



Marketing Proposal

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ANALYZE KEY ON-PAGE SEO ELEMENTS
FOR AN INDIE GAME STUDIO HOMEPAGE

CREATED FOR

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PROJECT DETAILS

Demonstrate understanding of core on-page SEO elements—title tags, meta descriptions, and heading structure—through observation and explanation. Choose any webpage you'd like to work with.

This assessment evaluates your ability to identify key elements and explain how they contribute to page clarity and search visibility.

The webpage you work with can be:

- A site you visit often
- A website related to your interests
- A page from your workplace
- Any page you want to improve



01

Select Website

02

Consider On-Page SEO

03

Observe Site Details

04

Determine Improvements

05

Explain Strategies

METADATA ASSESSMENT

featuring strategy explanations for SEO impacts

Items	Description
Page Context	The purpose of the Black Tabby Games homepage is to summarize the talent behind the studio, the games they have released, and drive subscriptions to their email newsletter.
Current Title Tag	Black Tabby Games
Current Meta Description	N/A (Missing)

Title Tag Assessment:

This title quickly communicates the studio name (Black Tabby) and the product they develop (games). As for an area of improvement, it could use niche keywords to optimize reach for engaged user traffic.

For example, "indie horror games" has a search volume of 1000 while the broader term of "indie games" has 10,000. Both are easy based on keyword density, but while the studio only has two games in their gallery, they would benefit from a highly focused organic campaign.

Meta Description Assessment:

Because there is no meta description, search engines and users don't have an accurate summary of the page.

To support user intent, Black Tabby Games should create an optimized meta description that explains what the homepage contains and include a CTA for user engagement.

HEADING STRUCTURE

To optimize readability and
search engine ranking



The page doesn't currently have an H1 tag, and the user-facing heading is a fairly long H2 title reading "Black Tabby Games is an award-winning indie studio run by Abby Howard and Tony Howard-Arias." Two H3 sub-headings include "About Scarlet Hollow" and "About Slay the Princess."

Because the structure is missing an H1, every header is one step down from what a search engine would expect. Users would also benefit from a main header to orient themselves in the page before continuing to read. Likewise, SEO practices show the website should have an H1. The current title should be shortened for a better heading-like structure, but the current H3 tags would do well as H2 tags.

Actionable Recommendation:

The ideal suggestion for improving the homepage's On-page SEO would be focusing on structure. The current content is very relevant to their homepage's goal, but it's not well-defined for easy navigation or optimized SEO performance.