

## **Self-Assessment: Your evaluation of your artifact.**

### **Where did you create this artifact?**

I created this artifact as an Analysis and Audit Report for Govin's Meats & Berries, a family owned farm I worked with for the duration of the course. I was able to use real world SEO practices to help improve overall traffic for Govin's Meats & Berries.

### **What did you learn?**

After creating this Analysis and Audit Report for Govin's Meats & Berries, I learned about many SEO practices that are being used by SEO professionals in the industry. There are many ways to improve a business's rankings on search engines such as using better keywords. I was able to narrow which keywords were better than others with Google Keyword Planner. I was also able to utilize Google Analytics to look at the traffic flowing into Govin's Meats & Berries.

### **How did you learn this?**

The process I used to create the Analysis and Audit Report was from a template provided by SEO professionals from FindLaw, a SEO company that helps lawyers and law firms improve their rankings on search engines. The full report is a combination of different SEO practices such as keywords, analytics, off-site optimization, and user friendliness on the company's website.

### **How will you apply this?**

I can apply what I learned by continuing to learn about best SEO practices in the industry. There are many ways to improve search results for an organization, but there is a right way to do it. Black Hat SEO techniques are not allowed by Google and many other search engines and it is important to understand this. I can apply what I have learned to make sure I am complying with the big search engines to avoid and unnecessary shut down.

### **What challenges & obstacles did you overcome?**

The biggest challenge I had while writing this report was the limited traffic that was coming into Govin's Meats & Berries. They are a small family owned farm that was looking to improve their online presence. I was happy to help, but at times it was hard to work with the limited information given.