the **Finish** button to complete the task

[Task complete]
Task 2 – Check for Mobile-friendliness and Page Speed
The second task requires the learner to ensure that a website is both mobile-friendly and meets the page speed requirements as outlined in the exercise.

Learning Objectives:
- Configure technical components of a website for best visibility in search engines
- Boost a website’s organic search ranking using technical elements

Step 1: In the Scenario page, select **Check for mobile-friendliness & page speed** from the list of tasks
Step 2: Read the steps required and select **Begin** to move forward
Step 3: Select the **Close** button to close the blue information box
Step 4: Enter the URL ‘www.organicbewt.au/sensitiveskin’ into the search bar (where it says ‘Enter URL to test’) and select the **RUN TEST** button to display the test results
Step 5: Select the option ‘Find out how to fix these errors’ at the bottom of the screen
Step 6: Use the scroll bar on the right side of the help section on the left of the screen to scroll and read the information. **Tip:** select ‘Full screen’ (beside the ‘All modules’ option at the top left corner of your screen) to enlarge the screen
Step 7: Select the options ‘Size content to viewport’ and ‘Size tap targets appropriately’, then select the **Checkmark icon** towards the bottom-right corner of the screen
Step 8: Select the **Continue** button to move forward
Step 9: Click or Tap the screen to display the instruction
Step 10: Enter the URL ‘www.organicbewt.au/sensitiveskin’ into the search bar (where it says ‘Enter a web page URL’) and select the **ANALYZE** button to display the test results
Step 11: Review the results for Mobile and for Desktop (by selecting the tab headings ‘Mobile’ and ‘Desktop’), then select the **Finish** button to complete the task

[Task complete]
Task 3 – Analyze Competitor Backlinks
This task requires the learner to analyze the backlinks from a competitor website, based on the scenario details provided in the exercise.

Learning Objective: -
  • Boost a website's organic search ranking using off-page elements

Step 1: In the Scenario page, select Analyze competitor backlinks from the list of tasks
Step 2: Read the steps required and select Begin to move forward
Step 3: Select the Close button to close the blue information box
Step 4: Enter the URL ‘https://www.muktiorrganics.com/’ into the URL search bar and select the Search button
Step 5: Click or tap the screen to display the instruction
Step 6: Click or tap the area inside the square blue frame to open a dropdown menu
Step 7: Select the third option, ‘this root domain’
Step 8: Review the results, then select the Continue button
Step 9: Select ‘all links’ under ‘Link Type’ to open a dropdown menu
Step 10: Select ‘only follow’ from the dropdown menu
Step 11: Review the results and select Finish to complete the task

[Task complete]