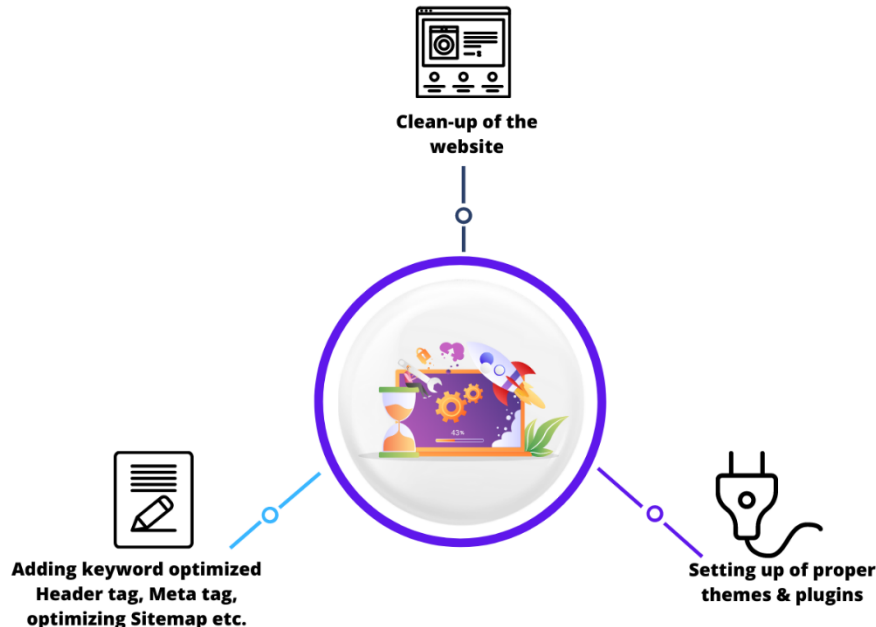
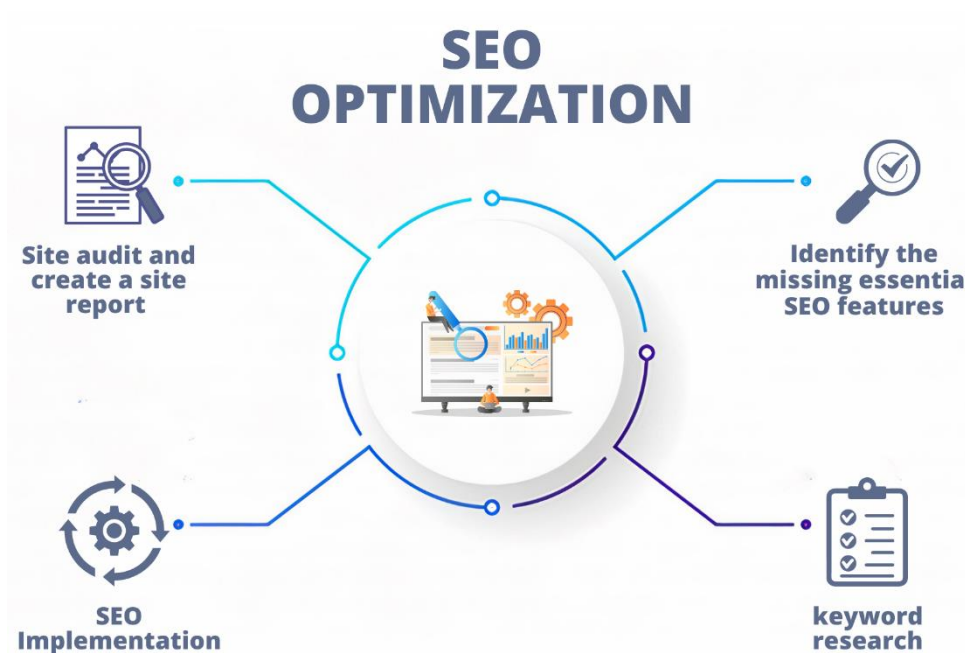


WEBSITE OPTIMIZATION



- **Initial clean-up of the website**
 - Analyzing the website: Check for number of pages and looking for Broken links and duplicate content using tools like Screaming frog and SEMrush.
 - Eliminating or editing Broken pages and aligning with proper status code (200, 302, 301, 404, 500)
 - Identifying images which do not have Alt text and Alt attribute and then later optimizing those images with Alt text and Alt attribute using Ahrefs tool.
 - Optimizing Images to its size to resolution ratio using Ahrefs tool.
 - Promoting Images from website in image promotion sites Pinterest, pixabay etc.
- **Setting up of proper themes & plugins**
 - Analyzing the existing theme and checking if it meets the required parameter(s)
 - If not then change the existing theme
 - Optimize it for more visually appealing and user-friendly/responsive theme
 - Use of Plugins like “Yoast” and “All in one” SEO which optimizes SEO of the website
 - Choosing AMP plugin
- **Adding content to the website**
 - Add appropriate keywords to the existing content of the website
 - Look for gaps & change the content so that it becomes simpler and clearer
 - Maintain text to HTML ratio
 - Delete all unnecessary pages

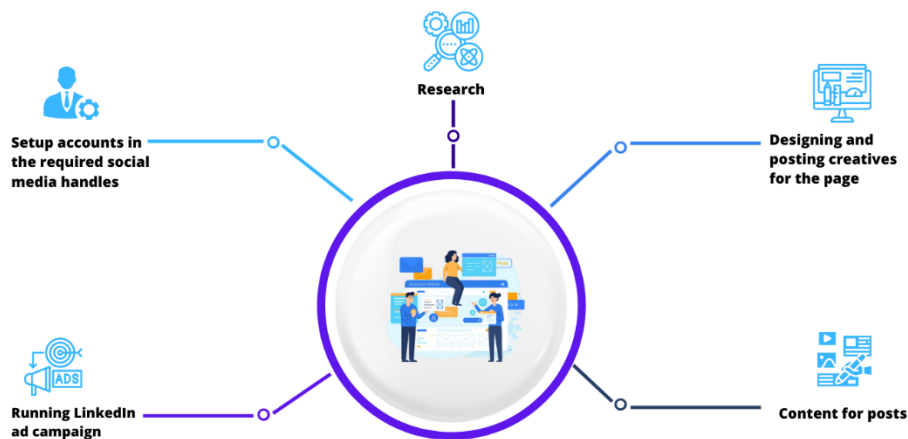
- Reporting – Audit report (Website performance) from tools like SEMrush & SEOquake



- **Do a Site audit and create a site report using SEO quake and Moz**
 - Analyzing the gaps and come up with the required strategy & method of implementation like Header tag changes, Meta keyword updates etc.
 - Focusing on both OFF page and ON page SEO strategies
- **Identify the missing essential SEO features**
 - Using SEMrush tools identifying the missing SEO attributes (Meta tags/Meta description/Meta Keywords) and then building an appropriate SEO plan
 - Implementing SEO changes and updates according to required results
- **Keyword research**
 - Finding high traffic yielding keywords for the particular business using SEMrush
 - Research about competitors and their use of keywords
 - Coming up with suitable and high yielding keyword for SEO implementation
- **SEO implementation**
 - Setting up site monitoring tools like Google analytics, SEMrush
 - Checking for cross browser compatibility using lambda test

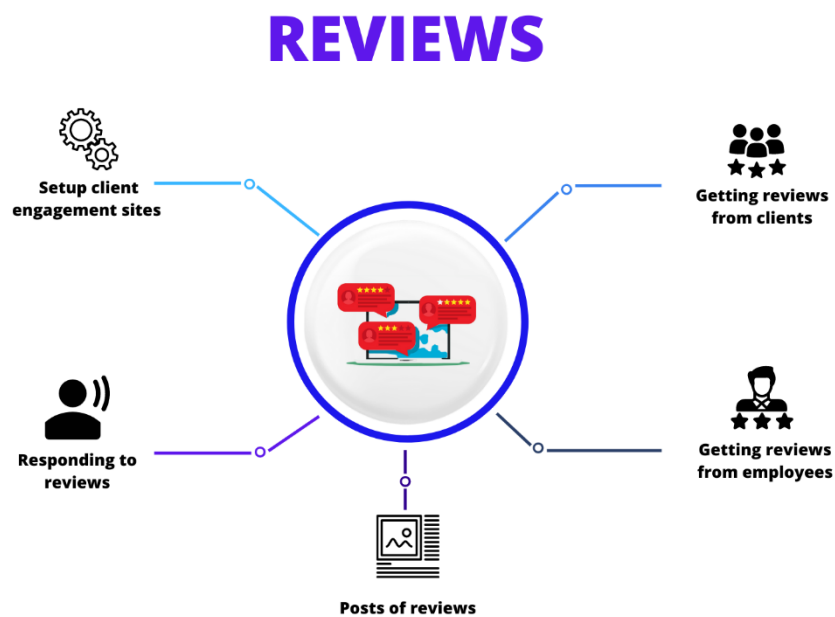
- Updating Sitemaps, robots.txt, ror.xml etc. using Google analytics and SEO plugins like Yoast
- Proper use of internal link, external links and canonicalization of those links and map those URLs using Screaming frog tool.
- Generating backlinks from high authority sites using Press release submission and Guest blogging, blog commenting.
- **Reporting – The following shall be shared on a monthly basis**
 - Audit report (SEO performance) from SEMrush & SEOquake
 - Google Analytics

SOCIAL MEDIA SETUP



- **Setup accounts in the required social media handles**
- **Research**
 - Research on user and what kind of information they want from posts using Insights
 - Finding out the prime time to post contents
 - Research on competitors & trending hashtags related to the business
- **Designing and posting Creatives for the company page**
- **Content for posts**
 - Creating Informative, Promotional, relative trending topics & posts for various organization level celebrations and festivals.
- **Running Paid campaigns**
 - Using the LinkedIn tool design ads around the business

- Setup required parameter like Page likes, Page reach, Leads, Calls etc.
 - Setting up of budget for ad campaign for the desired results
 - Setting up location of ad campaign reach
 - Using keywords to target audience inside ad campaign
- **Reporting**



- **Setup client engagement sites**
- **Getting reviews from clients**
- **Getting reviews from employees**
- **Posts of reviews**
- **Responding to reviews**
- **Reporting**