

DIGITAL MARKETING BOOTCAMP

SEO Final Project

## Background

Your website should include compelling, high quality content on topics your company wants to be known for. That way, search engines will serve your content to users who are searching for keywords and queries that are relevant to your brand.

## Method and Execution

This worksheet walks you through the steps needed to complete your project successfully. The first part focuses on conducting insightful SEO research. The second half of the worksheet allows you to use your insights to start building a plan to make improvements.

## Project Outline

#### SEO Research

* 1. Keyword Discovery
  2. Competitor Research

#### SEO Strategy / Plan

* 1. Target Keywords
  2. Content Structure
  3. On-Page SEO

## Submission

Submit a complete worksheet in Canvas

## Resources

You may use any tools necessary to complete the project, the following are recommended based on the required activities:

* [Google Keyword Planner](https://ads.google.com/home/tools/keyword-planner/)
* [SEO META in 1 Click](https://chrome.google.com/webstore/detail/seo-meta-in-1-click/bjogjfinolnhfhkbipphpdlldadpnmhc?hl=en) (Google Chrome Plugin)
* [Ahrefs](https://ahrefs.com/backlink-checker) / [Moz](https://moz.com/link-explorer) backlink analysis tools
* [Google Page Speed Insights](https://developers.google.com/speed/pagespeed/insights/)
* [Google Mobile-Friendly Test](https://search.google.com/test/mobile-friendly)

## Evaluation

Your project will be evaluated to determine your understanding of the core principles of SEO, the process required to develop an SEO strategy and your accuracy in providing SEO-relevant information.

# Part 1: SEO Research

## Outline and Goal

This portion of the project is to determine SEO opportunities for your website, and understand the environment in which your website will be competing.

### Keyword Discovery

#### Topics

List the main topics (and subtopics) you want your company to be known for. For example, a marketing agency might want to be known for content marketing, social media, and email marketing.

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| --- |
| **Topics** |
| Men’s Fashion |
| Men’s Clothes |
| Men’s Stylist |
| Men’s outfits |
| Fashion Recommendations |
| Fashion Delivery |
| Shipping Clothes |
| Personalized clothing ideas for Men |
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#### Potential Keyword List

It is important to understand your niche and become familiar with how your product or service is currently being talked about by existing customers. This step will give you a better understanding of the words people use when researching your product/service. It will also help you discover a new angle to your SEO strategy.

* + - * Look at the comments section of your competition and document the words reviewers are using to describe the product/service repeatedly.
      * Use keyword research tools, such as Google Keyword planner, Google Trends SEMrush, etc., to better understand search volume for each keyword identified.
      * Use the table below to organize your research

|  |  |  |
| --- | --- | --- |
| Keyword | Avg. monthly searches | Competition |
| Men's clothes | 100K-1M | High |
| Clothes shipping | 100-1K | High |
| Men's fashion | 10K-100K | High |
| Men's stylist | 100-1K | Medium |
| Men's shoes | 100K-1M | High |
| Men's jeans | 10K-100K | High |
| Shirts for Men | 100K-1M | High |
| Men’s shorts | 100K-1M | High |
| Men’s style | 10K-100K | High |
| Men’s Clothing Online | 10K-100K | High |
| Menswear | 10K-100K | Medium |
| Men Clothing Styles | 10K-100K | High |
| Men Style 2021 | 1K-10K | High |
| Dressing Style for Men | 100-1K | High |
| Outfits for Men | 10K-100K | High |
| Men’s Casual Wear | 1K-10K | High |
| Menswear Sale | 100-1K | High |
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### Competitor Research

#### SERP Evaluation

Select one of your target keywords and review the web pages that rank competitive for that term. Populate the table below with your findings:

Keywords: Men’s Clothing Online

|  |  |
| --- | --- |
| Organic Rank | Web Page |
| **1** | https://www.nordstrom.com/looks/profile/nordstrommen |
| **2** | https://www.urbanoutfitters.com/mens-clothing |
| **3** | https://www.gq.com/gallery/best-spring-clothes-for-men |
| **4** | https://www.thetrendspotter.net/casual-dress-code/ |
| **5** | https://theessentialman.com/ultimate-guide-spring-style-men/ |
| **6** | https://www.batchmens.com/pages/mens-style-guide-the-basics-of-matching-clothes |
| **7** | https://www.pinterest.com/famousoutfits/mens-casual-outfits/ |
| **8** | https://www.thread.com/signup/style-photos-consolidated?utm\_source=google\_search&utm\_medium=sem&utm\_campaign=6960818805&utm\_adgroup=116390530969&utm\_ad=482230850047&gclid=Cj0KCQjw2tCGBhCLARIsABJGmZ5F8yBkwHrCGG\_i5x2-IVUA-4mHNJtJ6X8mIyDV15Vovu7KW5-vbrYaAu5LEALw\_wcB |
| **9** | https://luxe.digital/lifestyle/style/men-casual-dress-code-guide/ |
| **10** | https://www.stitchfix.com/men?&utm\_source=google&utm\_campaign=nbsearch%7cgoogle%7cmens%7cm%7cfix%7cpros-kw%7cweb%7cus%7cnull%7cexact-outfit%7ctest-tROAS-treatment&utm\_medium=cpc&utm\_adgroup=70663295991&utm\_content=505787869613&gclid=Cj0KCQjw2tCGBhCLARIsABJGmZ4OiWuox3ynYwexYDpxnqi5VL8cTjAzpeb9R-\_Lo3VvRWgNWceo-4IaAnNxEALw\_wcB&gclsrc=aw.ds |

#### On-Page Ranking Factors

Collect data about the three highest ranking pages for one of your target keywords:

* + - * Enter the keyword/phase into the search engine
      * Fill out the following information for the first 3 unique pages
      * Give each factor a **score** from *1 (bad)* to *5 (excellent)* for how you think it will impact their SEO

|  |  |  |  |
| --- | --- | --- | --- |
| Factor | **Nordstrom** | **Urban** **Outfitters** | **GQ** |
| **Title Tag** | Outfits by Nordstrom men | Nordstrom | Men's Clothing | Urban Outfitters | 32 Spring Clothes for Men: All the Fresh Fashion and Outfits You Need to Really Start Dressing | GQ |
| *Score* | 4 | 4 | 5 |
| **Meta Description** | Find exclusive outfits styled by Nordstrom men at Nordstrom. Shop Nordstrom exclusives and the best brands, all with free shipping and returns every day | Shop up and coming brands and trendy men's clothing at Urban Outfitters. Keep your look fresh with the latest arrivals in men's clothing, accessories and shoes. Receive free shipping for purchases of $50 or more on US orders. | From louder-than-loud trousers to classic leather loafers, here's an infallible list of spring clothes for men in 2021. |
| *Score* | 5 | 5 | 4 |
| **H1 Tag** | **<H1>** Nordstrom men | **<H1>** Men's Clothing | **<H1>** Spring Clothes for Men: 32 Fresh Essentials to Help You Really Start Dressing |
| *Score* | 3 | 4 | 5 |
| **Alt Tags** | **Portent**  Images on Page: 10 Images Without Alt Text: 0  **SEO META in 1 Click**  Images on Page: 14  Images without Alt Text: 12  Images without Title: 14 | **Portent**  Images on Page: 37 Images Without Alt Text: 0  **SEO META in 1 Click**  Images on Page: 44  Images without Alt Text: 2  Images without Title:44 | **Portent**  Images on Page: 4 Images Without Alt Text: 0  **SEO META in 1 Click**  Images on Page: 20  Images without Alt Text:16  Images without Title: 20 |
| *Score* | 5/3 | 5/2 | 3/1 |

#### Technical Ranking Factors

Review each of the competitor web pages (not whole site) from the previous activity and evaluate their technical ranking factors:

* + - * Use the necessary SEO tools to examine the factors in the table below
      * **Input comments** on your findings in the relevant boxes
      * Give each factor a **score** from *1 (bad)* to *5 (excellent)* for how you think it will impact their SEO

|  |  |  |  |
| --- | --- | --- | --- |
| Factor | **Nordstrom** | **Urban** **Outfitters** | **GQ** |
| **URL Path (**SEO  Friendliness**)** | <https://www.nordstrom.com/looks/profile/nordstrommen>  concise and simple but am confused to what /profile/ is entailing | [https://www.urbanoutfitters.com/mens-clothing](file:///Users/jordanpennington/Downloads/UO)  Straight to the point and very easy to direct between | [https://www.gq.com/gallery/best-spring-clothes-for-men](file:///Users/jordanpennington/Downloads/GQ)  informative pathway to know exactly what the page is about |
| *Score* | 4 | 5 | 4 |
| **Page Speed** | Desktop: 42  -4.1s to interactive  Mobile: 28  -17.2s to interactive | Desktop: 49  -5.1s to interactive  Mobile: 10  -26s to interactive | Desktop: 21  -11.1s to interactive  Mobile: 11  -47.2s to interactive |
| *Score* | 2 | 2 | 1 |
| **Mobile Friendliness** | Green for mobile friendly.  Site is easy to use on mobile. Allows you to view all outfits and more. | Green for mobile friendly.  Site is easy to use on mobile and has no loading issues. Although does not take you directly to outfit ideas. | Green for mobile friendly. Site is easy to use but it has a few loading issues. Also, it is a blog, so it is very wordy and complex on mobile. |
| *Score* | 5 | 4 | 3 |

#### Backlink Profile

* + - * Use the necessary SEO tools to examine the factors in the table below
      * Input your findings in the relevant boxes
      * For the **Anchor Text**, give them a collective **score** from *1 (bad)* to *5 (excellent)* for how you think it will impact their SEO

|  |  |  |  |
| --- | --- | --- | --- |
| Factor | **Nordstrom** | **Urban Outfitters** | **GQ** |
| **Domain Authority** | 86 | 84 | 87 |
| **Total Backlinks** | 0 | 3,230  49% dofollow | 78  77% dofollow |
| **Linking Domains** | 0 | 445  41% dofollow | 47  68% dofollow |
| **Top 5 Anchor Text** | N/A | -Urban Outfitters  -Men's clothing | urban outfitters  -Men’s  -<a>no text</a>  - https://www.urbanoutfitters.com/mens-clothing | -Warm Weather  -Source Link  -32 spring clothes for men: all the fresh fashion and outfits you need to really start dressing  -32 spring menswear essentials to help you really start dressing an infallible list of garms to step up your spring style.  -source |
| *Score* | 1 | 4 | 4 |

#### Competitive Evaluation

1. Why are these pages ranking well for the keywords you used?

|  |  |  |
| --- | --- | --- |
| **Nordstrom** | **Urban Outfitters** | **GQ** |
| With an 86 for domain authority, it is strange to see there was no backlinks or much information on that end at all to see how they influence users to their site. | Out of the 3 this one has the most backlinks but has the lowest domain authority. I found that very interesting. This is working very well due to the number of backlinks that drive users to their site. | This page is ranking well because it is a descriptive blog with the best domain authority out of the 3 and has descriptive backlinks for users. |

1. What could be improved on these websites to help them rank even higher?

|  |  |  |
| --- | --- | --- |
| **Nordstrom** | **Urban Outfitters** | **GQ** |
| Of course, it would be very beneficial to incorporate backlinks and have links for users to use to get to their site. Modernize their “feel” or “look” for a trendier look to influence the consumer that this is cutting edge products and quality men’s clothes. Also, their page speed could help them. | Better Anchor text and faster page speeds could help them rank higher. | Improve URL rating and page speeds via desktop and especially mobile.  -Title is lengthy |

# Part 2: SEO Strategy and Plan

## Outline and Goal

This portion of the project will require you to show you can apply your SEO knowledge to the information you have researched and develop a plan based on your own insights.

### Target Keywords

#### Choose the keywords you want to target.

Reflect on the data you collected in the previous activity and identify 3-5 keywords to target. Explain the reasoning behind your choice.

|  |  |  |
| --- | --- | --- |
| Keyword | | Rationale |
| **1** | Men’s clothing styles 2021 | Chose this for the most up to date and trendiest clothing ideas for men no matter what the occasion. |
| **2** | Outfits for Men | Wanted to not only see one article of clothing but wanted to get a good idea for new outfit ideas for clothes that looked well together |
| **3** | Men’s Fashion | Gave me a good range of different styles and “looks” to give ideas of new ways of going about clothing shopping. Not just jeans and a T-Shirt but coat and tie or button down or what not. |
| **4** | Menswear | Wanted this idea for a more professional outfit look for a more mature, professional scene. |
| **5** | Men’s stylist | Curiosity of what exactly that would pull up and to see if that was helpful for men outfit ideas. |

### Website Content Structure

For this exercise you will need to think of three pages to create to help you rank for your target keywords.

#### Content Structure

Input your proposed pages in the table below, this will be necessary for the next steps in this project:

* + - * Consider your target keyword grouping
      * Consider what content silos you would use
      * These pages can exist within the same silo, but must reflect a specific sub-category

|  |  |  |
| --- | --- | --- |
| Page | Topic / Content Silo | Sub Topics (up to 3) |
| **Topic 1** | Shop/Purchase | Men’s Shirts |
| Men’s Pants |
| Men’s Shoes |
| **Topic 2** | Deals | Flash Sales |
| Season promos |
|  |
| **Topic 3** | Customer satisfaction | Reviews on products (clothing) |
| Reviews on recommendations (outfits) |
|  |

### On-Page SEO

This part of the exercise will be based on the pages you suggested in the content structure **in exercise 2.2.1**. **(Content Structure**). Pick three of the topics/sub topics from your structure and indicate them below:

|  |  |  |
| --- | --- | --- |
| Page | Chosen Topic / Sub Topic | *Parent Topic* (if applicable) |
| **Page 1** | Best Men’s outfits | Shop/Purchase |
| **Page 2** | Men’s clothes on sale | Deals |
| **Page 3** | Outfit recommendations for Men | Shop/Purchase |

#### Title Tags

For your proposed pages, provide **keyword optimized** title tag that conforms to Google’s guidelines:

|  |  |  |
| --- | --- | --- |
| Page | Title Tag | Title Tag Length (Characters) |
| **Page 1** | Show off that new style. Get the best clothing attire for men. Men’s Shirts, Men’s Pants, and Men’s shoes. | 88 |
| **Page 2** | Best men’s clothing deals. Great offers and active promotions on Men’s newest clothing | 74 |
| **Page 3** | Men’s best outfit recommendations. Offered from the newest trends of 2021 | 63 |

#### Meta Description

For your proposed pages, provide a meta description:

* + - * Remember to accurately describe the page to an outside user
      * Remember to **encourage the click**

|  |  |
| --- | --- |
| Page | Meta Description |
| **Page 1** | Find the best outfits for men at any style or any size. Choose from casualwear to business professional. From suit and tie to shorts and flops. Enjoy your outfits. |
| **Page 2** | Get the best deals and sales on Men’s clothing and look out for flash sales and season promotions on all Men’s clothing. Free Delivery and Free returns. |
| **Page 3** | Be with the trends for men’s clothes through Men’s fashion stylist that help along the way to find the outfit for you. |

#### H1s

For your proposed pages, provide a H1 header tag:

* + - * Be specific to the page
      * Use keywords where possible
      * Provide a positive user experience

|  |  |
| --- | --- |
| Page | H1 Header |
| **Page 1** | Men’s shirts, pants, and shoes for the best look for the best YOU! |
| **Page 2** | Take advantage of our top-notch quality Men’s clothes at a great price. |
| **Page 3** | Be confident in your self-image with the help of our stylist’s recommendations of the best clothing outfits. |

#### Alt Text

For your proposed pages, suggest an image that could be used on each page:

* + - * Think of an image that could enhance the user experience or add value to the page
      * Use an alt text that appropriately describes the image you would use
      * Use your target keywords where appropriate

|  |  |  |
| --- | --- | --- |
| Page | Briefly describe an image you would use | Image Alt Text |
| **Page 1** | Man in nice outfit showing off his style in a photoshoot environment  Cool Photo Poses For Guys | Man wearing blue button shirt with Navy blue pants and brown shoes |
| **Page 2** | Image of suit on sale Premium Photo | Male suits shop sale | Black suit and tie/ professional attire on hangers with red sales tag |
| **Page 3** | Man in clothing store putting together an outfit to style together  Men&#39;s Style Advice From Six Leading Professional Stylists – Robb Report | Man in suit putting together an outfit on the table in front of him |