

Class 1: SEO and SEM

In class exercise

Find out as much as you can about the SEO of **one** of the websites listed below. Look at the code to get an insight into SEO strategy. Consider the site content and how it is organised. Use one or more of the tools below to analyse the site. Once you have done this research, come up with a plan to improve the site SEO. It would also be worth making comment on the site design and information architecture – could these be improved? Formulate your plan as a bullet point list ready for discussion.

You may choose any one of the following sites:

<https://www.allaboutstamps.co.uk/>

<https://www.walklakes.co.uk/>

<https://www.catchat.org/>

<http://www.puritanvalues.co.uk/>

Analysis tools

The following tools may be used to provide more information:

<https://seositecheckup.com/>

<https://nibbler.silktide.com/en>

<https://www.site-analyzer.com/>

