ANALYZING WEBSITE RANKINGS AND RECOMMENDATIONS TO IMPROVE ITS POSITION: PEER-GRADED ASSIGNMENT

QUESTION 1

a) Chosen Website

UC Davis Continuing and Professional Education
url: https://cpe.ucdavis.edu/

This website is committed to providing access to professional education to adult learners throughout their careers and lives.This website's goal is to get people, specifically adults, to enroll and register for in-person classes and online courses.

b) Keyword Research

- Long-tail keywords
    - UC Davis business training for career professionals
      Stage of search – Preference
      Type of search query – Navigational

    - Affordable online business courses for adults
      Stage of search – Awareness
      Type of search query – Informational

    - Remote business learning for professionals
      Stage of search – Awareness
      Type of search query – Informational

    - Enroll in UC Davis business certificate programs - purchase, transactional
      Stage of search – Purchase
      Type of search query – Transactional

- Question-based keywords
    - How to enroll in business courses for career professionals
      Stage of search – Awareness
      Type of search query – Informational

    - How to find affordable business certificate programs
      Stage of search – Awareness
      Type of search query – Informational

    - What websites provide online business courses for adults
      Stage of search – Evaluation
      Type of search query – Informational

    - Where can I register for online business classes
      Stage of search – Evaluation
      Type of search query – Informational

- These keywords are relevant to the site and would most likely match buyer intent. They would also have low competition which would help the site to rank better on Google's algorithms because they are long-tail keywords. Call to actions such as enroll and learn would help to drive organic traffic to the site.

c) Audience Analysis

The website is focused on adults of ages 18-65 with the majority coming from the age group 18-24. A large portion of the audience is located in the United States. The website would most likely be frequented by both genders. Due to the high traffic of younger audiences to the website, it would be best to post more enhanced content like images and videos and also blogs which would appeal to that age group. The website should also target keywords like free online classes and affordable online certificate programs which would appeal to this audience.

Most people visit the website from desktop devices and also mobile devices. Based on the other sites visited by the audience, their major interest is education. From the information gathered, in order to reach the segment of the audience which brings higher traffic, in this case adults aged 18-24, a social media campaign would be useful.This data was obtained from SimilarWeb.

d) User Persona

Name: April Turner
Gender: Female
Age: 20
Marital status: Single
Education: Tertiary
Job: Student
Employment status: Unemployed
Interest: Transnational education
Uses the internet a lot
Uses social media to follow online learning platforms

The ideal user of the website is April Turner, a 20-year old university business student from Nigeria who uses the internet a lot, uses social media to follow online learning platforms, is interested in transnational education and is looking to learn and enroll in career building courses online.

QUESTION 2

a) Key Pages Chosen

- UC Davis Continuing and Professional Education Home Page
- Areas of Study Page
- Online Programs Page
- Certificate programs Page

b) Page Information

- UC Davis Continuing and Professional Education Home Page
  The page: home page

The Page URL: https://cpe.ucdavis.edu
The Title Tag of the Page: UC Davis Continuing and Professional Education
The Meta Description of the Page: UC Davis Continuing and Professional Education serves adult learners across their lifetimes, offering more than 4,800 online and in-person classes. A major emphasis of our programs is workforce and professional development for individuals and organizations.
The H1 of the Page: None
The H2 of the Page: Top Menu, Main Navigation, Upcoming Events, Areas of Study, Biotechnology, Brewing, Business, Child Development, Conflict Resolution, Construction and Engineering, Education, Health Sciences, Human Services, Leadership, Occupational Health and Safety, Planning and Sustainability, Sensory and Food Science, Technology and Information Management, Winemaking, Online Programs, Osher Lifelong Learning Institute, UC Davis Pre-College Discovery Programs, Administrative Offices, Classrooms, Follow Us on Social Media, Partner Sites

- Areas of Study Page
  The page: product listing
  The Page URL: https://cpe.ucdavis.edu/areas-of-study
  The Title Tag of the Page: Areas of Study | UC Davis Continuing and Professional Education
  The Meta Description of the Page: UC Davis Continuing and Professional Education serves adult learners across their lifetimes, offering more than 4,800 online and in-person classes. A major emphasis of our programs is workforce and professional development for individuals and organizations.
  The H1 of the Page: Areas of Study
  The H2 of the Page: Top Menu, Main navigation (extended config), Biotechnology, Brewing, Business, Child Development, Conflict Resolution, Construction and Engineering, Education, Health Sciences, Human Services, Leadership, Occupational Health and Safety, Planning and Sustainability, Sensory and Food Science, Technology and Information Management, Winemaking, Online Programs, Osher Lifelong Learning Institute, UC Davis Pre-College Discovery Programs, Administrative Offices, Classrooms, Follow Us on Social Media, Partner Sites

- Online Programs Page
  The page: product
  The Page URL: https://cpe.ucdavis.edu/areas-study/online-programs
  The Title Tag of the Page: Online Programs | UC Davis Continuing and Professional Education
  The Meta Description of the Page: Our online programs are designed to give you a flexible, engaging experience. You'll get: Convenience—Learn on your schedule; Interactivity-Experience the latest educational technology; Quality—Learn from Industry experts.
  The H1 of the Page: Online Programs
  The H2 of the Page: Top Menu, Main navigation (extended config), Experience the Benefits of Online Learning, Certificates and Programs, Administrative Offices, Classrooms, Follow Us on Social Media, Partner Sites

- Certificate Programs Page
  The page: product listing
  The Page URL: https://cpe.ucdavis.edu/certificate-programs
  The Title Tag of the Page: Certificate Programs | UC Davis Continuing and Professional Education
  The Meta Description of the Page: Grow Your Skills With Professional Programs Certificate Programs and Professional Concentrations allow you to grow your skill set in a way that's financially feasible, without requiring the large time and financial commitment of a graduate degree. Our courses specifically target the kind of practical skills you'll need in the workplace, and many of our programs can be completed in less than a year.Certificate Programs and Professional Concentrations allow you to grow your skillset in a way that's financially feasible, without requiring the large time and financial commitment of a graduate degree. Our courses target the kind of practical skills you'll need in the workplace.
  The H1 of the Page: Certificate Programs, Grow Your Skills With Professional Programs
  The H2 of the Page: Top Menu, Main navigation (extended config), Biotechnology, Brewing, Business, Conflict Resolution, Construction and Engineering, Health Sciences, Occupational Health and Safety, Planning and Sustainability, Sensory and Food Science, Technology and Information Management, Winemaking, Learn more about our Certificate Programs, Administrative Offices, Classrooms, Follow Us on Social Media, Partner Sites

c) Improved Page Information

- UC Davis Continuing and Professional Education Home Page
  Improved Title Tag: Professional Courses - Enroll and Learn. | UC Davis CPE
  Improved Meta Description: Register and learn from our 4,800+ online and in-person workforce and professional development classes which serve individual adult learners and organizations.
  Improved H1: Continuing and Professional Education
  Improved H2: Online Programs, Ask a Question, Career Trends, Upcoming Events, Areas of Study

- Areas of Study Page
  Improved Title Tag: Areas of Study - Explore Our Courses Catalog | UC Davis CPE
  Improved Meta Description: Explore and select courses from our 10+ areas of study which serve to aid adult learners as well as organizations in workforce and professional development.
  Improved H1: None, the H1 of this page is already optimized.
  Improved H2: Biotechnology, Brewing, Business, Child Development, Conflict Resolution, Construction and Engineering, Education, Health Sciences, Human Services, Leadership, Occupational Health and Safety, Planning and Sustainability, Sensory and Food Science, Technology and Information Management, Winemaking, Online Programs, Osher Lifelong Learning Institute, UC Davis Pre-College Discovery Programs

- Online Programs Page
  Improved Title Tag: Online Programs - Learn and Engage in Classes | UC Davis CPE
  Improved Meta Description: Engage, interact and learn from industry experts with our flexible, convenient and quality online programs; equipped with the latest educational technology.
  Improved H1: None, the H1 of this page is already optimized.
  Improved H2: Experience the Benefits of Online Learning, Certificates and Programs, Access Your Online Course, Navigating the Online Classroom, Resources for Online Learning

- Certificate programs Page
  Improved Title Tag: Certificate Programs - Grow Your Skills. | UC Davis CPE
  Improved Meta Description: Grow workplace practical skills with our professional certificate programs which can be completed in less than a year and requires minimal financial commitment.
  Improved H1: Certificate Programs
  Improved H2: Grow Your Skills With Professional Programs, Learn more about our Certificate Programs

.