1. What was the biggest challenge that MX Player was facing?
- The biggest challenge that MX. Player was facing was the intense competition from other streaming services. With many players competing for market place, MX Player likely had to differentiate itself through content offerings, user experience, and marketing strategies to attract and retain users.

2. Review the MX player website and highlight what SEO best practices they adopted
- The following are the below best practices they adopted.
- Optimised Metadata
- Quality Content
- Mobile-Friendly Design
- Fast Loading Speed
- Internal Linking
- Social Media Integration
- Optimised Images and Multimedia
- Updating the content regularly

3. Apart from video optimization, what other techniques of on page SEO can you recommend for MX Players
- Below are the other techniques of on page SEO which can be recommended for MX Players
- Keyword Optimisation
- Content Quality and Relevance
- Meta Tags Optimisation
- Structure of the URL i.e. Create user-friendly URLs that include relevant keywords reflecting the content of the page.
- Heading Tags Optimisation i.e. Use heading tags (H1, H2, H3, etc.) to structure content based on and which highlight important sections.
- Mobile Optimisation
- Page Speed Optimisation i.e. Fast-loading pages improve user experience and positively impact search engine rankings.

4. List down the key elements to consider for video optimization
- Key elements to consider for video optimisation are as below
- Keyword Research
- Title
- Description
- Tags and Categories
- Optimised Video Length
- Promotion
- Optimized Landing Pages

5. Highlight some of the keywords that would be relevant for MX Players that it's target users would be using to search for videos online.
- Latest movie releases
- Download movies for free
- Free movie streaming
- Best movies to watch
- MX Player original series