

MELINIA ACADEMY



SEO, ORGANIC GRÓWTH & SEARCH INTELLIGENCE

**ASSIGNMENT / PRACTICAL
PROJECT**

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Rules:

- No copy-paste definitions
- Use real websites, real keywords, and real tools
- Screenshots, tables, or live examples are encouraged
- Focus on strategy, logic, and search psychology

TASK 1: WHAT IS SEO & WHY IT MATTERS (Business Perspective)

Practical Understanding Task:

Choose **one business type**:

- Local service business
- E-commerce brand
- Personal brand or coach
- Blog or media website



Explain:

- Why SEO is important for this business
- How SEO helps in long-term growth compared to paid ads
- What kind of customers SEO attracts
- What happens if this business ignores SEO

Explain SEO as a **business asset**, not a ranking trick.

TASK 2: HOW SEARCH ENGINES WORK (Simplified but Practical)

Process Mapping Task:

Explain the search engine process in your own words:

1. Crawling
2. Indexing
3. Ranking

Practical Angle:

- What makes a page crawlable
- Why some pages do not get indexed
- Why two pages with the same keyword rank differently

Use real examples from websites you have observed.



TASK 3: KEYWORD RESEARCH & SEARCH INTENT

Live Research Task:

Choose **one niche** (fitness, education, astrology, fashion, finance, etc.).

Perform keyword research using:

- Google Search suggestions
- "People Also Ask"
- Related searches
- Any SEO tool (free or paid)

Classify keywords into:

- Informational intent
- Navigational intent
- Commercial intent
- Transactional intent

Explain why intent matters more than keyword volume.

TASK 4: ON-PAGE SEO (Practical Optimization)

Page-Level Task:

Choose **one webpage** (blog, service page, or product page).

Analyze and explain:

- Title tag and meta description
- URL structure
- Heading hierarchy (H1–H3)
- Content relevance and depth
- Internal linking
- Image optimization



Suggest at least 5 on-page improvements with reasoning.

TASK 5: OFF-PAGE SEO & AUTHORITY BUILDING

Strategy Task:

Explain:

- What authority means in SEO
- Difference between links, mentions, and brand signals
- Why all backlinks are not equal

Practical Activity:

Analyze one website's backlink profile (basic level) and explain:

- Types of links it has
- Which links add trust
- Which links may be risky

Focus on **credibility over quantity**.

TASK 6: LOCAL SEO & GOOGLE MY BUSINESS (GMB)

Practical Local SEO Task:

Choose **one local business** (real or imaginary).

Explain:

- How customers search for local services
- Importance of Google Business profile
- Role of reviews, photos, and location signals

Optimization Plan:

List steps to optimize:

- Business name, category, and description
- Reviews strategy
- Local keywords
- NAP consistency



TASK 7: ORGANIC GROWTH STRATEGY (Big Picture)

Strategy Planning Task:

Create a **6-month organic growth plan** for a website.

Include:

- Content types (blogs, pages, FAQs)
- Keyword clusters
- Internal linking strategy
- Authority-building plan
- Performance tracking approach

Explain how SEO supports branding, trust, and inbound leads.

TASK 8: AEO – ANSWER ENGINE OPTIMIZATION

Concept + Practical Task:

Explain:

- What Answer Engine Optimization is
- Why featured snippets and direct answers matter
- How people search with questions, not keywords

Practical Activity:

Choose one question-based keyword and explain:

- How you would structure content to answer it clearly
- Use of headings, FAQs, and concise answers

TASK 9: GEO – GENERATIVE ENGINE OPTIMIZATION

Advanced Thinking Task:

Explain:

- What Generative Engine Optimization means
- How AI-driven search results change SEO
- Why content credibility, clarity, and structure matter more now

Explain how brands can become **trusted sources** for AI-generated answers.



TASK 10: AIO – AI OPTIMIZATION FOR CONTENT & SEO

Practical AI Task:

Explain how AI can be used responsibly in SEO for:

- Content ideation
- Keyword clustering
- Content outlines
- Optimization checks

Also explain:

- Risks of overusing AI content
- Importance of human insight and originality
- How AI should support strategy, not replace thinking



TASK 11: SEO MISTAKES & MYTHS

Critical Thinking Task:

Identify and explain **at least 10 SEO myths or mistakes**, such as:

- SEO is a one-time activity
- More keywords mean better ranking
- Backlinks guarantee rankings
- AI content ranks automatically
- SEO works instantly
- Meta tags alone can rank a page

Explain the real truth behind each myth.

FINAL REFLECTION TASK (Mandatory)

Reflection Writing (Minimum 300 words):

Answer:

- How your understanding of SEO has changed
- Why SEO is more about psychology and trust than algorithms
- How organic growth supports long-term business success
- How AEO, GEO, and AI are shaping the future of search

This section evaluates whether you are thinking like a **search strategist** rather than a tool operator.

Submission Guidelines

- Format: PDF, DOC, or PPT
- Clear task-wise headings
- Screenshots, tables, or examples encouraged
- Original analysis is mandatory

