

# Hands-on Exercise No. 2

## Batch-07

### Search Engine Optimization (SEO)

#### Task 1

Select any website of your choice.

<https://tribune.com.pk/>

This website have sitemap (external internal links )

This XML file does not appear to have any style information associated with it. The document tree is shown below.

```
<?xmlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  <urlset>
    <url>
      <loc>https://tribune.com.pk/</loc>
      <lastmod>2020-06-26 00:12:20</lastmod>
      <changefreq>daily</changefreq>
      <priority>0.8</priority>
    </url>
    <url>
      <loc>https://tribune.com.pk/test</loc>
      <lastmod>2019-09-11 08:47:22</lastmod>
      <changefreq>daily</changefreq>
      <priority>0.8</priority>
    </url>
    <url>
      <loc>https://tribune.com.pk/about</loc>
      <lastmod>2020-05-28 17:01:13</lastmod>
      <changefreq>daily</changefreq>
      <priority>0.8</priority>
    </url>
    <url>
      <loc>https://tribune.com.pk/contact-us</loc>
      <lastmod>2020-05-28 16:35:37</lastmod>
      <changefreq>daily</changefreq>
      <priority>0.8</priority>
    </url>
    <url>
      <loc>https://tribune.com.pk/privacy-policy</loc>
      <lastmod>2020-05-22 23:01:14</lastmod>
      <changefreq>daily</changefreq>
      <priority>0.8</priority>
    </url>
    <url>
      <loc>https://tribune.com.pk/copyrights</loc>
      <lastmod>2020-05-22 16:02:02</lastmod>
      <changefreq>daily</changefreq>
      <priority>0.8</priority>
    </url>
  </urlset>
</pre>
```

OLX have also Sitemap

```
:sitemapindex xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  <sitemap>
    <loc>https://www.olx.com.pk/locations-categories.xml</loc>
    <lastmod>2020-07-01T04:05:09.163Z</lastmod>
  </sitemap>
  <sitemap>
    <loc>https://www.olx.com.pk/categories.xml</loc>
    <lastmod>2020-07-01T04:05:09.163Z</lastmod>
  </sitemap>
  <sitemap>
    <loc>https://www.olx.com.pk/locations.xml</loc>
    <lastmod>2020-07-01T04:05:09.163Z</lastmod>
  </sitemap>
</sitemapindex>
```

## TASK 2

Find the loading speed of the selected website on mobile and desktop computer

Select any website

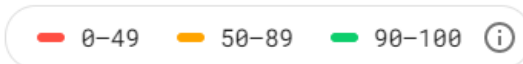
<https://tribune.com.pk/>

Mobile loading speed

<https://tribune.com.pk/?amp=1>



<https://tribune.com.pk/?amp=1>



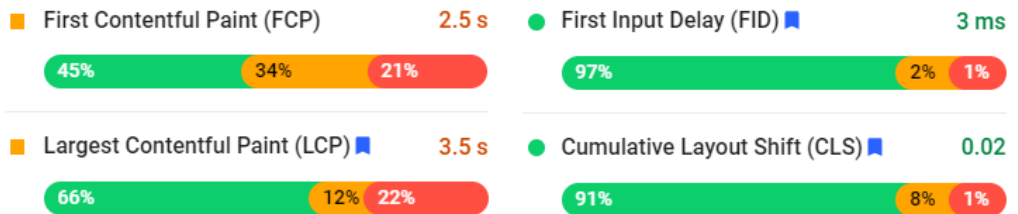
Desktop Loading Speed

27

https://tribune.com.pk/

0-49 50-89 90-100

**Field Data** — Over the last 30 days, field data shows that this page **does not pass** the **Core Web Vitals** assessment.



### Task 3

Identify if the selected website is mobile-friendly or not.

<https://tribune.com.pk/>

Tested on: Jul 3, 2020 at 6:36 PM

**Page is mobile friendly**  
This page is easy to use on a mobile device

Additional resources

- Open site-wide mobile usability report
- Learn more about mobile-friendly pages
- Post comments or questions to our discussion group

Rendered page

HTML SCREENSHOT

TRIBUNE THE EXPRESS  
Friday, 03 Jul 2020 | Today's Paper

HOME LATEST NEWS PAKISTAN CITIES POLITICS

COVID-19 IN PAKISTAN View Details →

Confirmed Cases	Punjab	Sindh	K-P	Balochistan
223,302	78,956	90,721	27,170	10,666

