

# Course links

## [Become an SEO expert](#)

# Learning Path Assessment

Task is to conduct a 2,500 word minimum audit of two different websites, from three different aspects of SEO: On page SEO , OFF page SEO and Technical SEO strategy.

- The objective of the task is to go page by page and to undergo deep analysis of the elements of the web and their details.
- The websites which are to be used in the analysis are -
  - <https://eu1.policelifestyle.com/>
  - <https://www.gap.com/>
- The expected parameters for auditing are if the websites have proper-
  - URL STRUCTURE
  - Relevant Keywords optimization or Relevant keywords
  - Page title structure
  - Bread Crumbs
  - Speed of the page
    - [https://pagespeed.web.dev/?utm\\_source=psi&utm\\_medium=redirect](https://pagespeed.web.dev/?utm_source=psi&utm_medium=redirect)
  - Redirection Title
  - Location Visibility
  - Meta Tags
  - Alt text
  - Site Map
  - Content on website
  - Content gaps and Opportunities
  - Responsiveness of website
  - Google analytics plugin

After Analyzing both websites, give your conclusion which website has good SEO.

**Further learning sessions which you may wish to explore as part of your independent learning include:**

**[Become a Social Media Marketer](#) and [Communicate with emotional intelligence](#).**

Receive 5 ECTS credits in the following degrees:

- Bachelor in Business Administration (BBA)
- Master in Business Administration (MBA)

Cost CHF 99

**Further questions**

Contact **[SSBR Marketing](#)** for more info.

**Assessment submission**

Please send in word format to **[SSBR Academics](#)** mentioning LinkedIn Pathway in the title.