

WEBSITE GRADER



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CERTIFICATE

We accept the work contained in the degree project report titled (Website Grader) as a confirmation to the required standard for the partial fulfillment the degree of BSE.

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DEDICATED

This project is dedicated to our parents who have given us the opportunity of an education from the best institutions and support throughout our life. We also want to dedicate this work to our friends and the company BizExcel for which we have made this tool.

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ABSTRACT

Website Grader is a web based tool to facilitate Search Engine Optimization (SEO). It can be used to measure the marketing effectiveness of a website. To grade a website it looks up for all the main parameters that a website should be comprised of. It provides a score that incorporates things like website traffic, social popularity, website analytics and other technical factors. It renders the information about the improvement of a website through marketing perspective. This tool helps user to check the weaknesses or strengths of their website. In other words, Website Grader performs Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis of their website.

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