

## Action Plan Step 1

- Analyze our Business Deep and Looks for better optimization.
- Finalize keyword for site optimization and select primary keyword for better ROI.
- Analyze our competitor before start
- Any modification on website after competitor analysis we will do first.
- **Content is still king for SEO – Check Copy content, content relevancy (Current Trends), Copy image, videos, doc file and many more.**
- *Website responsive and speed test (Current Trends).*
- Analyze current status of the site through analytic and search console if available.
- Analyze website status through tools.
- Check Social Integration (Current Trends) – It show your online activity.
- Check required pages are available or not like – about us, terms & condition, privacy policy, refund policy, contact us, conversion form etc.
- Landing page analysis – For Products or service.
- Setup all social account for your business.
- Target Social platform LinkedIn, FB, Twitter and try to attract customer.
- Optimize YouTube Channel and video optimization.
- We will discuss about our action on first week of every month.
- We will send progress report after every 15 days

## Step 2 on page Optimize

- Content Optimization
- Canonical Handling
- Structure Optimization and use lead generation technique.
- Speed Optimization – Image optimization, CSS & JS minify, JS optimization
- Image Optimization alt, title and file name optimization.
- Title, Description, Meta, Twitter Tag, local tag,
- Structure Data Implementation (Current Trends).
- Heading Optimization
- Link Optimization.
- HTML Tag optimization paragraph, strong, bold, italic, U tag and many more.
- Site map, robots, webmaster and analytic code implementation..

## Step 3 Off-page Optimization

- Setup blog for our business and promote it.
- Share content on social platform and other web2.o site
- Before sharing content to any network we must analyze quality of the site and relevancy.
- Blog Posting
- Blog Commenting
- Social Bookmarking
- Local Listing[Business Listing]
- Classified Posting
- Directory Submission

- Web 2.0
- Q & A
- Articles Submission
- Video Summation
- POD Casting

#### Step 4 - Free Organic Social Promotion

- Social Profile and Page creation and promote on regular basis.

#### Step 5 – Run Paid Campaign – Premium

- Competitor Analysis manual and by tools.
- Keywords finalization for paid campaign.
- Landing Page Optimization.
- Campaign Setup
- Bid Optimization
- Dynamic Keywords insertion.
- Dynamic Ad Creation.
- Campaign For Banner Ad
- Campaign for Shopping Ad
- Campaign for Video Ad
- Campaign for Application
- Use Remarketing tag

#### STEP 6 – Other Work

- **Paid Campaign for Social media FB, Twitter, LinkedIn etc.**
- **Email Marketing**
- **Affiliate Marketing**
- **Mobile Marketing**

## Our Step First Step

- **Remove Issue in Business Website**
- **Create all possible Pages if required.**
- Integrate all social account if available, or we will create it.
- Website Structure Modification - If required after competitor analysis
- Move to on-page changes along with social organic promotion
- Move to Off-page work
- Blog creation
- Youtube Chanel Creation and Optimization
- Move to run paid campaign
- Apply lead generation technique
- Traffic analysis and setup a goal

- Reporting and Discussion