**SEO Exercise 1**

**Step 1:** What are your future career options? Identify 3 potential agencies/organizations that might employ you in your future career.

* Name of the 3 organizations:
	+ Agency 1: Travaasa Experiential Resorts
	+ Agency 2: Tour company
	+ Agency 3: Arial tours
* Consider these organizations as your future customer. What would your customers want if they visited your website, blog, Twitter page, Facebook page, etc.? Identify 3 things you can do to ensure that you provide what your customers are seeking in their visit to your eportfolio and related social media sites.
	+ Item 1: Qualifications
	+ Item 2: Job experience
	+ Item 3: Foreign language skills

**Step 2:** Search the agency/organization or job listings for the agency to obtain 2 job descriptions for positions you are interested in targeting for your future career.

* Name of agency/organization:
* Job Title of first job description:
	+ URL: travaasa.com
	+ Job Description: Gas Station Retail Manager
	+ Job Competencies: Successful candidates will naturally demonstrate our five core values: friendly, authentic, hands on, healthy, and "no squares"; be passionate about our beautiful property and the hotel industry; and have experience working with the general public. Most importantly, you should be able to help our guests experience and appreciate the magic of Travaasa. We are currently looking for a full-time team member.

We offer competitive wages and benefits for team members who work an average of 20 hours per week or more. Benefits for qualified team members include company-paid medical, dental, life and disability insurance, paid time off (PTO), and other unique benefits.

* Job Title of second job description:
	+ URL: http://www.cclcareers.com/fun-careers.aspx
	+ Job Description: The Shore Excursion Department provides exciting and unforgettable shore side and shipboard touring experiences for our guests. Use your travel and tourism experience coupled with your excellent hospitality and communication skills to become part of the team on board who knows what excursions suit the guest who seeks the added excitement of an organized tour. The Shore Excursions Department includes the Shore Excursions Manager, Assistant Shore Excursions Manager and Shore Excursions Associate.
	+ Job Competencies: Customer service, orienting a group, problem solving capabilities

**Step 3:** Based on the information in Step 2, **i**dentify 4 to 6 key words that are central to the job duties or competencies. Key words may be short phrases rather than individual words. Keyword selection is essentially an**aggregate of words and relationships.**

* Keyword: Bilingual customer service
* Keyword: Managerial experience
* Keyword: Beach resorts
* Keyword: European travel tours
* Keyword:
* Keyword:
* Keyword should include your name: mdallasharlan

**Step 4:** Prepare a SEO strategy plan to incorporate these key words into your eportfolio. A wise strategy is to optimize the key words across the HTML structure and content of the website including the web pages, images, and page titles. Strategic planning should start before you construct your first page. (Please review [the Google SEO Starter Guide](http://static.googleusercontent.com/external_content/untrusted_dlcp/www.google.com/en/webmasters/docs/search-engine-optimization-starter-guide.pdf) available on Week 3 Study Guide.) Therefore, the point of this assignment is to plan how you will optimize the key words for the following items:

* Your eportfolio name: Dallas Harlan
* What is your focus for the eportfolio? To attract employers for which I have the most desire to work.
* Domain Name: Mdallasharlan.weebly.com
* Landing Page URL (lower case letters): mdallasharlan.weebly.com/index.html
* Landing Page Title (Brief but descriptive):MDallasHarlanPortfolio
* Landing Page Description: Bilingual customer service agent with managerial experience seeking work at beach resort or for European travel companies.
* eMarketing Blog URL (lower case letters): mdallasharlan.edu
* eMarketing Blog Title (Brief but descriptive & unique): Dallas Harlan a man with life experience, education and ready to work for you.
* eMarketing Blog Description: Dallas Harlan has over 10 years in the customer service industry. He also possesses skills in management and is bilingual speaking both English and Russian fluently.
* Content – Headline & or Sub-Headings: Experienced customer service agent; tourism industry
* Content – Career Goal: To contribute to the company by using my experience and skills. As a result, customer service satisfaction will increase thus increasing the overall revenue of the company.
* Content – Self-Introduction: Dallas Harlan has over 10 years in the customer service industry. He also possesses skills in management and is bilingual speaking both English and Russian fluently.

Step 5: Keyword analysis using WordTracker. Attach PDF files for each result includeing the following information for each keyword:

•Volume

•Competition

•Keyword Effectiveness Index (KEI)