



**DERIVING TRAFFIC TO A LIVE WEBSITE USING  
WEBSITE OPTIMISATION TECHNIQUES**

**A Project Report of Capstone Project - 2**

*Submitted by*

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*in partial fulfillment for the award of the  
degree of*

**BACHELOR OF TECHNOLOGY**

**IN**

**COMPUTER SCIENCE AND ENGINEERING WITH  
SPECIALIZATION OF OPEN SOURCE SOFTWARE AND OPEN  
STANDARDS**

**SCHOOL OF COMPUTING SCIENCE AND ENGINEERING**

**Under the Supervision of  
DR. SANJAY KATIYAR**

**APRIL / MAY, 2020**



**SCHOOL OF COMPUTING AND SCIENCE AND ENGINEERING**

**BONAFIDE CERTIFICATE**

Certified that this project report “**DERIVING TRAFFIC TO A LIVE WEBSITE USING DIGITAL WEBSITE OPTIMISATION**” is the bonafide work of “**PARTH SHUKLA (1613106007)**” who carried out the project work under my supervision.

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# Abstract

We would create a website from scratch and implement modules one by one simultaneously to maximize its organic reach using white hat and black hat techniques and produce results declaring which method is better and why.

The website would be created from scratch using WordPress or C panel whichever suits better according to the decided niche of the website. Analytics would be attached and data would be collected with each passing day by gathering weekly reports.

The modules which are needed to be worked upon are website optimization, website reach enhancement through maximizing engagement, social media marketing, paid promotion, Search Engine Optimisation, and Backlinking.

The end goal of the project is to determine the best strategies for the Digital platform in a detailed manner and determine a set strategy that is optimal under any given conditions which could be followed for optimum results in order to make a new website rank and maximize its reach.

The website that we set up for this project would be hosted on a real server under a real domain name that would be working and accessible through the use of the internet. The website would be a blog centric website which is the optimum website to work upon giving that it is full of factors that help a website to rank such as the implementation of the right keywords.

There would be the use of plugins which are included in WordPress and then there would be the optimization of the website which would be done later on after the website is fully completed.

The optimization would be done to improve the page speed through the use of image optimization, mobile-friendliness of the website, and Search Engine Optimisation.

**Tools used:** Wordpress, C-Panel, Google web Console, Google Analytics, Google Adwords, Ahrefs, Hootsuite, SEMrush, Uber Suggest, Aeroleads, etc.

# Introduction

We can easily set up a website but it would fail to rank on google index due to the reason that some of the key markers would not be satisfied before setting up a website.

Here, we would set up a blog-style website and would try to improve its ranking by working on all the basic factors which are necessary for a website to rank.

The factors responsible for ranking are:

1. Website Linking (Outbound, Inbound, Backlinking, broken links)
2. Adding Google webmaster
3. Domain Authority
4. On-site Image optimization
5. Using Canonical tag
6. Content limitations (300 words per page and more, H1 and H2 tags, readability)
7. Keyword Stuffing
8. Public Whois info vs Cloudflare protection
9. Use of LSI keywords
10. Meta tags and Titles
11. AMP integration
12. URL Length
13. Dedicated Contact Us Page
14. Site Uptime
15. Server Location
16. Website Security
17. Breadcrumb
18. XML Sitemap

One by one we would take a look at each and every factor, determining its importance and implementing its use case onto our website. But first, we need to get a detailed explanation of why each one of them is necessary.

## **Website Linking**

Google crawler explores websites by following links with the use of a bot called Google Bot. It goes through one link from another and binds a web of links to determine what your website is about and when it should popup in google search engine.

There are 4 types of linking that are important while building a website. They are as follows:

### **Outbound**

The Do-Follow Links or reference that we provide onto our own website pages which links to any other webpage having a high DA score. It helps build a reputation for our own website. The reason being that the Web crawler identifies it as a good policy to refer to another website that is rich in content.

### **Inbound**

The inbound links are set up inside the website and in a way link one page of a website to another page of the same website. This reference helps to build a good web of information about the website at the end of the crawler.

### **Backlinking**

When some other website refers to you as their outbound Do-follow link then it's known as a backlink. It improves your ranking as a token of respect that other websites are linking you due to the great content on your website.

### **Broken links**

One broken link inside your website can lower down your ranking for it cuts off the ties for google crawler to explore and follow your website, which is then marked negatively. One should check and remove any broken links that they have.

## **Inclusion of Google WebMaster/Search Console**

Since the inclusion of Google Search console, the Google Web crawler gets a better idea of how your website is doing or any other related query. The only bad part is that google gets a full view of your website, which raises a privacy concern.

## **Domain Authority**

According to MOZ, which determines the DA of any website "Domain Authority (DA) is a search engine ranking score developed by Moz that predicts how well a website will rank on search engine result pages (SERPs). A Domain Authority score ranges from one to 100, with higher scores corresponding to a greater ability to rank."

The better the DA and PA (Page Authority) the higher the chances of your website to rank.

## **Webpage Content Guidelines**

There are some basic content guidelines that should be followed for any kind of website that you want to rank on Google crawler.

1. The minimum number of words on a page should be 300.
2. Any page with a number of words greater than 3000 would perform better in the ranking.
3. Meta Tags and Heading should be used properly.

## **Keyword Stuffing**

There are Keywords that you want to rank upon and you need to feed those keywords to the crawler.

## **Public Whois information**

Public Whois information should not be hidden and that makes the crawler assume that a website has nothing to hide and is not a website that deals in illegal policies.

## **Meta tags and Titles**

Meta tags are important for a website in order to let the crawler get to know which page we are talking about and what is the content inside.

## **URL Length**

If you choose to have a smaller URL Page then it would benefit your SEO score as the shorter the URL the better.

## **Dedicated Contact Us Page**

A dedicated Contact Us page helps the website in associating that the website has a real owner who can be contacted and as a token of reward, the sites with contact us information ranks higher.

## **Server Location**

Choose the server location which suits you the most and has the highest speed of them all for better SEO optimization.

## **Website Security**

An SSL security is very much necessary in order to get the website a ranking that you wanted. It certifies that your domain is not indulged in any kind of malicious activities and is clean.,

## **XML Sitemap**

An XML Sitemap integration helps your website to get recognized by google crawlers in a better way. Generating a better understanding of your website, it can help rank your domain faster.

## **Domain Age**

The older the domain gets, the higher authority it receives. This is why it is said that a domain that is older than one year ranks better than a newly functional domain.

# Implementation

It contains the code, screenshots and Data from some public accessible websites which are used in the process.

## Hosted Website:

The Website is Live and Hosted at <https://stratezic.com/>

(One can visit the website from here, the attached below is the Screenshots of the webpage)

## Home Page





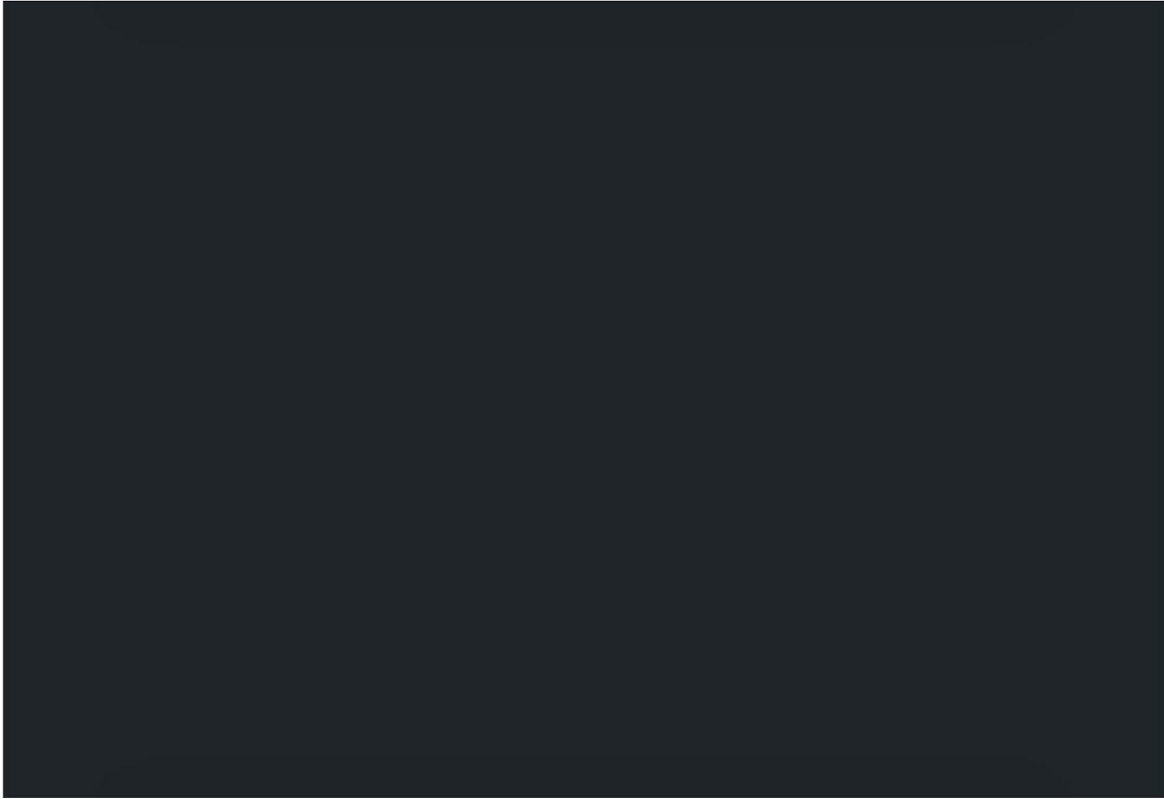
# Our Blog

This is a test blog for checking the ranking parameters. The blog includes different topics and can be ranked for various keywords.



## Top 10 OTT Services In India To CheckOut Right Now

Netflix With over 139 million paid memberships in over 190 countries, Netflix has become one of the most talked-about things in the OTT service industry. It allows users to binge-watch the latest movies and TV shows at their provided plans. Netflix was founded in...





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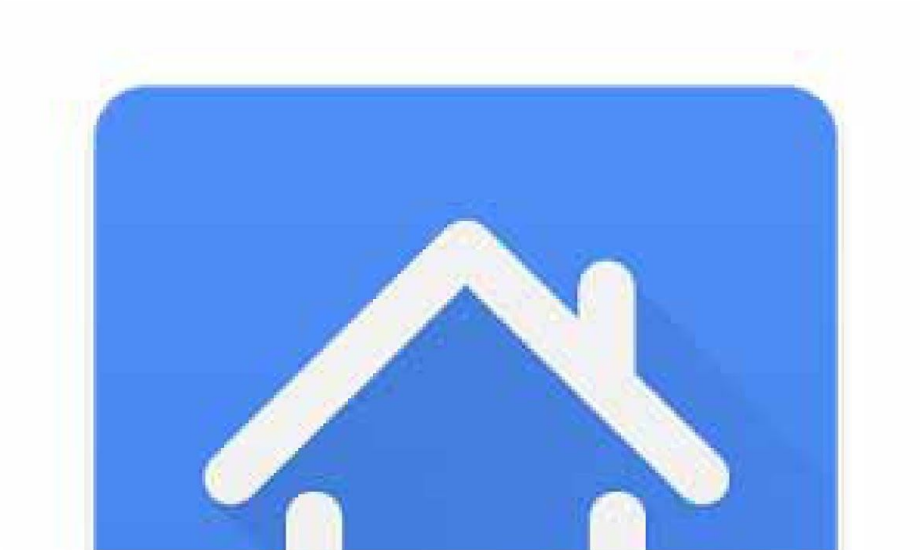
Can also be viewed at <https://stratezic.com/index.php/contact-us/>





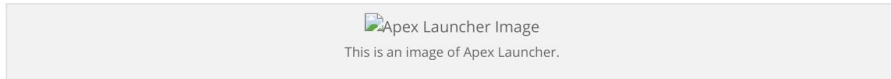
# Apex Launcher Should Be Your Next Android Launcher

by ps23here@gmail.com | May 5, 2020 | Uncategorized | 0 comments





**Apex Launcher** is a launcher utility that modifies the overall look and feel of one's Android device. Want to customize home screen, status bar, icons, fonts, and much more than apex launcher is just the right choice.



**Apex Launcher APK** helps the user make their device efficient and optimize it by the use of different options available. There are tons of themes and icons to choose from the inbuilt theme center. The user can also choose between a number of smooth and seamless 3D transitions.

**The Apex Launcher app** is focused on simplifying and making device operation easy and smooth for the user. The gesture makes it easy for the user to access different shortcuts from any screen whereas Haptic feedback provides good responsive feedback on touch and helps to give the device a premium feel.

**Apex launcher Android** also enables the user to hide apps from the application menu into a hidden vault. The home screen layout can be locked to prevent problems faced by accidental touches. The layout along with settings can also be preserved in a backup file which can be restored later.

**Features:**

1. Smooth user interface.
2. Unlimited themes via Theme center.
3. Change icons and fonts.
4. New and appealing transition effects.
5. Lock home screen layout.
6. Gesture support.
7. Backup and restore launcher setting.
8. Haptic feedback.

**Apex Launcher for Android** empowers the user to take full control over one's device with its unique features. The app is loved and trusted by millions of users all over the world which makes it a must-have app in one's download list.

**Download Apex APK Free for Android** and revamp the old and boring appearance of your device with various tools present under the hood. The time to flaunt your device again has arrived so what are you waiting for, hit that download button and start installing your first theme now.

Source:

1. [https://play.google.com/store/apps/details?id=com.anddoes.launcher&hl=en\\_IN](https://play.google.com/store/apps/details?id=com.anddoes.launcher&hl=en_IN)

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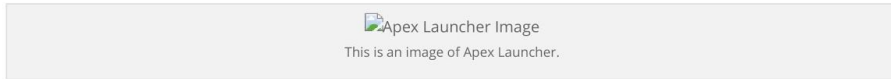
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# Top 10 OTT Services In India To CheckOut Right Now

by ps23here@gmail.com | May 5, 2020 | Uncategorized | 0 comments



 Netflix OTT Service

This is an image for Netflix OTT Service.

## Netflix

With over 139 million paid memberships in over 190 countries, Netflix has become one of the most talked-about things in the OTT service industry. It allows users to binge-watch the latest movies and TV shows at their provided plans. Netflix was founded in 1997 in Los Gatos, California by [Reed Hastings](#) and [Marc Randolph](#). Though in their initial days, Netflix was launched as the world's first online DVD rental store. The idea of pay-per-rent and buying favorite movies from one digital library made the boom for the company.

But why is Netflix so popular among many countries? Until 2007, Netflix was making huge sales in the rent & buy industry. But this year, the company introduced its streaming services. The move was boldly planned and motivated by the rise of the Internet. The idea of getting non-stop entertainment without any advertisement made a grasp over the people. And this resulted in Netflix owning a 26.6% share of the global video streaming traffic.

As of Dec 2019, has 61.7 million subscribers, the United States comes to the top in the highest subscriptions. The following countries on the list include Australia, UK, Brazil, Canada, and Germany. Currently, Netflix has over 2 million active subscribers in India. That is why there is a large variety of genres in the online library. According to the reports, there are more than 1000 titles of movies on Netflix and triple to that under TV shows.

The post-apocalyptic movie 'Bird Box' was binged 80 million times, making it the highest binged movie of 2019 on Netflix. 6 Underground, The Incredibles 2, The Irishman, Marriage Story, The Perfect Date, and Marvel movies are some of the best movies you can watch right now.

As for in TV shows, you can watch Stranger Things, You, Orange Is The New Black, The Witcher, Black Mirror, Peaky Blinders, Friends, Breaking Bad and Narcos. There is one third of the service known as the 'Netflix Originals'. These are some of the highly binged and self-produced and licensed movies and tv series of the OTT Service.

Adding to this, the company provides a variety of plans over the world which differ from region to region. The basic subscription of a Netflix account costs around \$8.99 a month. For standard membership costs \$12.99 monthly and \$15.99 for prime accounts. As for the Indian customers, the standard membership cost starts at Rs 499 and Rs 799 for the premium account of the OTT Service.

## Amazon Prime Video

Amazon Prime Video is another streaming OTT Service platform and has become quite popular among the audience. Prime Video or Amazon Prime Video is an internet video-on-demand service, owned and operated by Amazon. The service offers movies, TV shows, and the company's creation called the 'Prime Video'. This includes in-house licensed, produced and directed movies and tv series and released over Prime Video platform.

The services debuted in the United States in 2006 by the name 'Amazon Unbox'. Later in 2008, the name was renamed to 'Amazon Prime on Demand'. Started in the United Kingdom, Germany, and Austria, the streaming services covers India, Japan, Belgium, Canada, France, Italy, Spain, Poland, and Brazil. These services are banned for the people of Mainland China, Cuba, Iran, Syria, and North Korea.

According to the latest reports from Statista, there was a recorded penetration rate of 47.4% of the Prime Video in the U.S in 2018. Despite Netflix being in the lead of the coverage in streaming services, Amazon does hold it's ground strong. As of January 2020, there are 150 million active memberships on Amazon Prime Video. In the U.S alone, the market share of the service holds at 31%.

As of now, India stands at the first position in terms of the highest number of viewers. The main reason for the fact is that the availability of movie streaming and tv shows at such low costs. In India, the monthly service plan costs for Rs 129 which adds up to Rs 999 a year. As we look for the other countries, Prime Video subscription for a US citizen costs \$13 per month and \$119 per year. UK citizens get the same subscription at GBP 8 per month and GBP 79 per year.

Additionally, the company does provide some of the finest movie collections and tv shows in the market. Annihilation, Audition, The Cabin in the Woods, Carrie and A Girl Walks Home Alone at Night are some of the highly recommend movies on Prime Video. For TV shows, Game Of Thrones, Mr. Robot, American Horror Story, Doctor Who, Band of Brothers and The Good Wife are some of the most binged shows of all time.

Amazon's self-produced movies and tv shows are loved by their fans. 'The Man in the High Castle' is one of the highest budget tv series of the company, costing \$100 million for the production. Adding to this, the second season of Tom Clancy's Jack Ryan starring John Krasinski made everyone like it. Indian series 'The Family Man' has been critically acclaimed and was widely appreciated by its viewers. The Marvelous Mrs. Maisel, The Boys, Bosch, Sneaky Pete, and The Grand Tour are some of the highest-rated shows on the service.

## Hotstar

Hotstar is one of the Indian OTT service companies. The company was launched in February 2015 and is owned by Novi Digital Entertainment (Star India). The company offers two major service programs to their customers. The first, the 'Hotstar VIP', service focuses on domestic content including the sports coverage of local and national teams. This accounts for the Indian Premier League Cricket matches and other included match telecasts.

The second tier, also known as the 'Hotstar Premium', features international movies and tv series including HBO and Showtime original series. The company shifted its focus on providing content to every part of the country. This resulted in the maximum amount of viewership. Currently, the company houses at least 300 million active users, viewing the content in English, Hindi, Tamil, Telugu, Gujarati, Malayalam, Kannada, Marathi, and Bengali language, covering India, UK, US, and Canada.

According to Techcrunch reports, Hotstar generated 340 million+ views during the 2015 Cricket World Cup and over 200 million for the 2015 IPL season. The 2019 Cricket World Cup match played between India and New Zealand recorded the highest number of viewership, achieving 25.3 million viewers. During the World Cup tournament, Hotstar generated 100 million active users every day. The numbers are extremely surpassing than that of Netflix and Amazon Prime services in India.

With their latest purchase of the 21st Century Fox, Disney revealed to integrate its new international streaming brand Disney+ with Hotstar in 2020. The premium subscription of Hotstar delivers an ad-free experience to the latest Bollywood, Hollywood and Tollywood movies and tv shows including Game of Thrones, The Big Bang Theory, The Last Man Standing, Westworld, and top-rated movies ranging from Titanic, Avatar, The Dark Knight, Bohemian Rhapsody and most of the Disney production movies.

There are two plans from which customers can choose. The 'Hotstar VIP' comes at Rs 365 per year which offers live sports (Cricket, Premier League & F1), Indian TV Shows, New Indian Movie Premieres and Exclusive Hotstar Specials (in-house produced content). The 'Hotstar Premium' features will deliver all amenities in the above plan with the latest American TV shows and Hollywood blockbusters at Rs 999 per year.

## Voot

**Voot** is one of the top free OTT services in India. It was launched in 2016 by the **Viacom 18**, Indian entertainment company. Currently, Voot serves as the online arm of the company and make ways for the ad-based movie and tv shows stream in the country. Through the service was launched for Android and web users only, but due to massive traffic increase, it was made available on iOS devices.



Being available in India only, the content delivered through the platform focuses on every part of the country. This is why, users can watch channels including MTV, Colors, and Nickelodeon in multiple languages like English, Hindi, Kannada, Marathi, Bengali, Gujarati, Telugu and Tamil. Competing with high-end companies like Netflix, Prime Video and Hotstar, Voot has made its presence in the past 3 years.

As of March 2018, there were **15.84 million** active Voot users. And in 2 years, the number has risen to 50 million active users in the country. And for the content, Voot has over **60,000 hours** of content out of which 60% content is watched over smartphones. The fact that India has become the highest internet consuming country in the world opens doors of opportunities for new platforms.

The company does provide various sources of entertainment. It's Not That Simple, Untag, Chinese Bhasad, Shaadi Boys are some of the highest-rated shows on the platform. Shows including **Roadies**, Love School and **Khatron Ke Khiladi** have been highly binged. Recently, Voot added the country's two biggest TV shows: Big Boss and Naagin, which gained heavy popularity on the platform.

Apart from tv shows, Bollywood and South Indian movies are available for the users. News and music videos for entertainment and cartoons like Paw Patrol, Peppa Pig, Motu Patlu, Pokemon and Ben10 for kids are delivered. The amount of viewership gained directly coincides with the rise of the Internet in the country. Currently, Voot delivers the content at free of cost. New users have to sign up or log in to enjoy the above services.

## Viu

Viu is one of the highly appreciated OTT service in Hong Kong. Viu was launched in 2015 and is provided by the PCCW media. The Viu streaming services cover 17 markets including Hong Kong, India, Singapore, Malaysia, Indonesia, the Philippines, Thailand, Myanmar, Bahrain, Egypt, Jordan, Kuwait, Oman, Qatar, Saudi Arabia, the UAE, and South Africa.

With its launch in Singapore, Viu's main focus was to get the Korean Drama to overseas. This helped the company to generate 6 million monthly active users on the platform. The K-POP drama series, including the highly-rated show 'Descendants of the Sun', is highly popular over countries like Indonesia, Hong Kong, and Malaysia. Last year, the services housed over 1.2 million downloads in total from all different categories.

Despite the growth of the Korean stories, Viu experienced a major drop in the viewership in India. The company was unable to rectify the decrease in the viewership and the challenge to compete with 30 other OTT services. But the company stood high and

strong in other Asian countries where other OTT services failed to do so.

Viu has been consistent over the content delivery. The platform covers many named movies and tv shows ranging from *XYX*, *13 Mussoorie*, *McDowell's No. 1 Yaari* with Rana to Kaushiki, *Gehraiyaan*, *No. 1 Yaari Spotlight 2*. These telecasts can be download or viewed online through the Viu mobile app and website for computer users. Also, the company produces and release their self owned content under 'Viu Originals' media.

The services are offered in two ways. The first one called the 'Freemium' offers the users to watch numerous titles available in the Viu Library for free. The second Viu's service is run is 'Viu Premium'. View Premium costs \$5.98 per month for new users without an annual contract. This ensures viewing and downloading movies and shows at 1080p HD quality videos. You will also get an ad-free experience and unlimited download facility.

## Zee5

Zee5 is one of the most popular Indian entertainment OTT service. It is the country's video-on-demand service, hosted by Essel Group. The company is a subsidiary of the Zee Entertainment Enterprises Limited (ZEEL), which is one of the oldest Indian production companies. Zee5 first came to the viewers on 14 February 2018 through app and website services in 190 countries.

As of now, the platform has over 125,000 hours of digital content, both movies and tv serials. This quantity is seen through most of its viewers throughout the world. Though, the company's recent clause in the Dish Network and the satellite rights resulted badly for US citizens. This ended up being the coverage to be present everywhere except the US.

Zee5 delivers most of the Hindi movies and tv shows over their services. This content is present in 12 languages ranging from English, Hindi, Bengali, Bhojpuri, Gujarati, and Punjabi making it a total video goal for the Indian online viewers. Also, Zee Entertainment provides Ad Suite which has Ad Vault, Ampli5, Play5 and Wishbox in the Zee5 app.

According to the March 2018 reports, the platform house 10 million unique visitors every month. And the statistics are just beginning to increase. Additionally, the users have an ample amount of categories to explore, ranging from international movies to national tv series. *American Mappillai*, *Life Sahi Hai*, *Karenjit Kaur- The Untold Story Of Sunny Leone*, the biopic of Bollywood actress Sunny Leone, are some of the highly appraised tv shows and movies of all time.

Users can watch their latest shows without any disruption at Rs 99 per month. For long run customers, 6 month and annual plans are available. These plans will cost you Rs 599 for the half-year plan and Rs 999 for a year respectively.

## SonyLIV

SonyLIV or Sony LIV is the first OTT service of the Sony Pictures Network Pvt. Ltd. The service was launched in 2013 and since then it became a major hit for the company. The delivery of multi-screen entertainment to their viewers, the company gained major popularity. The service accounts for more than 70,000+ Hollywood and Bollywood movies and popular tv shows of the country.

One major reason for the viewers' belief in the service is the history of the channel. With over 20 years of work present on the platform and 40,000+ hours of content, SonyLIV is one of the oldest movie and tv show source for people. The platform focuses on every Sony entertainment channel like Sony SET HD, Sony SAB HD, Sony MAX SD, Sony ROX HD, Sony MIX, Sony WAAH, Sony TV, Sony SAB, Sony MAX, Sony MAX 2, Sony PIX, AXN, and Sony Yay.

The application also provides kids entertainment channels including Animax, one of the major live entertainment channels. Also, SonyLIV is known for its popular TV shows which range from The Kapil Sharma show, Tarak Mehta ka Ulta Chasma to Music, LIV Kids, LIV FIT and more. Additionally, major sports channels such as Sony SIX, Sony TEN 1, Sony TEN 2, Sony TEN 3 and Sony ESPN deliver the best sports experience to the viewers.

Recently, Anime became one of the highly-rated tv show categories on the service. India's best dancer, Umang 2020, Ek Duje Ke Vaaste 2 are the highest-rated TV shows on SonyLIV service. Users can download the app and watch the latest tv shows and movies without disruption. Though, most of the content present over the SonyLIV platform is free for everyone. But for viewers who want few LIVE TV stations and Movies, then they could sign up for an excellent membership beginning from Rs.29 per week.

## Hoichoi

Hoichoi is one of the largest 'Bengali' content OTT platforms in the world. With its release on 20 September 2017, the platform cover all of Bengal and communities living across India. Hoichoi is one of the fastest-growing OTT services in India. Owned and maintained by SVF Entertainment Pvt. Ltd., Hoichoi serves with the latest movies and tv series to their viewers. And not only this, the platform is aiming to launch short films and documentaries this year.

And not only movies but the Hoichoi service also provide a library of the latest songs, ranging up to 1000+ news songs. The best thing about Hoichoi is the regular update of the content. SVF entertainment regulates more than 500 Bengali movies and 400

other language movies. Also, the company is set to stream tv shows from the last two decades. As by viewers, Hoichoi's preservation of the content is mesmerizing.

Uniting people through its platform throughout the world, Hoichoi is available for Android, iOS, Android TV, and Roku users in the country and to those over the borders. For the latest enjoyment and maximum reach to their content, Hoichoi has two subscription plans for its viewers. The standard plan costs Rs 499 a year. This allows one simultaneous stream on an account. For premium membership, users can upgrade and pay Rs 699 a year which comes with two simultaneous stream facilities.

## ALTBalaji

ALTBalaji is stated to be the largest content bank of India as an OTT service. With the availability of the content ranging from the latest movies to quality tv shows, award function and live coverage of events, ALTBalaji creates at par and user-friendly experience for the Indian viewers throughout the world. The platform was founded in April 2016 and with its launch, the platform boomed in the Indian market.

Owned by Balaji Telefilms Limited, ALTBalaji states themselves to be one of the major sources of original, premium and tailor-made content for all the communities in India and across the globe. With 32 interface mediums for online media, ALTBalaji accounts for 250+ hours of content available on the platform. The content has been made available on Smartphones, Tablet computers, iOS devices, computers, and Android TV.

ALTBalaji is one of the latest OTT service providers who deliver one new show every month. Adding to this, the latest tv shows featuring highly rated tv actors and actresses are to be seen by the viewers. Also, the platform features 100+ hours of kid entertainment content and urban and non-urban content delivered in Hindi, Bengali, Gujarati, Punjabi, and Tamil languages.

The service comes at two major subscription plans. One major plan of the platform costs Rs 100 for a 3-month subscription. If viewers need to extend, they can do so by upgrading to the annual plan. The annual ALTBalaji subscription plan costs Rs 300 with all the latest updates reaching to your grasp. ALTBalaji comes to be one of the classic-style sources of fresh content of drama, comedy, romance, thriller, crime, and mystery in 2020.

## Hulu

Hulu is a U.S based premium streaming and subscription service. Majorly owned and controlled by Walt Disney, Hulu is one of the largest content covering services on the globe. The platform was started with the cooperation of The Walt Disney Company, with NBCUniversal (Comcast). Founded in 2008, the platform is said to have more than 25 million active users in the U.S alone.

In the year 2010 Hulu launched a subscription service named Hulu Plus which is an OTT service that featured full seasons of TV shows from other companies and partners providing viewers undelayed access to the latest storytelling. This major step was applied to the company to maximize service outreach in the market. And it resulted in great benefits, for both viewers and the company.

Currently, Hulu delivers the best content of the latest movies and tv shows like The Office, The Handmaid's Tale, Castle Rock, Pen 15. The content is available on the platform through its partners ranging from A&E, Big Ten Network, Bravo, E!, Fox Sports, Fox Sports 2, NFL Network, Oxygen, and USA Network. Also, Hulu provides online comedy shows from their sources at the Onion News Market.

As by the latest reports, there are 28.5 million active users on the OTT service. This is due to Hulu being the top client for people's daily entertainment. The Daily Show, The Morning After, Battleground, and Spoilers starring Kevin Smith are some of the major sources at the platform. With their latest deals with 21st Century Fox and Lionsgate in 2019, Hulu is set to premiere the latest movies and tv shows on the platform.

Currently, there are four major plans in the subscription. New users can sign up for a 'Basic' plan which costs \$5.99 per month. The basic plan comes with an advertisement in between the commercials and streaming. There is one 'Premium' plan which costs \$11.99 per month. And if you have a TV set up, users can choose between the 'Basic + Live TV' and 'Premium + Live TV' which will cost \$54.99 per month and \$60.99 per month respectively.

Please do check out our other contents as well by [clicking here](#).

## Recent Posts

Top 10 OTT Services In India To CheckOut Right Now

Apex Launcher Should Be Your Next Android Launcher

### Recent Comments

### Archives

May 2020

### Categories

Uncategorized

### Meta

Site Admin

Log out

Entries feed

Comments feed

WordPress.org

- [Home](#)
- [Contact Us](#)

## XML SiteMap Uploaded to the website:

```
<?xml version="1.0" encoding="UTF-8"?>
```

```
-<urlset xsi:schemaLocation="http://www.sitemaps.org/schemas/sitemap/0.9  
http://www.sitemaps.org/schemas/sitemap/0.9/sitemap.xsd"  
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"  
xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
```

```
<!-- created with Free Online Sitemap Generator www.xml-sitemaps.com -->
```

```
-<url>
```

```
<loc>https://stratezic.com/</loc>
```

```
<lastmod>2020-05-05T10:38:17+00:00</lastmod>
```

```
<priority>1.00</priority>
```

```
</url>
```

```
-<url>
```

```
<loc>https://stratezic.com/index.php/contact-us/</loc>
```

```
<lastmod>2020-05-05T10:38:17+00:00</lastmod>
```

```
<priority>0.80</priority>
```

```
</url>
```

```
-<url>
```

```
<loc>https://stratezic.com/index.php/2020/05/05/top-10-ott-services-in-india-to-checkout-right-now/</loc>
```

```
<lastmod>2020-05-05T10:38:17+00:00</lastmod>
```

<priority>0.80</priority>

</url>

-<url>

<loc>https://stratezic.com/index.php/2020/05/05/apex-launcher-should-be-your-next-android-launcher/</loc>

<lastmod>2020-05-05T10:38:17+00:00</lastmod>

<priority>0.80</priority>

</url>

-<url>

<loc>https://stratezic.com/index.php/author/ps23heregmail-com/</loc>

<lastmod>2020-05-05T10:38:17+00:00</lastmod>

<priority>0.64</priority>

</url>

-<url>

<loc>https://stratezic.com/index.php/category/uncategorized/</loc>

<lastmod>2020-05-05T10:38:17+00:00</lastmod>

<priority>0.64</priority>

</url>

</urlset>



# Security: SSL ENCRYPTION

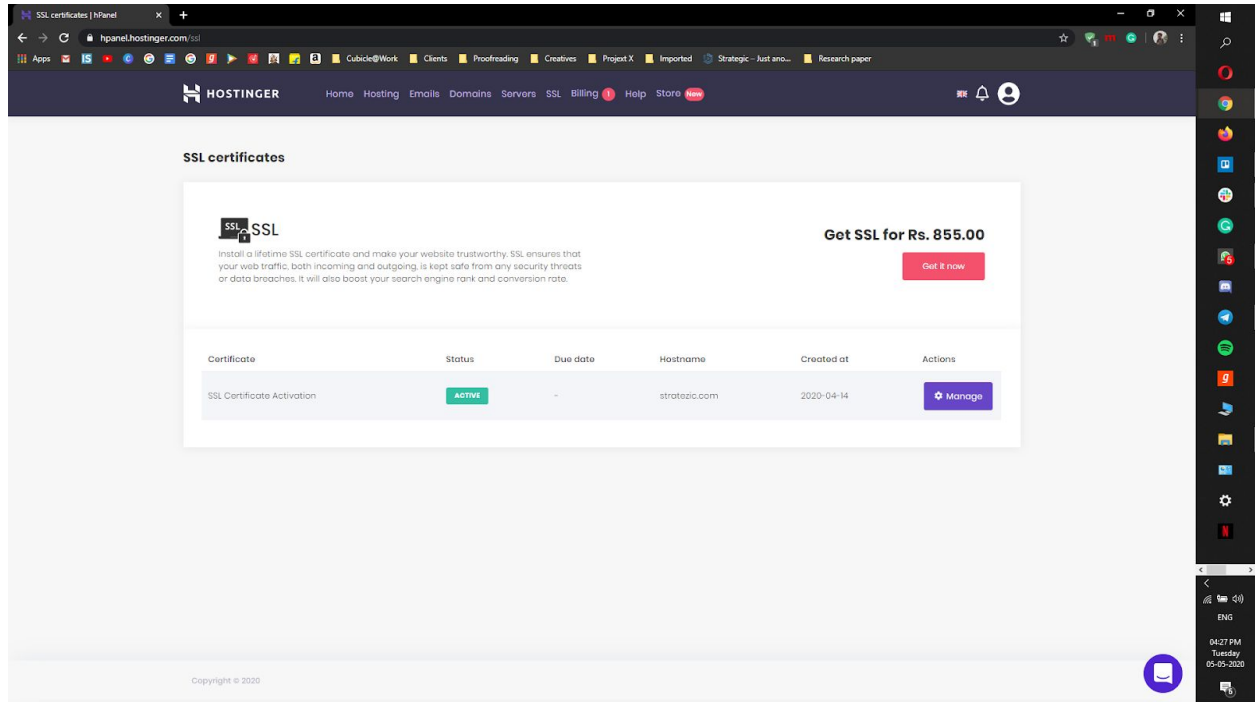
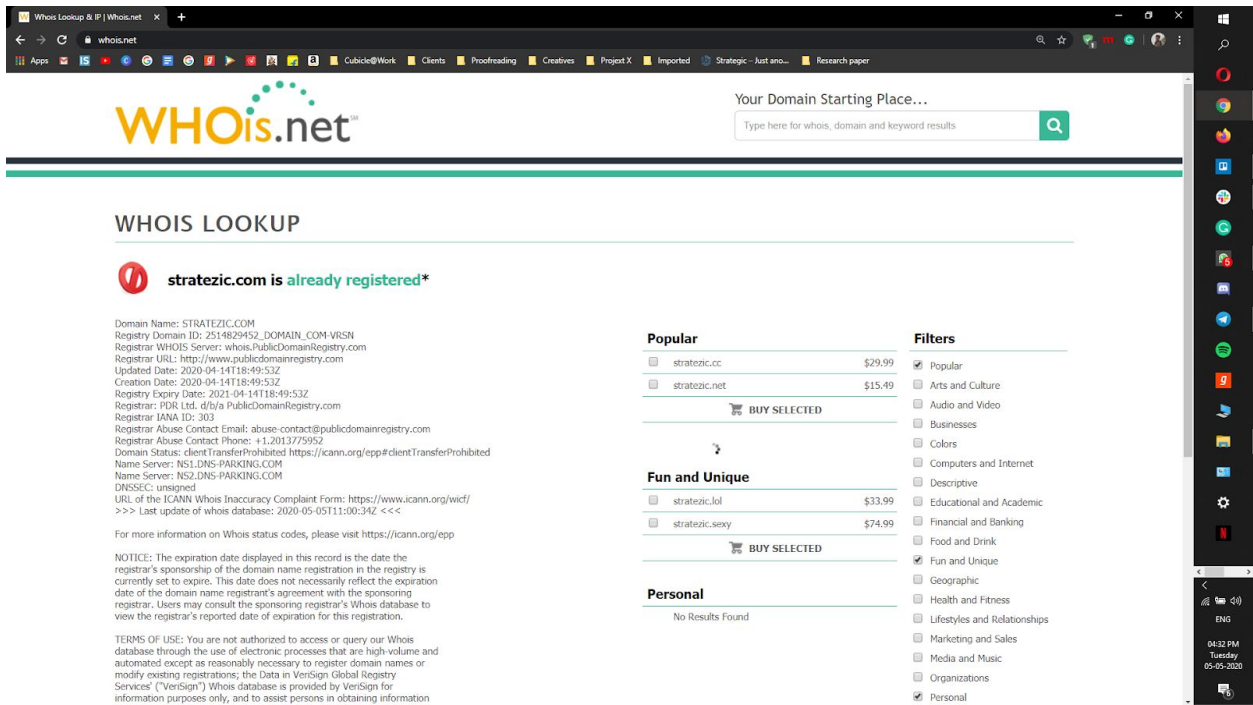


Image showing an Active SSL Encryption on Stratezic.com

# Public Whols

The Whols information has not been protected by Cloudflare protection and kept open in an attempt to keep the website getting a good image in terms of Google crawler.



**WHOIS.net**

Your Domain Starting Place...  
Type here for whois, domain and keyword results

## WHOIS LOOKUP

**stratezic.com is already registered\***

Domain Name: STRATEZIC.COM  
Registry Domain ID: 2514829452\_DOMAIN\_COM\_VRSN  
Registrar WHOIS Server: whois.PublicDomainRegistry.com  
Registrar URL: http://www.publicdomainregistry.com  
Updated Date: 2020-04-14T18:49:53Z  
Creation Date: 2020-04-14T18:49:53Z  
Registry Expiry Date: 2021-04-14T18:49:53Z  
Registrar: PDR Ltd. d/b/a PublicDomainRegistry.com  
Registrar IANA ID: 303  
Registrar Abuse Contact Email: abuse-contact@publicdomainregistry.com  
Registrar Abuse Contact Phone: +1.2013775952  
Domain Status: clientTransferProhibited https://icann.org/epp#clientTransferProhibited  
Name Server: NS1.DNS-PARKING.COM  
Name Server: NS2.DNS-PARKING.COM  
DNSSEC: unsigned  
URL of the ICANN Whois Inaccuracy Complaint Form: https://www.icann.org/wicf/  
>>> Last update of whois database: 2020-05-05T11:00:34Z <<<

For more information on Whois status codes, please visit https://icann.org/epp

NOTICE: The expiration date displayed in this record is the date the registrar's sponsorship of the domain name registration in the registry is currently set to expire. This date does not necessarily reflect the expiration date of the domain name registrant's agreement with the sponsoring registrar. Users may consult the sponsoring registrar's Whois database to view the registrar's reported date of expiration for this registration.

TERMS OF USE: You are not authorized to access or query our Whois database through the use of electronic processes that are high-volume and automated except as reasonably necessary to register domain names or modify existing registrations; the Data in VeriSign Global Registry Services' ("VeriSign") Whois database is provided by VeriSign for information purposes only, and to assist persons in obtaining information

### Popular

<input type="checkbox"/> stratezic.cc	\$29.99
<input type="checkbox"/> stratezic.net	\$15.49

**BUY SELECTED**

### Fun and Unique

<input type="checkbox"/> stratezic.lol	\$33.99
<input type="checkbox"/> stratezic.sexy	\$74.99

**BUY SELECTED**

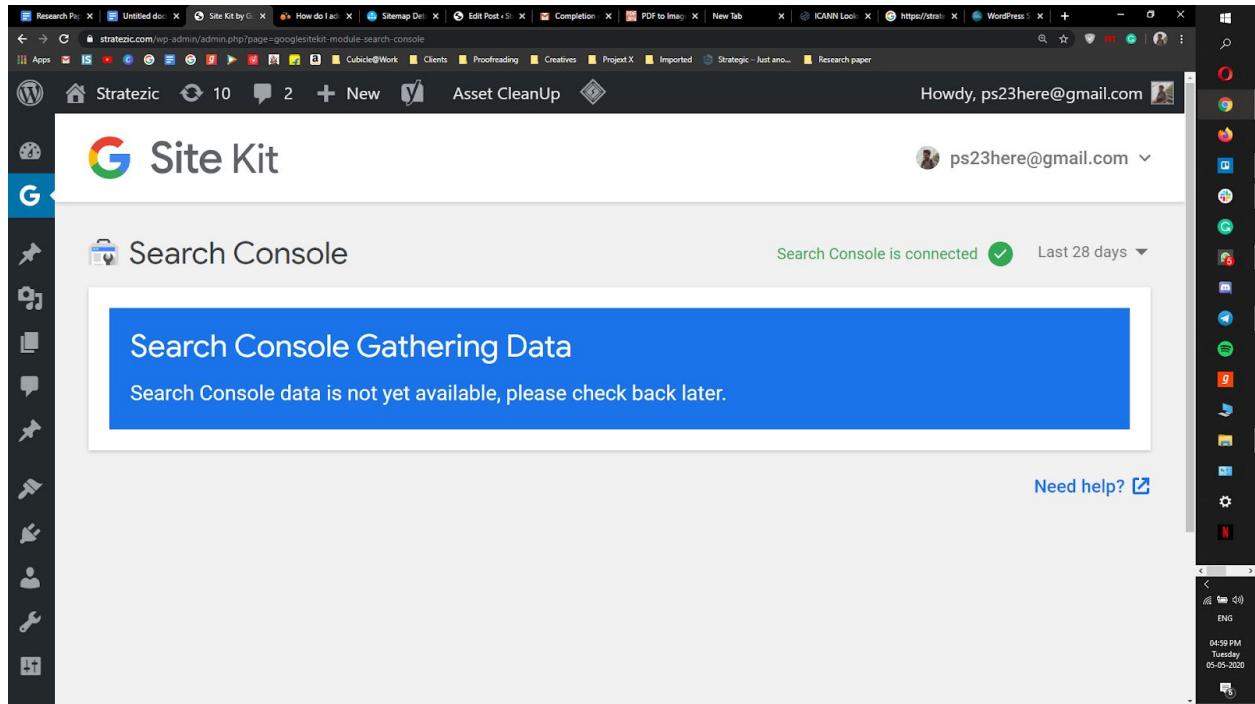
### Personal

No Results Found

### Filters

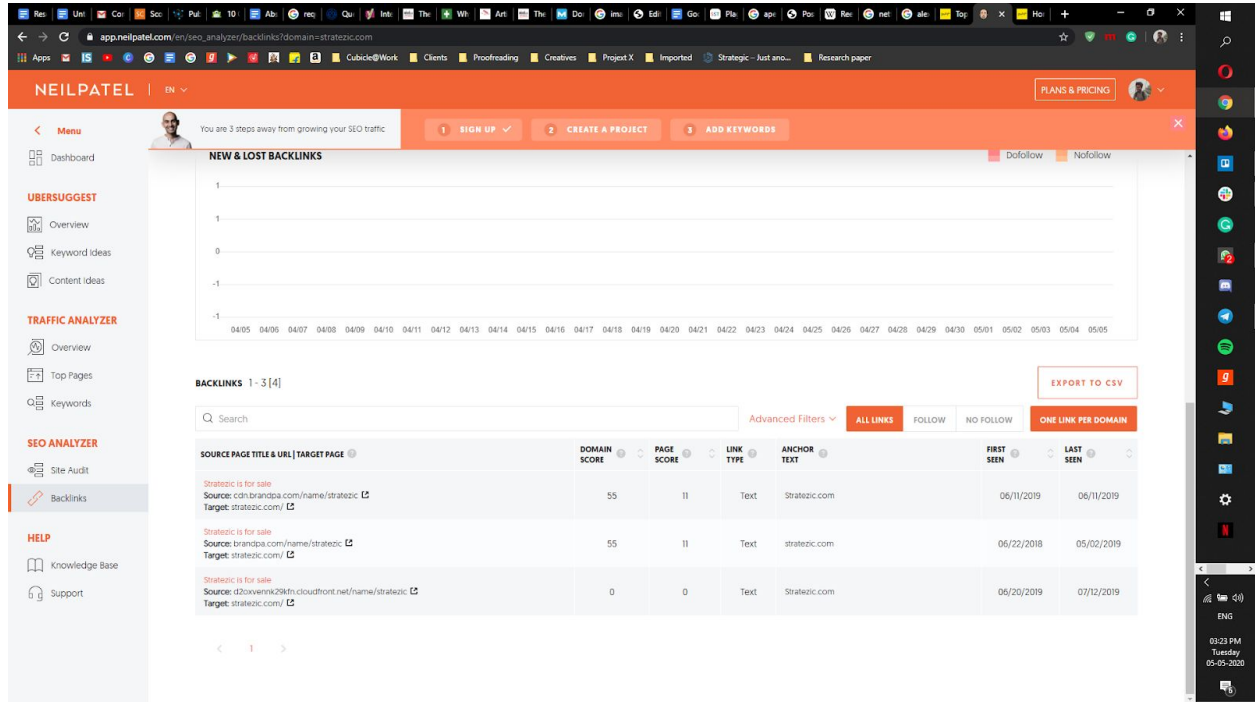
- Popular
- Arts and Culture
- Audio and Video
- Businesses
- Colors
- Computers and Internet
- Descriptive
- Educational and Academic
- Financial and Banking
- Food and Drink
- Fun and Unique
- Geographic
- Health and Fitness
- Lifestyles and Relationships
- Marketing and Sales
- Media and Music
- Organizations
- Personal

## Google Search Console Integration:



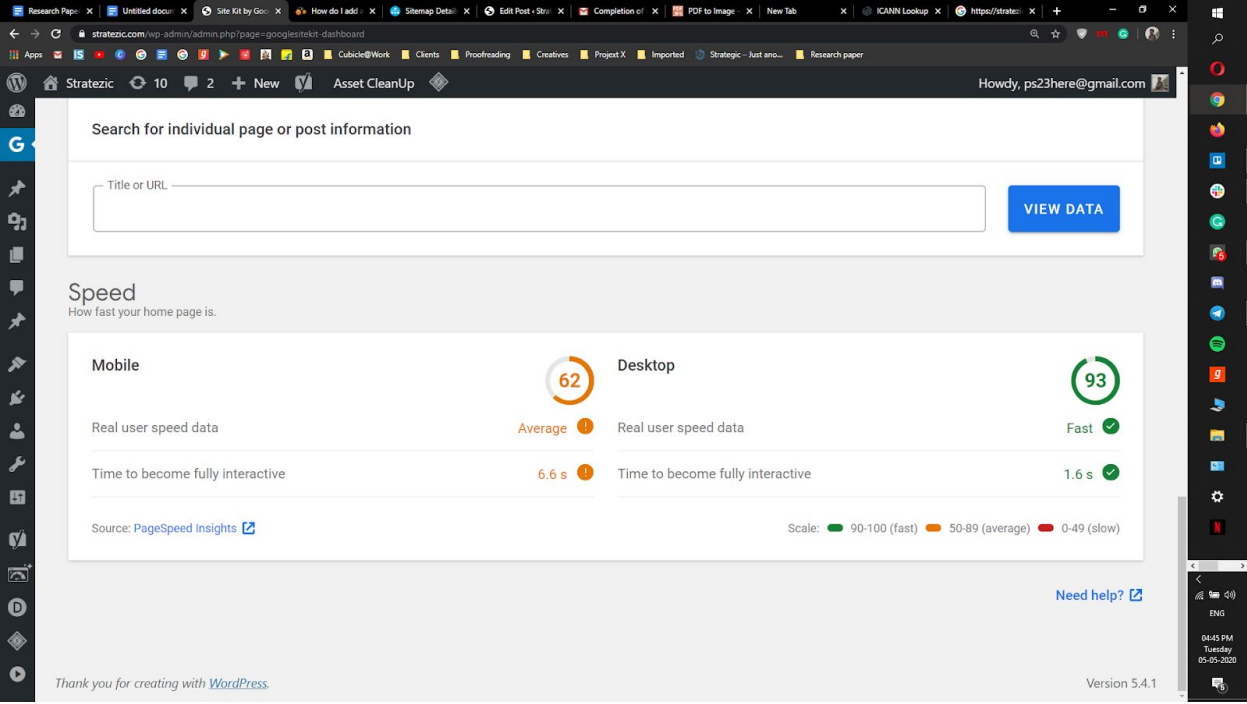
Connected the Google webmaster tool/ Search Console and logged in using my email ID in order to get more accurately ranked for the keywords. And to also, use the Analytics feature provided by Google.

# UberSuggest Showing Backlinks Linking Back to the hosted website (Backlink Building):



Ubersuggest Tool showing that the website received 3 backlinks from other websites on the internet. Backlink generation is a good way to improve the reputation of your website. The websites which are ranking on the first results have nearly about 1000-10,000 backlinks from other websites over a period of time in respect to the industry they are working in.

# Google Console Result Showing Page Speed Insights (Page Speed Optimisation):



The images used on the website are optimised and are kept under 100 Kb in order to boost the page speed of the website, which can be seen by the good page speed loading insights here.

## Keyword Stuffing:

### Keyword in Meta Tags:

This section contains code excerpts from the webpages showing the use of Keywords in meta tags in each page. The highlighted yellow portion is the section in which it is used and the bold text inside the highlighted section is the exact keyword used.

- **Keyword for page with 3000 word content:** OTT Services
- Link to the page for live viewing:<https://stratezic.com/index.php/2020/05/05/top-10-ott-services-in-india-to-checkout-right-now/>

```
<title>Top 10 OTT Services In India To CheckOut Right Now - Stratezic</title>
  <meta name="description" content="Checkout the best OTT service in India that
you can binge watch upon, in your free time. Come check the list right now, hurry." />
  <meta name="robots" content="index, follow" />
  <meta name="googlebot" content="index, follow, max-snippet:-1,
max-image-preview:large, max-video-preview:-1" />
  <meta name="bingbot" content="index, follow, max-snippet:-1,
max-image-preview:large, max-video-preview:-1" />
  <link rel="canonical"
href="http://stratezic.com/index.php/2020/05/05/top-10-ott-services-in-india-to-checkout-right-now/" />
  <meta property="og:locale" content="en_US" />
  <meta property="og:type" content="article" />
  <meta property="og:title" content="Top 10 OTT Services In India To CheckOut
Right Now - Stratezic" />
  <meta property="og:description" content="Checkout the best OTT service in India
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  <meta property="og:url"
content="http://stratezic.com/index.php/2020/05/05/top-10-ott-services-in-india-to-checkout-right-now/" />
  <meta property="og:site_name" content="Stratezic" />
  <meta property="article:published_time" content="2020-05-05T09:37:46+00:00" />
  <meta property="article:modified_time" content="2020-05-05T09:50:24+00:00" />
  <meta property="og:image"
content="http://stratezic.com/wp-content/uploads/2020/05/unnamed-1.jpg" />
  <meta property="og:image:width" content="900" />
  <meta property="og:image:height" content="900" />
```

```
<meta name="twitter:card" content="summary_large_image" />
<script type="application/ld+json" class="yoast-schema-graph">
```

- **Keyword for page with 300 word content:** Apex Launcher
- Link to the page for live viewing:<https://stratezic.com/index.php/2020/05/05/apex-launcher-should-be-your-next-android-launcher/>

```
<title>Apex Launcher Should Be Your Next Android Launcher - Stratezic</title>
<meta name="description" content="Apex Launcher is one of the best android
launcher in the google playstore. Checkout now to see what you can get with the
launcher." />
<meta name="robots" content="index, follow" />
<meta name="googlebot" content="index, follow, max-snippet:-1,
max-image-preview:large, max-video-preview:-1" />
<meta name="bingbot" content="index, follow, max-snippet:-1,
max-image-preview:large, max-video-preview:-1" />
<link rel="canonical"
href="http://stratezic.com/index.php/2020/05/05/apex-launcher-should-be-your-next-andro
id-launcher/" />
<meta property="og:locale" content="en_US" />
<meta property="og:type" content="article" />
<meta property="og:title" content="Apex Launcher Should Be Your Next Android
Launcher - Stratezic" />
<meta property="og:description" content="Apex Launcher is one of the best
android launcher in the google playstore. Checkout now to see what you can get with the
launcher." />
<meta property="og:url"
content="http://stratezic.com/index.php/2020/05/05/apex-launcher-should-be-your-next-a
ndroid-launcher/" />
<meta property="og:site_name" content="Stratezic" />
<meta property="article:published_time" content="2020-05-05T09:25:34+00:00" />
<meta property="article:modified_time" content="2020-05-05T09:52:03+00:00" />
<meta property="og:image"
content="http://stratezic.com/wp-content/uploads/2020/05/apex-launcher.jpg" />
<meta property="og:image:width" content="300" />
<meta property="og:image:height" content="300" />
<meta name="twitter:card" content="summary_large_image" />
<script type="application/ld+json" class="yoast-schema-graph">
```

## Keyword in Title Tags:

This section contains code excerpts from the webpages showing the use of keywords in title tags in each page. The highlighted yellow portion is the section in which it is used and the bold text inside the highlighted section is the exact keyword used.

- **Keyword for page with 3000 word content:** OTT Services
- Link to the page for live viewing: <https://stratezic.com/index.php/2020/05/05/top-10-ott-services-in-india-to-checkout-right-now/>

```
<title>Top 10 OTT Services In India To CheckOut Right Now - Stratezic</title>
  <meta name="description" content="Checkout the best OTT service in India that
you can binge watch upon, in your free time. Come check the list right now, hurry." />
  <meta name="robots" content="index, follow" />
  <meta name="googlebot" content="index, follow, max-snippet:-1,
max-image-preview:large, max-video-preview:-1" />
  <meta name="bingbot" content="index, follow, max-snippet:-1,
max-image-preview:large, max-video-preview:-1" />
  <link rel="canonical"
href="http://stratezic.com/index.php/2020/05/05/top-10-ott-services-in-india-to-checkout-ri
ght-now/" />
  <meta property="og:locale" content="en_US" />
  <meta property="og:type" content="article" />
  <meta property="og:title" content="Top 10 OTT Services In India To CheckOut
Right Now - Stratezic" />
  <meta property="og:description" content="Checkout the best OTT service in India
that you can binge watch upon, in your free time. Come check the list right now, hurry." />
  <meta property="og:url"
content="http://stratezic.com/index.php/2020/05/05/top-10-ott-services-in-india-to-check
out-right-now/" />
  <meta property="og:site_name" content="Stratezic" />
  <meta property="article:published_time" content="2020-05-05T09:37:46+00:00"
/>
  <meta property="article:modified_time" content="2020-05-05T09:50:24+00:00" />
  <meta property="og:image"
content="http://stratezic.com/wp-content/uploads/2020/05/unnamed-1.jpg" />
  <meta property="og:image:width" content="900" />
  <meta property="og:image:height" content="900" />
  <meta name="twitter:card" content="summary_large_image" />
```



```
<script type="application/ld+json" class="yoast-schema-graph">
```

- **Keyword for page with 300 word content:** Apex Launcher
- Link to the page for live viewing:<https://stratezic.com/index.php/2020/05/05/apex-launcher-should-be-your-next-android-launcher/>

```
<title>Apex Launcher Should Be Your Next Android Launcher - Stratezic</title>
```

```
<meta name="description" content="Apex Launcher is one of the best android launcher in the google playstore. Checkout now to see what you can get with the launcher." />
```

```
<meta name="robots" content="index, follow" />
```

```
<meta name="googlebot" content="index, follow, max-snippet:-1, max-image-preview:large, max-video-preview:-1" />
```

```
<meta name="bingbot" content="index, follow, max-snippet:-1, max-image-preview:large, max-video-preview:-1" />
```

```
<link rel="canonical" href="http://stratezic.com/index.php/2020/05/05/apex-launcher-should-be-your-next-android-launcher/" />
```

```
<meta property="og:locale" content="en_US" />
```

```
<meta property="og:type" content="article" />
```

```
<meta property="og:title" content="Apex Launcher Should Be Your Next Android Launcher - Stratezic" />
```

```
<meta property="og:description" content="Apex Launcher is one of the best android launcher in the google playstore. Checkout now to see what you can get with the launcher." />
```

```
<meta property="og:url" content="http://stratezic.com/index.php/2020/05/05/apex-launcher-should-be-your-next-android-launcher/" />
```

```
<meta property="og:site_name" content="Stratezic" />
```

```
<meta property="article:published_time" content="2020-05-05T09:25:34+00:00" />
```

```
<meta property="article:modified_time" content="2020-05-05T09:52:03+00:00" />
```

```
<meta property="og:image" content="http://stratezic.com/wp-content/uploads/2020/05/apex-launcher.jpg" />
```

```
<meta property="og:image:width" content="300" />
```

```
<meta property="og:image:height" content="300" />
```

```
<meta name="twitter:card" content="summary_large_image" />
```

```
<script type="application/ld+json" class="yoast-schema-graph">
```

## Keyword in Canonical Url:

This section contains code excerpts from the webpages showing the use of Keywords in Canonical URLs in each page. The highlighted yellow portion is the section in which it is used and the bold text inside the highlighted section is the exact keyword used.

- **Keyword for page with 3000 word content:** OTT Services
- Link to the page for live viewing: <https://stratezic.com/index.php/2020/05/05/top-10-ott-services-in-india-to-checkout-right-now/>

```
<title>Top 10 OTT Services In India To CheckOut Right Now - Stratezic</title>
  <meta name="description" content="Checkout the best OTT service in India that
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  <meta name="robots" content="index, follow" />
  <meta name="googlebot" content="index, follow, max-snippet:-1,
max-image-preview:large, max-video-preview:-1" />
  <meta name="bingbot" content="index, follow, max-snippet:-1,
max-image-preview:large, max-video-preview:-1" />
  <link rel="canonical"
href="http://stratezic.com/index.php/2020/05/05/top-10-ott-services-in-india-to-checkout-
right-now/" />
  <meta property="og:locale" content="en_US" />
  <meta property="og:type" content="article" />
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  <meta property="og:description" content="Checkout the best OTT service in Indi
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  <meta property="og:url"
content="http://stratezic.com/index.php/2020/05/05/top-10-ott-services-in-india-to-check
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  <meta property="article:modified_time" content="2020-05-05T09:50:24+00:00" />
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content="http://stratezic.com/wp-content/uploads/2020/05/unnamed-1.jpg" />
  <meta property="og:image:width" content="900" />
  <meta property="og:image:height" content="900" />
  <meta name="twitter:card" content="summary_large_image" />
```

```
<script type="application/ld+json" class="yoast-schema-graph">
```

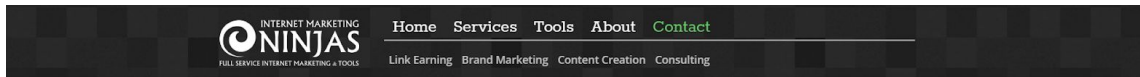
- **Keyword for page with 300 word content:** Apex Launcher
- Link to the page for live viewing:<https://stratezic.com/index.php/2020/05/05/apex-launcher-should-be-your-next-android-launcher/>

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  <meta name="googlebot" content="index, follow, max-snippet:-1,
max-image-preview:large, max-video-preview:-1" />
  <meta name="bingbot" content="index, follow, max-snippet:-1,
max-image-preview:large, max-video-preview:-1" />
  <link rel="canonical"
href="http://stratezic.com/index.php/2020/05/05/apex-launcher-should-be-your-next-and
oid-launcher/" />
  <meta property="og:locale" content="en_US" />
  <meta property="og:type" content="article" />
  <meta property="og:title" content="Apex Launcher Should Be Your Next Android
Launcher - Stratezic" />
  <meta property="og:description" content="Apex Launcher is one of the best
android launcher in the google playstore. Checkout now to see what you can get with the
launcher." />
  <meta property="og:url"
content="http://stratezic.com/index.php/2020/05/05/apex-launcher-should-be-your-next-a
ndroid-launcher/" />
  <meta property="og:site_name" content="Stratezic" />
  <meta property="article:published_time" content="2020-05-05T09:25:34+00:00" />
  <meta property="article:modified_time" content="2020-05-05T09:52:03+00:00" />
  <meta property="og:image"
content="http://stratezic.com/wp-content/uploads/2020/05/apex-launcher.jpg" />
  <meta property="og:image:width" content="300" />
  <meta property="og:image:height" content="300" />
  <meta name="twitter:card" content="summary_large_image" />
  <script type="application/ld+json" class="yoast-schema-graph">
```

## Keyword Density:

This section includes the website code for various pages including the highlighted text which identifies the use of keyword stuffing.

- **Keyword for page with 300 word content: Apex Launcher**
- Link to the page for live viewing: <https://stratezic.com/index.php/2020/05/05/apex-launcher-should-be-your-next-android-launcher/>



Results for <https://stratezic.com/index.php/2020/05/05/apex-launcher-should-be-your-next-android-launcher/>

- There are 469 words on this page
- Of those 469 words 63 words are linked ones
- Of 469 words 406 are not linked
- Of 406 non linked words 193 words are either stop words or have less than 3 characters
- This tool only shows keyphrases with **three or more** occurrences

Below you can see words from the entire text ranked by their occurrence

Word	Count	Percent	2 Word phrases	Count	Percent	3 Word phrases	Count	Percent
launcher	15	3.19%	apex launcher	10	2.13%			
apex	11	2.34%	android launcher	3	0.63%			
device	7	1.49%						
android	7	1.49%						
user	7	1.49%						
screen	4	0.85%						
layout	3	0.63%						
download	3	0.63%						
email	3	0.63%						
feedback	3	0.63%						

[Show/Hide](#)

Below you can see words from the non-linked text ranked by their occurrence

Word	Count	Percent	2 Word phrases	Count	Percent	3 Word phrases	Count	Percent
launcher	13	3.2%	apex launcher	9	2.21%			
apex	10	2.46%						
device	7	1.72%						
user	7	1.72%						
android	6	1.47%						
screen	4	0.98%						
download	3	0.73%						
comment	3	0.73%						
layout	3	0.73%						
email	3	0.73%						

[Show/Hide](#)

The data shows that the webpage uses a total of the designated keyword 10 times.

- **Keyword for page with 3000 word content: OTT Services**
- **Link to the page for live viewing:** <https://stratezic.com/index.php/2020/05/05/top-10-ott-services-in-india-to-checkout-right-now/>

Results for <https://stratezic.com/index.php/2020/05/05/top-10-ott-services-in-india-to-checkout-right-now/>

- There are 3441 words on this page
- Of those 3441 words 54 words are linked ones
- Of 3441 words 3387 are not linked
- Of 3387 non linked words 1625 words are either stop words or have less than 3 characters
- This tool only shows keyphrases with **three or more** occurrences

Below you can see words from the entire text ranked by their occurrence

Word	Count	Percent	2 Word phrases	Count	Percent	3 Word phrases	Count	Percent
shows	34	0.98%	ott service	13	0.37%	amazon prime video	4	0.11%
service	34	0.98%	prime video	11	0.31%	top ott services	3	0.08%
movies	31	0.9%	ott services	7	0.2%			
content	30	0.87%	active users	6	0.17%			
company	25	0.72%	amazon prime	6	0.17%			
platform	25	0.72%	latest movies	5	0.14%			
users	22	0.63%	streaming services	4	0.11%			
india	21	0.61%	hong kong	3	0.08%			
ott	21	0.61%	costs rs	3	0.08%			
services	20	0.58%	hd sony	3	0.08%			

Below you can see words from the non-linked text ranked by their occurrence

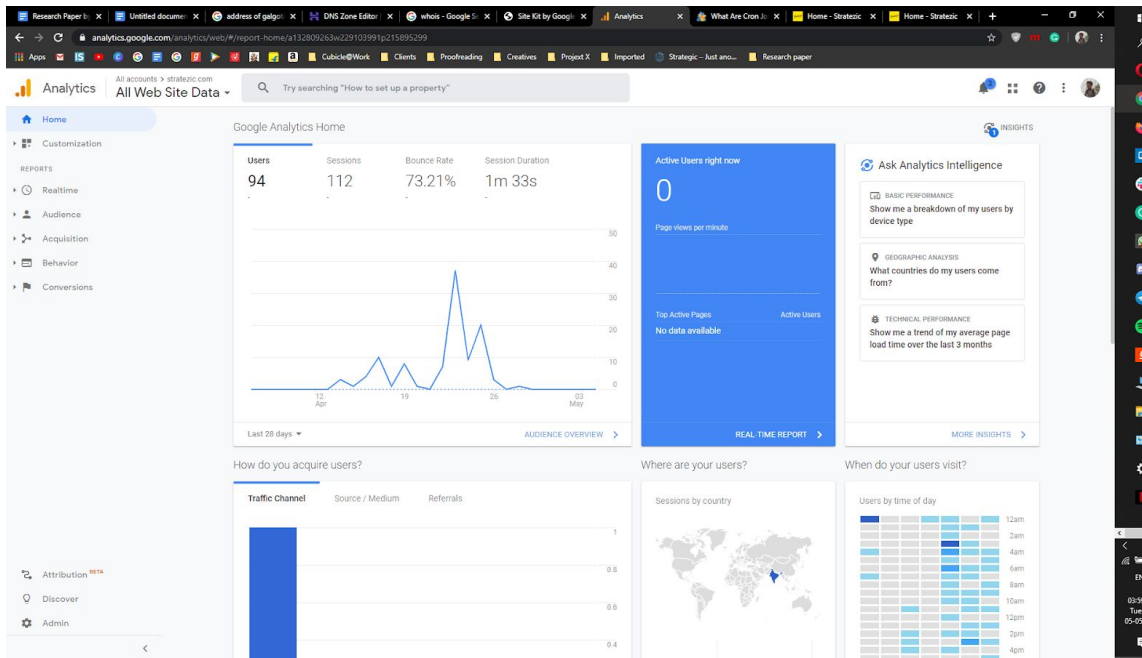
Word	Count	Percent	2 Word phrases	Count	Percent	3 Word phrases	Count	Percent
shows	34	1%	ott service	13	0.38%	amazon prime video	4	0.11%
service	34	1%	prime video	11	0.3%			
movies	31	0.91%	active users	6	0.17%			
content	30	0.88%	ott services	6	0.17%			
platform	25	0.73%	amazon prime	6	0.17%			
company	25	0.73%	latest movies	5	0.14%			
users	22	0.64%	streaming services	4	0.11%			
ott	20	0.59%	hd sony	3	0.08%			
sony	20	0.59%	sony max	3	0.08%			
india	20	0.59%	costs rs	3	0.08%			

[Run this tool again](#)

The output here shows that the keyword has been used a total of 13 times along with other keywords as well.

# Output

## Google Analytics Result Showing Page Ranking:



# Conclusion

We have implemented all the associated techniques that could have been tried out in order to rank a webpage. The result showed us that we could only gain up to a total of 94+ Pageviews from different channels. Which is not enough to get a good organic ranking.

I performed the keyword stuffing, followed the content guidelines and optimised the web pages and website in the best possible way for meeting the idea conditions.

There would always be some factors that cannot get tweaked with and some of those factors are domain age, Domain authority and backlinks which are very very important for reputation building and getting a good page rank in the search result.

Apart from all these factors, one condition was not met and it was the domain age which makes our domain a completely new domain and has a domain age of less than a year. Now, we can assume that having a good domain age is the primary requirement in having a good number of visitors despite the fact that you can apply various methods here.











