

Hands-on Exercise No. 1

Batch-07

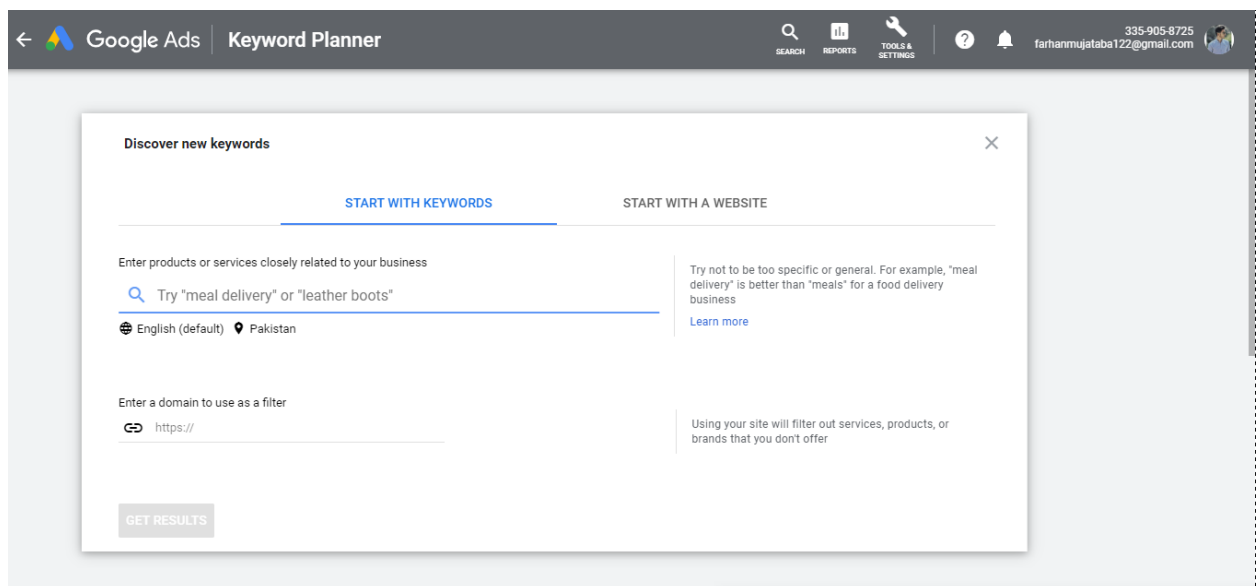
Search Engine Optimization (SEO)

1. Choose a website of your choice and think of a phrase related to that website.

Technicalmalik.com

2. Open Google Keyword Planner tool by visiting

<https://ads.google.com/>.



The screenshot shows the Google Ads Keyword Planner interface. At the top, there is a navigation bar with the Google Ads logo, 'Keyword Planner', and several utility icons (SEARCH, REPORTS, TOOLS & SETTINGS, HELP, and a notification bell). The user's email address 'farhanmujataba122@gmail.com' and a phone number '335-905-8725' are visible in the top right corner. The main content area is a 'Discover new keywords' dialog box. It has two tabs: 'START WITH KEYWORDS' (which is selected) and 'START WITH A WEBSITE'. Under the 'START WITH KEYWORDS' tab, there is a text input field with the placeholder 'Enter products or services closely related to your business'. The field contains the text 'Try "meal delivery" or "leather boots"'. Below this field, there are dropdown menus for 'English (default)' and 'Pakistan'. To the right of the input field, there is a help text box that says 'Try not to be too specific or general. For example, "meal delivery" is better than "meals" for a food delivery business' and a 'Learn more' link. Below the input field, there is another text input field with the placeholder 'Enter a domain to use as a filter'. The field contains the text 'https://'. To the right of this field, there is another help text box that says 'Using your site will filter out services, products, or brands that you don't offer'. At the bottom left of the dialog box, there is a 'GET RESULTS' button.

3. Write the selected phrase in the keyword planner tool and click on Get Results.

Locations: Pakistan Language: English Search networks: Google Last 12 months May 2019 – Apr 2020

Search: Digiskills

Broaden your search: + jobs + careers + job listings

Exclude adult ideas ADD FILTER 30 keyword ideas available

Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
Keywords you provided						
<input type="checkbox"/> digiskills	100K – 1M	Low	–	PKR30.83	PKR225.62	
Keyword ideas						
<input type="checkbox"/> digiskills login	10K – 100K	Low	–	–	–	
<input type="checkbox"/> lms digiskills	10K – 100K	Low	–	PKR74.11	PKR310.87	
<input type="checkbox"/> digiskills lms	10K – 100K	Low	–	PKR44.47	PKR245.24	
<input type="checkbox"/> digiskills sign up	10K – 100K	Low	–	–	–	

Refine keywords BETA

EXPAND ALL

Brand: virtual university, ignite

Information: login

Others

GIVE FEEDBACK

4. From the displayed results, select 5 related keywords that are;

a. Long-tail

b. Having low competition

- lms digiskills login
- digiskills training program
- digiskills sign up
- digiskills courses list
- digiskills free courses

5. Write the name and URL of the website in a word file and also paste the selected keywords.

Website www.technicalmalik.com

Link <https://technicalmalik.com/category/digiskills/>

Selected keywords.

Digiskills exercise

Digiskills exercise solution

Digiskils courses