

SEO analysis

Harvard School of Engineering and Applied Sciences

Market analysis and On-page SEO

Harvard University

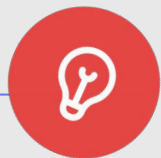
losCreativos
MARKETING DE RESULTADOS



Crea-



Intellectual Property Statement



The recipient of this proposal and Los Creativos S.A. acknowledge and agree that all information, whether of a commercial, production, operational, technical nature, or generally any information belonging to the recipient of this proposal and Los Creativos S.A. respectively, obtained directly or indirectly in this document, shall be confidential and, therefore, shall not be disclosed by either party without the prior written consent of the other. Violation of this agreement will make the party in breach liable for damages incurred by the affected party. ©

tivos

Who we are



We are an international marketing agency, specializing in creating, delivering and launching digital products.

Our main focus is web design and Search Engine Optimization (SEO), activities we have been doing for the last 15 years for clients in Latin America, Canada, the US and Australia.

<https://loscreativos.co/>



The main 4 SEO areas to target

SEO audit

1. We develop a deep SEO audit, **focused on listing, classifying, and organizing the URLs of the website** according to their importance for the business. In addition, we extract all the technical problems of the website, internal linking structure, site speed, and ranking keywords, among other relevant factors in the initial SEO stage.

Competitive analysis

2. We analyze competitors' websites to **understand their web structure, monthly traffic**, best URLs and accordingly evaluate which aspects are useful for our strategy.

SEO activities

On-page optimization

3. To understand monthly searches from a specific country or city, we do keyword research segmented by informational and transactional terms, with the objective of **targeting what really matters for the business**.

Keyword Research

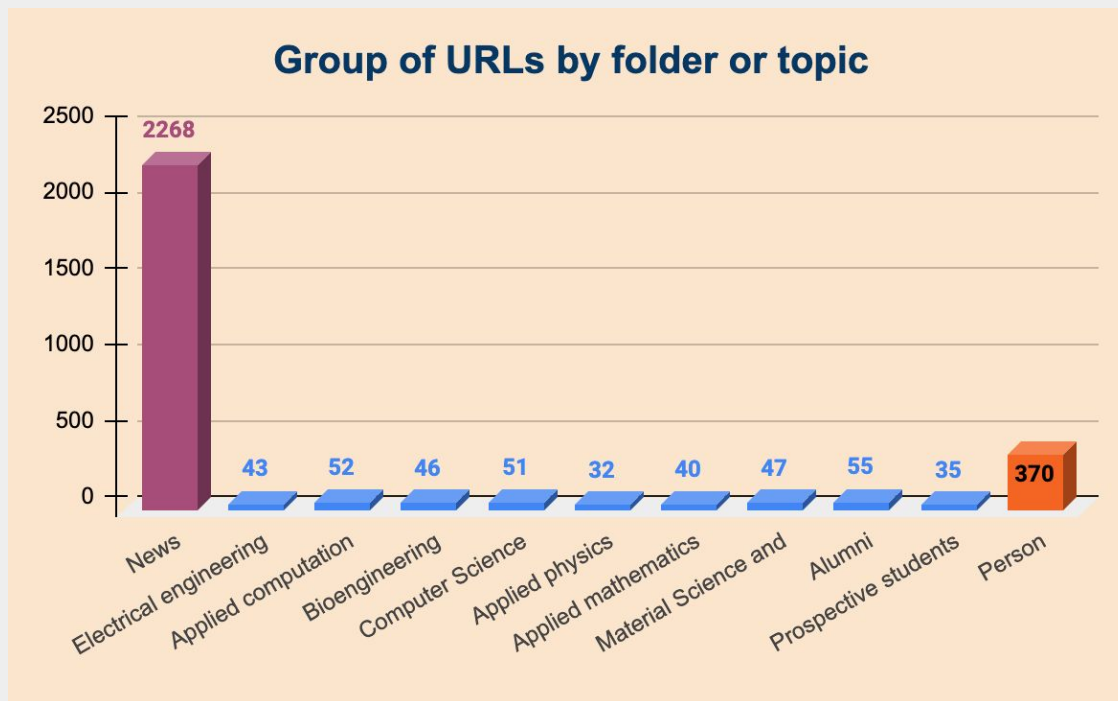
4. After analyzing the website, the competition and doing keyword research, we develop a bi-annual SEO plan in order to **impact the business goals**.

1. SEO audit



Main SEO audit with content understanding

Based on our research and SEO analysis, here are broken down some of the main categories of <https://seas.harvard.edu/>. Despite this [we performed here a general SEO analysis](#), we will have to deep into the technical structure of the website, internal linking, structured data and more.





URLs structure and internal linking

Here are some of the main categories, their number of URLs and the percentage they represent after crawling 6.133 URLs coming from <https://seas.harvard.edu/>, **which represent 49% of the total numbers of URLs**. Therefore, we will crawl 100% of the website using Google Analytics and Google Search Console to understand what are the high-impact pages and how to speed up their SEO.

| Category | URLs | % of 6133 URLs |
|---|------|----------------|
| News | 2268 | 36.98% |
| Electrical engineering | 43 | 0.70% |
| Applied computation | 52 | 0.85% |
| Bioengineering | 46 | 0.75% |
| Computer Science | 51 | 0.83% |
| Applied physics | 32 | 0.52% |
| Applied mathematics | 40 | 0.65% |
| Material Science and Mechanical Engineering | 47 | 0.77% |
| Alumni | 55 | 0.90% |
| Prospective students | 35 | 0.57% |
| Person | 370 | 6.03% |

2. Keyword Research



Keyword research activities

- Understanding of transactional needs
- Informational needs
- Comparative needs and questions
- In-depth competitive analysis, to understand the competitive topics where we will have the best opportunity
- Keyword research for every category of the folder
- Extraction of opportunities in informative and transactional keywords.
- Organization of clusters based on topics.
- Extraction of keyword search volumes and their difficulty.
- Content analysis to merged who are being seen as duplicated by Google.
- Identification of content clusters to start creating authority on the topics related to wallets, wallets and virtual accounts.
- Develop a complete architecture of how the web structure of the site should be to improve navigation for users and Google robots.

This keyword research will be performed according [to the list of keywords received](#).

However, we will also extract related keywords (informationals, transactionals and mixed) that can help to understand the queries and how to use them to optimize the content.

3. Competitive analysis



Competitive analysis

Projects > Domain Overview

Domain Overview: seas.harvard.edu

Worldwide US UK DE Desktop Jan 30, 2024 USD

Overview Compare domains Growth report Compare by countries

Subdomain: seas.harvard.edu Subdomain: engineering.mit.edu Subfolder: engineering.ucsb.edu/ Subdomain: engineering.cmu.edu

| Domain | Authority score | Semrush Rank | Org. Traffic | Org. Keywords | Backlinks |
|-----------------------|-----------------|--------------|--------------|---------------|-----------|
| seas.harvard.edu | 91 | 180 | 147.5K ↑ | 91.7K ↓ | 76.4K |
| engineering.mit.edu | 88 | 388 ↑ | 26.2K ↑ | 20.3K ↓ | 103.2K |
| engineering.ucsb.edu/ | 65 | 2.2K ↑ | 5.3K ↓ | 5.6K ↑ | 41.4K |
| engineering.cmu.edu | 70 | 2.3K ↑ | 22.4K ↑ | 26.5K ↓ | 22.9K |
| seas.yale.edu | 74 | 1.1K ↓ | 9.9K ↑ | 7.7K ↓ | 32.5K |

- A complete and detailed [competitive analysis](#) will allow us to know who we are in terms of **Domain Authority (DA), number of referring domain, number of backlinks, monthly transactional traffic**, monthly informational traffic, keywords positioned in specific cities, countries and more.
- Also, this phase is essential to understand the challenges against competitors in terms of structure of the content and linking strategy: **anchor texts they are using, forms, shortcodes, type of images**, related or secondary content linking to the programs, etc.

4. On-page optimization



On-page optimization and content structure

| SUMMARY | | Headers | Images | Links | Social | Tools |
|--|---|---------|--------|-------|--------|-------|
| Title ⓘ 159 characters | Undergraduate Program Harvard John A. Paulson School of Engineering and Applied Sciences Bachelors in Biomedical Engineering or Bioengineering Harvard SEAS | | | | | |
| Description ⓘ 718 characters | Bioengineering lies at the intersection of the physical and life sciences, incorporating principles from physics and chemistry to understand the operation of living systems. As in other Read More | | | | | |
| Keywords ⓘ 9 values | bioengineering, robotics, robotics and computing, biomechanics, motor control, cell engineering, tissue engineering, biomaterials, therapeutics | | | | | |
| URL ⓘ | https://seas.harvard.edu/bioengineering/undergraduate-program | | | | | |
| Canonical ⓘ | https://seas.harvard.edu/bioengineering/undergraduate- | | | | | |

| Summary | HEADERS | Images | Links | Social | Tools |
|---|---------|--------|-------|--------|-------|
| All headers in order of their appearance in HTML. | | | | | |
| <H2> Main navigation | | | | | |
| <H2> Information For | | | | | |
| <H2> Shortcuts | | | | | |
| <H1> Undergraduate Program | | | | | |
| <H2> Main navigation | | | | | |
| <H2> Information For | | | | | |
| <H2> In Bioengineering | | | | | |
| <H2> Footer - Social Media Links | | | | | |
| <H2> Footer | | | | | |

Every program has a main URL, and a group of nested URLs. It is necessary to perform SEO optimization for every one of them, in order to improve the **semantic and content structure of each program**.

| |
|---|
| https://seas.harvard.edu/bioengineering/undergraduate-program |
| https://seas.harvard.edu/bioengineering/undergraduate-program/concentration-information |
| https://seas.harvard.edu/bioengineering/undergraduate-program/first-year-exploration |
| https://seas.harvard.edu/bioengineering/undergraduate-program/concentration-information/concentration-requirements |
| https://seas.harvard.edu/bioengineering/undergraduate-program/research-opportunities/senior-thesis |
| https://seas.harvard.edu/bioengineering/undergraduate-program/concentration-information/how-declare |