

**Hands-On Exercise No. 1**  
**Batch: 3**  
**SEO**

**Total Marks: 10**  
**Due Date: 25<sup>th</sup> April, 2019**

**Instructions:**

Please read the following instructions carefully before submitting this Hands-On Exercise:

- Use MS Word to prepare Hands-On Exercise solution.
- You may consult tutorials and videos if the concept is not clear.
- Your submitted Hands-On Exercise will not be considered/counted if:
  - It is submitted after due date.
  - It is not in the required format (.doc or .docx)
  - It does not open or file is corrupt.
  - It is copied (partial or full) from any source (websites, forums, students, etc.)

**Learning Outcome:**

After completing this exercise, you shall be able to:

- Practice keyword research.
- Use Google Ads' Keyword Planner tools.

**Please note that there are seven parts of this exercise. Please complete all parts.**

**Scenario:**

Select a website of your own choice. Think of a few possible words/ phrases that are relevant to the content of each page on that website. “Google Keyword Planner” tool should be opened on Google Ads Account, and words should be one by one inserted on the planner, where it will display all the possible keywords to that. You should pick and group the most relevant keywords from the displayed list. Lastly, you will prepare a document comprising of business details of the website, URL and name of each page of the website, and list of the keywords below each page’s. Also insert the screenshot of the listed keywords on “Keyword Planner”.

**Tasks**

1. Choose a website of your own.
2. Think of relevant words or phrases from each page.
3. Open “Google Ads’ Keyword Planner” on your browser.
4. Turn by turn, put all the words in the tool (Google Keyword Planner).
5. Group all the relevant keywords displayed on the screen.
6. Enlist them in a document, supported with screenshots of the listed keywords from the tool, below the name and URL of the page.
7. Also write a brief summary about the business of the selected website in the beginning of the document.

**Instructions:**

You can take any authentic business website. It can be a restaurant, clothing brand, travel agency, IT consultants, etc.

**BEST OF LUCK ☺**

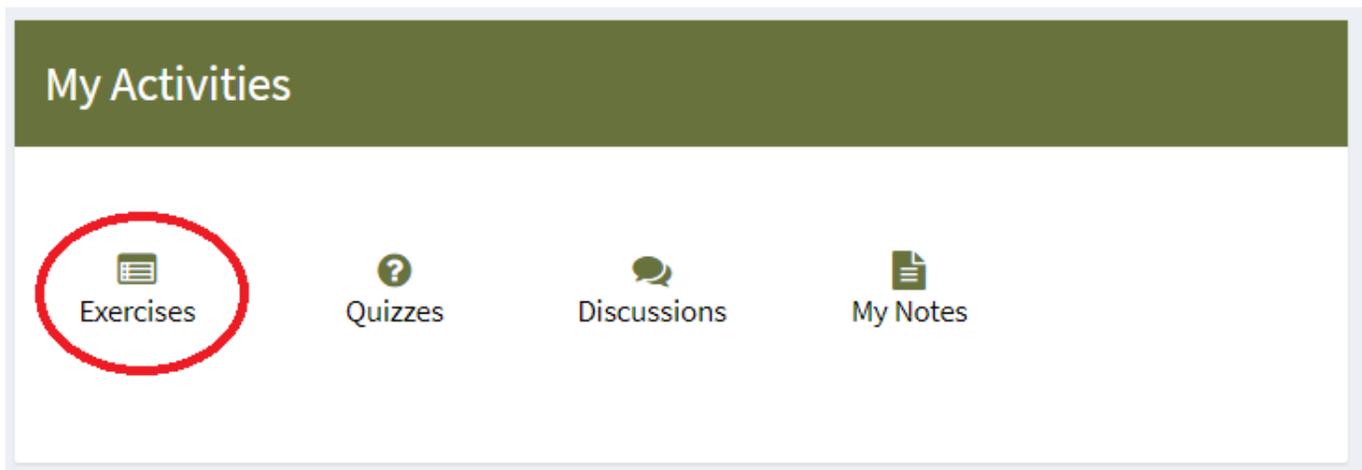
## NOTE:

1. This Hands-On Exercise will be marked based on the procedures and steps that you would follow during the exercise.
2. Send us the snapshots/screenshots that you have created.
3. You can also use your existing Google account or create a new account.
4. We will analyze your solution based on the steps that you would perform.

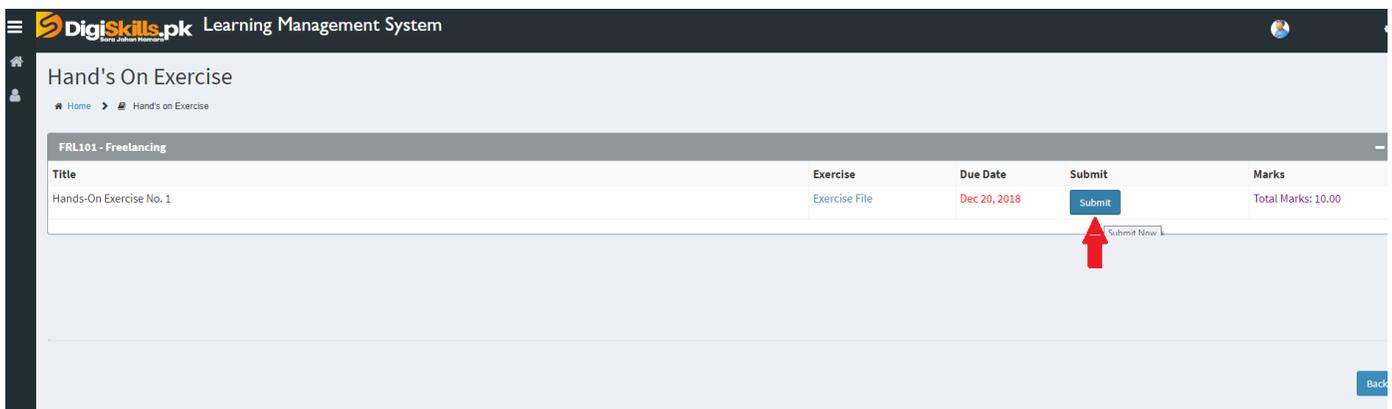
## How to submit Solution File on LMS?

Please perform the following steps for submitting your solution using LMS:

- 1) Login to the LMS
- 2) Click on the **Exercises** button within the **My Activities** section



- 3) Click on the submit button to upload your Solution.



- 4) Keep in mind to upload your Solution in .doc or .docx format