

# Analyzing and Enhancing Search Engine Optimization (SEO)

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Technology is at the core of every advancement in the modern world. From applications, software, systems, and machines, it truly drives our society, facilitates growth and the ability to keep individuals connected, especially through innovations such as websites. This project aimed to target the use of Search Engine Optimization (SEO) to boost user traffic by correcting and fixing data files on the back end. Using the Web Content Management Software OMNI CMS allowed for back-end developers to directly code or edit data for users to see the information and visit the pages they need with ease. We were able to target the HTML web pages of the website that needed the most assistance and began correcting descriptions, adding keywords, and checking tags to ensure accuracy. We had to check through each webpage as many pages were missing descriptions, had descriptions that were too lengthy or were not long enough to constitute proper detail. These parameters

made it exceedingly crucial to use precise detail in choosing the correct information. Through the course of the project, we noticed increase in functionality for the website's Search Engine Optimization due to correcting over 1,400 pages which ultimately led to an overall score of 93% in website functionality. This indicated a direct correlation between the way the web pages were coded and described, and the way users were able to navigate to them. This is incredibly crucial as it allows the user to find their information at a faster rate, but still not needing them to investigate the backend of it all. Technology is ever changing and growing, therefore implementing changes such as these aids in creating a more user-friendly environment.

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