

A group of business professionals in a meeting, with a large white title overlaid on a dark background. The background image shows several people in business attire gathered around a table, looking at documents and devices. The title is in a large, bold, white sans-serif font.

Website Optimization Client Report Project

By Akash Agarwal

Milestone 1: Gauging Sites

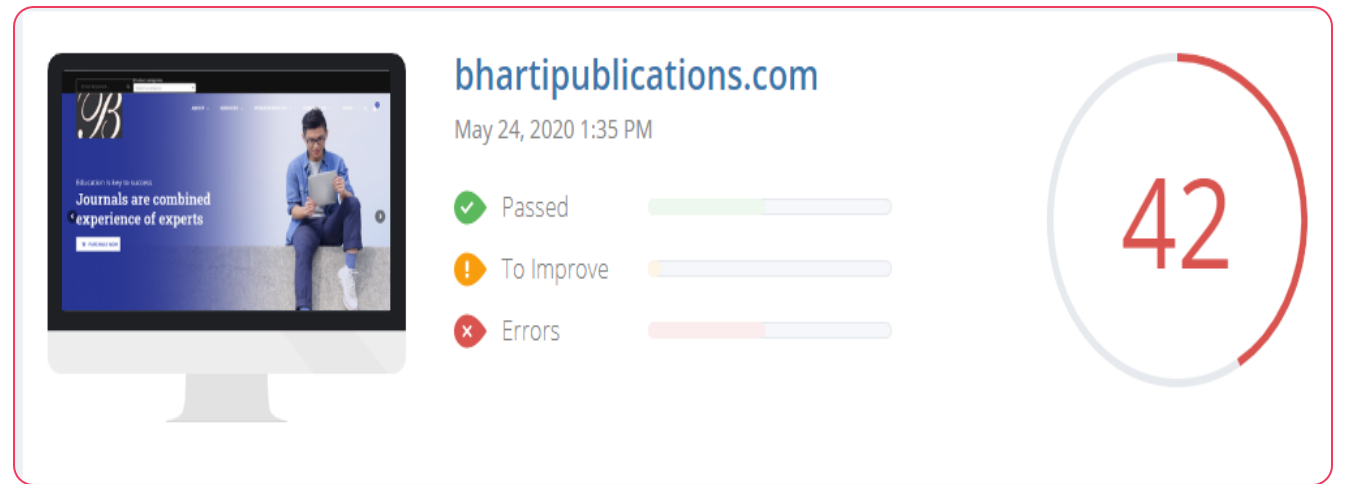
Opportunity for improvement

Part 1: Potential Client

Website : Bharti Publications
URL : <https://bhartipublications.com/>
Industry : Journal Publishing
Title Tag : Optimized
Effort Required : High

Key Findings

- SEO Score is very low
- Meta Description Tag is missing
- Improper Keyword Matching
- No Social Media Accounts
- Lot of Errors while browsing website.



Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
cart	X	X	✓	95	
add	X	X	X	95	
sale	X	X	X	62	
development	X	X	✓	16	
management	X	X	✓	14	
issues	X	X	✓	10	
business	X	X	✓	10	
india	✓	X	✓	10	

SEO Pitch

SEO Pitch

- The website needs intensive SEO improvement and there is room for further improvement to boost sales and increase traffic.
- The web pages are poorly optimized and many areas like improper and irrelevant keywords are harming the website's performance.

Strengths vs Weaknesses

Strengths

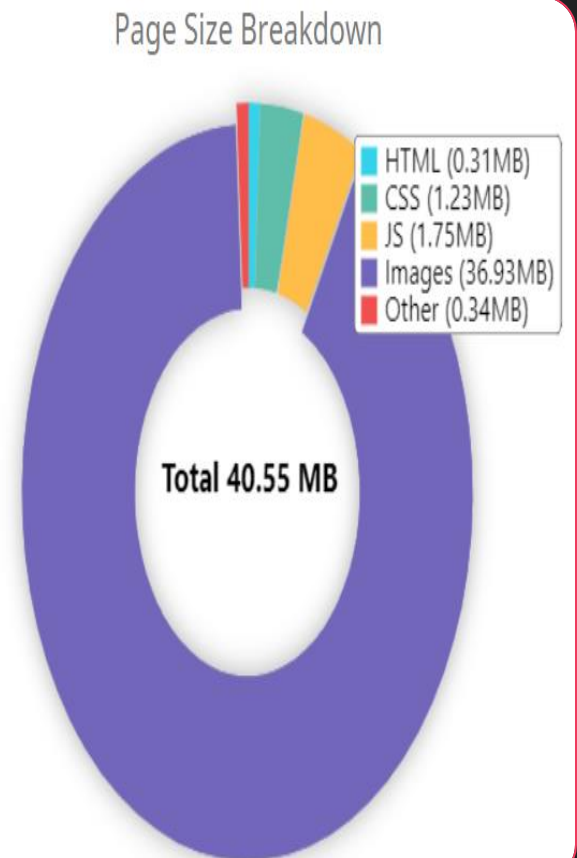
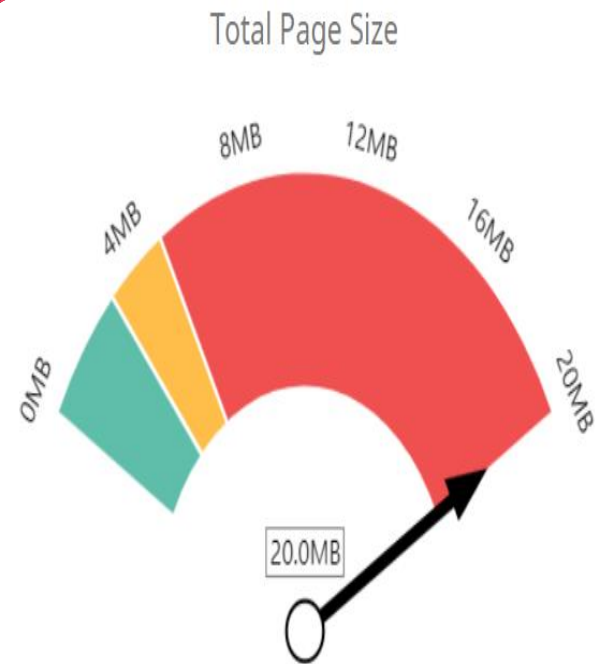
- Good use of Header Tags
- Huge amount of Content Available
- Robots.txt file exists
- The website has a good Structured data

Weaknesses

- No Meta Description Tag
- Very low presence on social Media
- Very large page size
- No analytics tool used
- Improper and irrelevant Keywords

Opportunities for Improvement

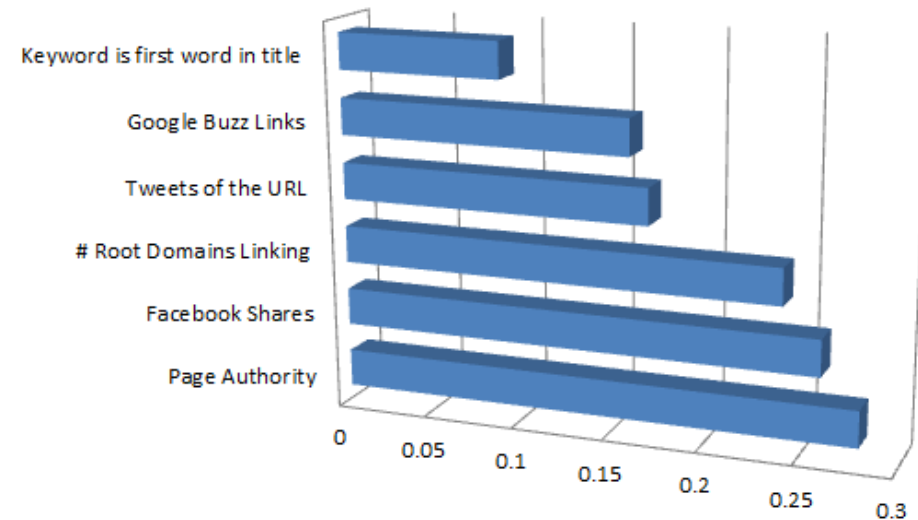
- **Large page size:** Large page size means your website will take more time to load and thus decrease user experience. Improving the page size will help to load pages faster and keep the website better optimized



SEO Opportunities

- **Very low presence on social Media:** Increasing presence on social media can help to increase audience engagement and drive traffic.

Social Metrics Are Well Correlated With Rankings



■ Spearman correlation coefficients with rankings in Google



SEO Opportunities

- **No Meta Description Tag:** Having a meta description tag helps search engines to identify what your site is about and helps to know for what keywords to rank your site for. Proper Attribution to keywords can boost traffic.
- **No Analytics tool used:** Using an analytics tool helps to gauge the progress of SEO efforts

SEO Opportunities

- **Improper and irrelevant Keywords:** Finding the right keywords is the main factor to increase your traffic by providing the users exactly what they are looking for.

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
add to cart	X	X	X	95	
cart sale	X	X	X	59	
rural development	X	X	✓	5	
cart tourism	X	X	X	4	
issues and challenges	X	X	✓	3	
management practices	X	X	✓	3	
sale innovations	X	X	X	3	
make in india	X	X	✓	3	

Kick Off Questions

Kickoff Questions

Past SEO Work

- Did you hire any SEO consultant before?
- If yes, then why did you fire them?
- Do you have a marketing team to manage SEO affairs?
- What is the time frame that you expect for showing up of results?

Kickoff Questions

Goals

- What is the ultimate goal of your organization or website?
- What is your purpose for the SEO consulting?
- What do you expect from the SEO improvement attempt?
- Are you willing to develop quality content for the sake of improving engagement on social media?

Kickoff Questions

Target Audience

- What kind of audience are you mainly trying to target?
- What are your current strategies to reach out to your target audience?
- Typically how long is an individual audience associated with your product?

Kickoff Questions

Available Resources

- Do you have a dedicated team for developing content for website and social media
- Do you have the monthly usage statistics on your website?
- Do you have details on website traffic and demographic data on your audience?



Thank You

Milestone 2

BY Akash Agarwal

Website: Bharti Publications

URL: <https://bhartipublications.com/>

Industry: Journal Publishing

Title Tag: Optimized

Effort Required: High

Part 1- Developing a buyer persona

Buyer Persona



User Persona:	College Student
Gender:	Female
Age:	21
Education:	Undergraduate Student
Income:	Not yet Earning

Interest Affinities:	Studies, Sports, music etc.
Primary Discovery Methods:	Facebook, Google, Colleges, Library etc.
Primary area of residence:	University of Delhi
Jargon/Slang, etc. used:	Journal
Primary Concerns:	Wants a trusted and a reliable source of journals, books and conference papers for completing her project. She wants to make sure that the given publication is reliable and reputed. Wants to include citations to her work in the project.
Other Info:	Likely Unmarried, shares lot of study related content with friends for group projects.
Visits Websites like:	Elsevier, Springer etc.

Ananya is an undergraduate student in the University of Delhi. She is working on a college project which is necessary to pass the final exam. For preparing a report on her project and gain additional information, she needs a reliable source on a journal and a book on the topic she is researching on. She frequently visits her college library in search of books and journals related to her research. She is very much active on social media as well. While searching for journals online, she often uses words like “Reputed” or “Reliable”. She is constantly seeking help from her professors to find some good material for her research. If her professor suggests some journal or book, she is likely to go ahead and buy it. She also attends conferences and paper presentations quite often. She and her friends exchange notes and suggestions during their groups study.

Part 2) Performing Keyword Research

Theme: Online Journals

Keywords	Avg Monthly Search Volume (India)	Notes
journals online	1900	More competition
journals India	1600	Transactional Keyword
Buy journals online	320	Transactional Keyword
Buy Journals online India	170	Transactional Keyword
Journal publishers India	90	Good for the website & can increase ranking

Theme: Publications

Keywords	Avg Monthly Search Volume (India)	Notes
Top Journal publications in India	8100	Highly competitive
Journal publications	880	
Journal publishers	390	
Top journal publishers	70	Can improve Ranking
Publications in Delhi	990	High Ranking

Theme: Bharti Publications

Keywords	Avg Monthly Search Volume (India)	Notes
Bharti Publications	10	Very High Ranking
Leading publications India	10	High ranking

Latest journal Bharati publications	0	
Bharti Publications Delhi	10	Home Page direction
DSBPA delhi	0	High rank

Theme: Long Tail Keywords

Keywords	Avg Monthly Search Volume (India)	Notes
Journal Publishers around delhi	120	Low competition
Bharti publications in delhi	40	Home page
Journal and book publishers in india	20	
Leading journal publishers india	0	
Delhi conference paper publishers	0	High Ranking

Theme: Long Tail Keywords

Keywords	Avg Monthly Search Volume (India)	Notes
Where can I buy journals India?	20	Has a good rank
Which are some leading journal publishers?	10	Informational keyword
How to find journals online?	10	Informational Keyword
Where can I buy conference papers?	0	Informational Keyword
Which are some good indian publications?	0	Informational Keyword

Part 3: Conducting Competitive Analysis

Phase 1: Competitive keyword Research

Keyword 1): Journal Publishers India

This keyword was chosen because it is highly relevant to the site and has slightly less competition than other keywords. The average monthly search volume for the keyword is 90.

Competition	URL	Domain Authority
Publishing India Group	http://www.publishingindia.com/	68
R I Publication	https://www.ripublication.com/journals.htm	65.4
GBS Publishers	https://www.gbspublisher.com/	58.2
SAGE Publications	https://in.sagepub.com/en-in/sas/home	55.3
Indian Journals (Page last competition)	https://www.indianjournals.com/ijor.aspx?target=publisher&type=105	40.1

Keyword 2): Bharti Publications

This keyword was chosen to help increase the brand value of the page. This can help in creating reputation.

Competition	URL	Domain Authority
Pubeline	http://www.pubelineindia.com/	56.4
R I publication	https://www.ripublication.com/journals.htm	53.3
Bharti Bhavan Publishers	https://www.bbpublishers.com/	52.3

India Publisher	https://in.indiapublisher.com/	48.7
Sulekha (Page last))	https://www.sulekha.com/	41.1

Keyword 3): Top Journal Publishers

Competition	URL	Domain Authority
Elsevier	https://www.elsevier.com/en-in	78.4
Springer	https://www.springer.com/in	69
Journal Metrics	https://journalmetrics.scopus.com/	64
Publons	https://publons.com/about/home/	58.5
Science Alert	http://seiencealert.com/	39.4

Keyword 4): Leading publications India

Competition	URL	Domain Authority
Bharti Bhavan Publishers	https://www.bbpublishe rs.com/	61.2
India Publisher	https://in.indiapublisher.com/	58.6
Publons	https://publons.com/about/home/	55.4
SAGE Publications	https://in.sagepub.com/en-in/sas/home	54.5
R I publication	https://www.ripublication.com/journals.html/	43.5

Part 3: Evaluating Competition

This is a table listing all the competition and their analyses

Competitor	URL	Ranking	Tagline	Heading Tag	Content Score	Additional Resources
Publishing India Group	http://www.publishingindia.com/	Home Page	Optimized	NA	10	Yes
R I Publication	https://www.ripublication.com/journals.htm	Home page	Not Optimized	optimize d	9	yes
GBS Publishers	https://www.gbspublisher.com/	home page	Optimized	optimize d	9	no
SAGE Publications	https://in.sagepub.com/en-in/sas/home	home page	optimize d	optimize d	9	yes
Indian Journals	https://www.indianjournals.com/ijor.aspx?target=publisher&type=105	Specific page	Not Optimized	optimize d	7	yes
Pubeline	http://www.pubelinehindia.com/	home page	Not optimized	optimize d	9	yes
R I publication	https://www.ripublication.com/journals.htm	home page	Optimized	optimize d	9	yes
Bharti Bhavan Publishers	https://www.bbpublshers.com/	home page	Not optimized	optimize d	8	yes

India Publisher	https://in.indiapublisher.com/	home page	Optimized	optimized	8	yes
Sulekha	https://www.sulekha.com/	Specific page	Not Optimized	Not optimized	6	yes
Elsevier	https://www.elsevier.com/en-in	Home Page	Optimized	NA	10	Yes
Springer	https://www.springer.com/in	Home page	Not Optimized	optimized	10	yes
Journal Metrics	https://journalmetrics.scopus.com/	home page	Optimized	optimized	10	no
Publons	https://publons.com/about/home/	home page	optimized	optimized	9	yes
Science Alert	http://sciencealert.com/	Specific page	Not Optimized	optimized	7	yes
Bharti Bhavan Publishers	https://www.bbpublishers.com/	home page	Not optimized	optimized	9	yes
India Publisher	https://in.indiapublisher.com/	home page	Optimized	optimized	9	yes
Publons	https://publons.com/about/home/	home page	Not optimized	optimized	8	yes

SAGE Publications	https://in.sagepub.com/en-in/sas/home	home page	Optimized	optimized	8	yes
R I publication	https://www.ripublication.com/journals.html/	Specific page	Not Optimized	Not optimized	9	yes

Content Audit and Technical Review

Part 1: Competitive Content Analysis

Competitor 1: Publishing India Group

URL	Content	Content Type	Notes	links	Twitter	FB Share	FB Likes	FB Comments	Linked In	Pintere st
http://www.publisingindia.com/journals/browse/	List of journals	List	Informational content	102	9	2	21	4	No	No
http://www.publisingindia.com/about-us/introduction/	Introdu ction	Introduct ory page	Page has more traffic	14	0	0	0	0	0	0
http://www.publisingindia.com/	Mixed	Mixed	Home Page- Highest Traffic	78	0	0	10	0	0	0
http://www.publisingindia.com/news/news-events/	News and Events	Blogs	Long Content	17	4	3	18	3	0	0

Competitor 2: GBS Publications

URL	Content	Conten t Type	Notes	links	Twitter	FB Share	FB Likes	FB Comments	LinkedIn	Pinterest
https://www.gbspublisher.com/journal.php	List of Journals	Static Page	Excellen t Catalogi ng	212	45	75	807	41	-	-

https://www.gbspublisher.com/invitation-for-book-publication.php	Invitation for Book Publication	Page	High Shares	11	79	134	1122	77	-	-
https://www.gbspublisher.com/subscription.php	Subscription Page	Static Page	-	21	0	0	0	0	0	0

The Content Analysis for both the competitors revealed that they have very less engagement with the audience. One of the competitors did not even have proper social media accounts linked to them. However, both the competitors had a large variety of collection of items and were ranking very highly on the keywords selected. The second competitor had a very well-organized website which increased user friendliness. The lack of social media engagement among both the competitors can be used to the advantage of our website.

There was another aspect that was common among both the competitors, websites. Both websites lacked quality content which could be shareable on social media. There were not many pages which created unique and attractive content. This should be noted and effort should be made to utilize this in increasing our site's SEO.

The field of publications in India in the sector of Journal Publishing seems to be dominated by these two companies. However even their websites seem to be not well optimized. They both received a score of 58 and 52 respectively on their SEO audit. This shows that there is a large scope and a good chance of defeating the competition by creating quality content and creating good social media accounts which increase user engagement and help in boosting traffic.

Part 2: Internal Content Audit

URL	Seasonality	Content Type	Images	Internal Links	Post Type	Target	Category	Call to Action	Notes
https://bhartipublications.com/books/	Seasonal	Books list	No	Yes	List	Direct	Books	Yes	The list needs to be made user friendly
https://bhartipublications.com/shop/	None	Shopping Page	Yes	YEs	Grid	Direct	Shopping	Yes	Images are of very large size
https://bhartipublications.com/publish-with-us/	no	Publishing Page	No	Yes	General	Direct	Subscription	Yes	More content should be added
https://bhartipublications.com/overview/	No	Overview	No	Yes	Introduction	Direct	General	No	The content can be made more attractive
https://bhartipublications.com/individuals-membership/	no	Membership form	No	Yes	Membership Invitation	Direct	None	Yes	The page looks almost blank. Needs lot of Improvement

https://bhartipublications.com/about-3/	No	Core Committee	Yes	Yes	Informational	Indirect	General	NO	A good page on SEO terms
https://bhartipublications.com/journal/	Seasonal	list	No	Yes	List	Direct	Journals	Yes	Add more content
https://bhartipublications.com/product/logo-t-shirt/	No	Shopping Page	Yes	Yes	Financial	No	Financial	No	Improve Categorization
https://bhartipublications.com/product-category/social-sciences/	NO	Shopping Page	Yes	Yes	Financial	No	Financial	No	Improve content and add filters
https://bhartipublications.com/individuals-membership/	no	Conference	No	Yes	Invitation	Direct	None	Yes	Needs lot of Improvement

New Content Ideas

- First idea would be to create a post about the top 10 bestselling books and journals of the month. This can increase traffic and help to increase visibility of our top products.
- A post about the current and upcoming conferences can also be made. This helps the students to find a one stop place to search about conferences and help in increasing engagement and shareable content
- Since the website lacks social media accounts, it is advised to create social media accounts and promote their content on those platforms.
- A video interview with some renown professors about some good journals and conferences and guidelines to publish a journal can provide informational content which is shareworthy
- Since other competitors lack proper content and material, it can be leveraged to write a blog about how our website not only cares about profit, but also about the welfare of its audience.

Part 3: Keyword Map

Page	URL	Primary Keyword	Volume	Rank	Secondary Keyword	Volume	Rank	Notes
Home Page	https://www.gbspublisher.com/	Journal publishers India	90	31	Bharti Journals India	10	1	Home page is the main page and should get high rankings
Books	https://bhartipublication.com/books/	Books by bharti publications	40	40	Bharti books	0	8	Main content page
Cart	https://bhartipublication.com/shop/	Buy journals India	190	21	Buy online journal bharti	0	3	Main shopping page. Has to have high traffic
Membership	https://bhartipublication.com/	Journal membership	30	35	Bharti journal membership	0	1	To increase membership

	s.com/publication-with-us/							
Overview	https://bhartipublications.com/overview/	Online journals India	170	17		-	-	Informational Page
Subscription	https://bhartipublications.com/individual-membership/	Where can I buy journals India?	20	23	Bharti journal subscription	0	1	Subscription page helps to increase audience.
About	https://bhartipublications.com/about-3/	Leading journal publisher	200	31	Top journal publisher India	10	9	Title of the website is keyword
Journals	https://bhartipublications.com/journal/	List of Indian journals	140	21	Indian journals Delhi	0	5	-
Product Page	https://bhartipublications.com/product/logo-t-shirt/	Financial journals India	40	22	Financial journal bharti	0	1	Top selling product
Category Page	https://bhartipublications.com/product-category/social-sciences/	Social Sciences journals	10	49	Social journal bharti	0	2	First category in the list

New Page Recommendations Keyword Map

Page	URL	Primary Keyword	Volume	Rank	Secondary Keyword	Volume	Rank	Notes
Blog post 10 bestselling journals	-	Bestselling journals	1100	-	Top 10 journals	1300	-	A great page for selling best products
Upcoming conferences	-	Upcoming conferences India	200	-	Latest conferences India	110	-	Can help in increasing engagement
Social media page	-	Journals facebook	10	-	Journal twitter	0	-	Increase social media presence
Video interview	-	Journal interviews	20	-	Journal interview india	0	-	Increase reputation and credibility

Part 4: Technical Review

Overview

The main technical factors that need to be given attention are

- Meta description tag is not set: Set up a meta description tag
- No analytics tool used: Add an analytics tool to the website
- Page size is too large: reduce the page size to reduce load time
- Fix broken links
- Add alt attributes to all images to help google identify them

Robots.txt file

The website appears to have a proper robots.txt file set up and doesn't need any improvements. The search engines were able to crawl almost all the pages.

Site errors

There are some broken links in the website that need to be fixed. Apart from these, no other errors were found.

Bharti Publications

SEO Audit & Recommendations

By Akash Agarwal

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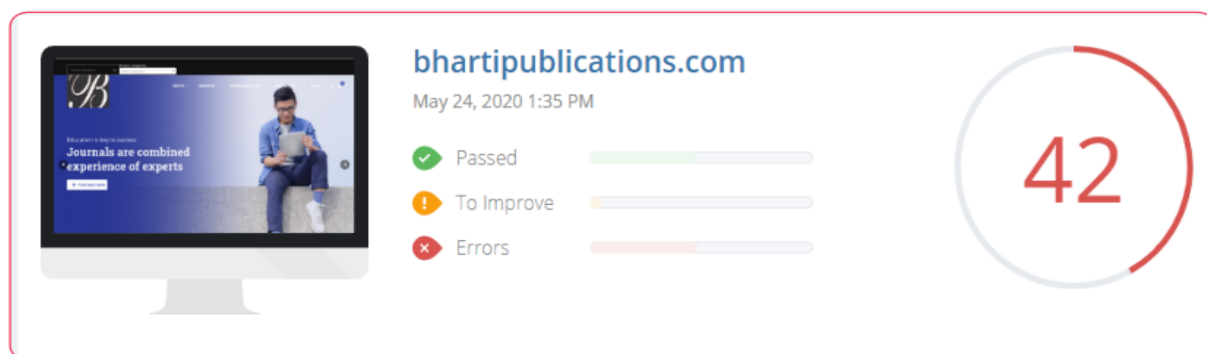
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PROJECT OVERVIEW

The findings showed that the site has a very low SEO score and there is large room for improvement. The page seems to be missing a meta description tag and also has no connected or associated social media accounts. The site has very low-quality content and unstructured pages. The images have missing alt text which makes it difficult for search engines to identify them. The website also has large webpage size which hinders user experience.

These are some places where the site can use help from SEO and increase its rankings. The page certainly needs SEO help to boost its business.



AUDIENCE OVERVIEW

The target buyer is probably an undergraduate student in a University. She is working on a college project which is necessary to pass the final exam. For preparing a report on the project and gain additional information, needs a reliable source on a journal and a book on the topic she is researching on.

She frequently visits her college library in search of books and journals related to her research. She is very much active on social media as well. While searching for journals online, she often uses words like “Reputed” or “Reliable”. She is constantly seeking help from her professors to find some good material for her research.

If her professor suggests some journal or book, she is likely to go ahead and buy it. She also attends conferences and paper presentations quite often. She and her friends exchange notes and suggestions during their groups study.

Recommendations

- Conduct video interview with some professor: Can help in increasing reputation and reliability.
- Add a page which provides details about upcoming conferences: Can help in increasing traffic to website and audience engagement.
- Introduce collaborations with universities: Increases trust and creates traffic.

COMPETITION

The analysis of the competitors shows that even the major competitors lack proper SEO management. The top 2 competitors (Journal Publishing India and GBS Publications) did not have proper page structures and had low SEO scores. They were ranking high solely based on their well optimized title tags and high association with universities. The competition lacked proper social media pages and did not have sufficient engagement with the audience. They did not have quality content pages.

These shortcomings provide an increased opportunity to make use of SEO and beat the competition.

TECHNICAL REVIEW

The main technical problems that need attention are

- **Meta description tag is not set:** Set up a meta description tag

{High Priority}

Meta Description tag helps search engines to identify what the page is about and for what factors to rank the site for.

- **No analytics tool used:** Add an analytics tool to the website

{High Priority}

Using an analytics tool can help in tracking the traffic and measuring the effects of SEO

- **Page size is too large:** reduce the page size to reduce load time

{High Priority}

Large page size makes the site less user friendly and hinders user experience.

- Fix broken links

{Medium Priority}

Broken links cause problems in crawling the website and can leave some pages uncrawled.

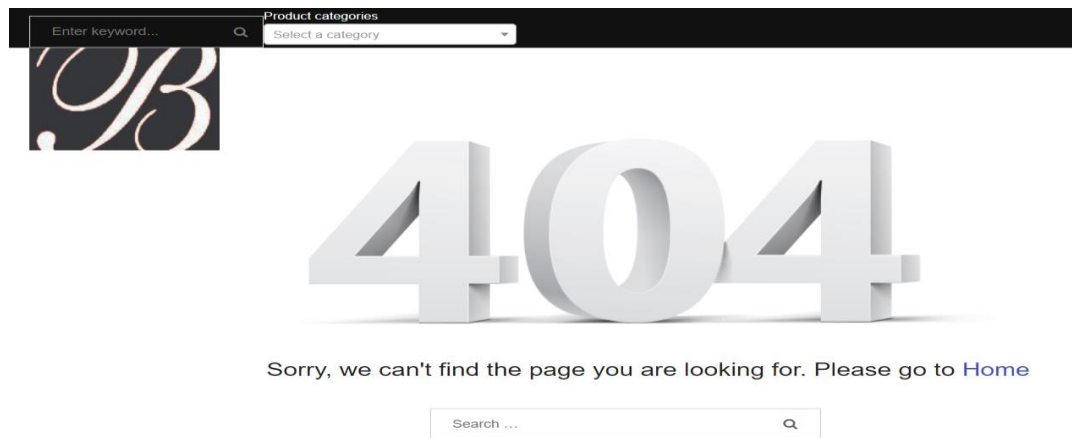
- Add alt attributes to all images to help google identify them

{Medium Priority}

Search engines cannot identify images so adding alt text helps to identify them.

404 ERRORS {HIGH PRIORITY}

The website seems to be well optimized for 404 errors. There is a proper link indicating to move to the homepage. There are no websites that provide these errors usually.



302 REDIRECTS {HIGH PRIORITY}

The website did not have any 302 redirects. There were only 4 websites that were redirected and all were redirected using 301 redirect.

CONTENT RECOMMENDATIONS

1) HOME PAGE {MEDIUM PRIORITY}

URL: <https://bhartipublications.com/>

Target Keywords:

Keyword	Volume	Current Rank (If Applicable)
Bharti Publications	0	1
Leading Journal Publishers	100	31

Meta Data Recommendations:

Title Tag: Buy Leading Indian Journals, Books, Conferences

Meta Description:

Bharti Publications is a leading journal publisher in India. Here you can buy all the top Indian Journals online. We provide journals, books, conference papers and more. We are recommended by top professors of esteemed institutions.

Heading Tags

The headline tag should be shifted to H1 from H3 and placed right where the H3 tag currently is



Content Analysis

- The homepage does not have a meta description tag.
- The images are very large
- There is no proper description regarding the website or its contents.
- There are lot of irrelevant keywords
- Poor site quality.

2)SHOPPING PAGE {HIGH PRIORITY}

URL: <https://bhartipublications.com/shop/>

Target Keywords:

Keyword	Volume	Current Rank (If Applicable)
Buy journals online	30	35
Buy Indian journals	30	34

Meta Data Recommendations:

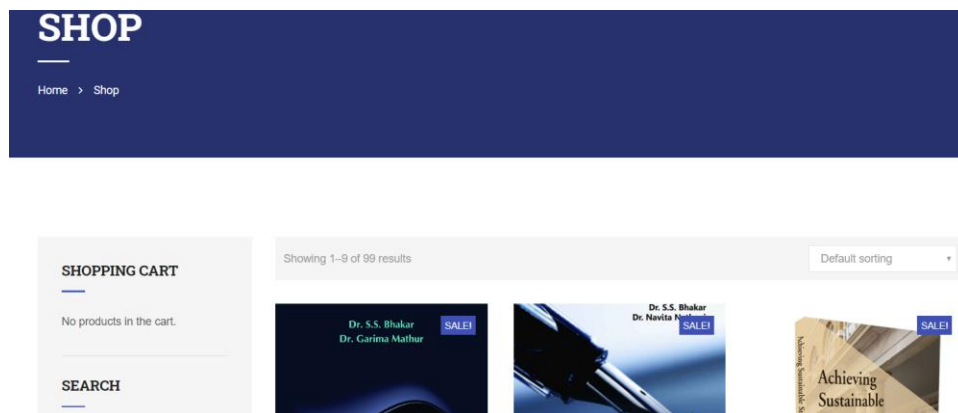
Title Tag: Shop for journals and books

Meta Description:

Not required

Heading Tags

The headline tag should be shifted to H1 from H3 and placed right where the H3 tag currently is. And H3 tags should be optimized for each book.



Content Analysis

- There needs to be an option to filter the content
- The images are very large
- There is no proper description regarding the page or its contents.
- No proper options to select the categories.

3)PUBLISHING PAGE {LOW PRIORITY}

URL: <https://bhartipublications.com/publish-withus/>

Target Keywords:

Keyword	Volume	Current Rank (If Applicable)
Publish journal India	40	N/A
Journal publishers in India	0	44

Meta Data Recommendations:

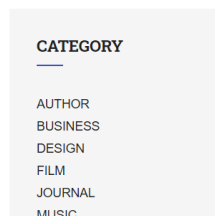
Title Tag: Publish with us: India

Meta Description:

Publish with the leading journal publisher in India. You can choose a variety of options to publish with us.

Heading Tags

Not Applicable.



Content Analysis

- There is no content on this page.
- Even without any content, the page takes lot of time to load.
- A description is required and more use of headline tags is needed.
- No proper options to select the categories.
- No use of keywords.

3)OVERVIEW PAGE {LOW PRIORITY}

URL: <https://bhartipublications.com/overview/>

Target Keywords:

Keyword	Volume	Current Rank (If Applicable)
Overview: Bharti Publications	0	1
Which is a leading journal publisher in India	0	1

Meta Data Recommendations:

Title Tag: Overview: Bharti Publications

Meta Description:

Not Needed

Heading Tags

Overview

OVERVIEW

Home > Overview

Bharti Publications is a leading national publisher in the field of higher education. Bharti Publications Member of Association of Publishers and Booksellers and Delhi State of Booksellers and Publishers Association (DSBPA). It has published more than 300 books in different areas in Management, Economics and Finance, Social Science, Tourism and Hospitality, Education, Law and Agriculture. It regularly involving to promoting research work for higher education. Bharti Publications covered more than 150 national and international conferences as a publisher partner and published conference proceedings and edited book for prestigious organizations such as Banaras Hindu University, Delhi University, Jamia Millia Islamia, Aligarh Muslim University, Panjab University, Jammu University, ISM Dhanbad, Jadavpur University, Kolkata etc. The publisher having also International journal on Management and Technology, Tourism and Hospitality and Education.

CATEGORY

AUTHOR
BUSINESS
DESIGN
FILM
JOURNAL
MUSIC

Content Analysis

- There is little content on this page.
- Images should be added to increase credibility
- Proper links should be provided from this page.

4)MEMBERSHIP PAGE {LOW PRIORITY}

URL: <https://bhartipublications.com/membership/>

Target Keywords:

Keyword	Volume	Current Rank (If Applicable)
Join us: Bharti Publication	0	1
Journal Membership	30	27

Meta Data Recommendations:

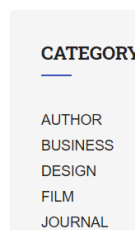
Title Tag: Join us: Bharti Publication

Meta Description:

Click to apply for the membership into the leading journal publisher in India

Heading Tags

Membership should be added in H1 tag.



Content Analysis

- There is no content on this page.
- Even without any content, the page takes lot of time to load.
- A description is required and more use of headline tags is needed.
- No proper options to select the categories.
- No use of keywords.

5)COUNCIL PAGE {LOW PRIORITY}

URL: <https://bhartipublications.com/about-3/>

Meta Data Recommendations:

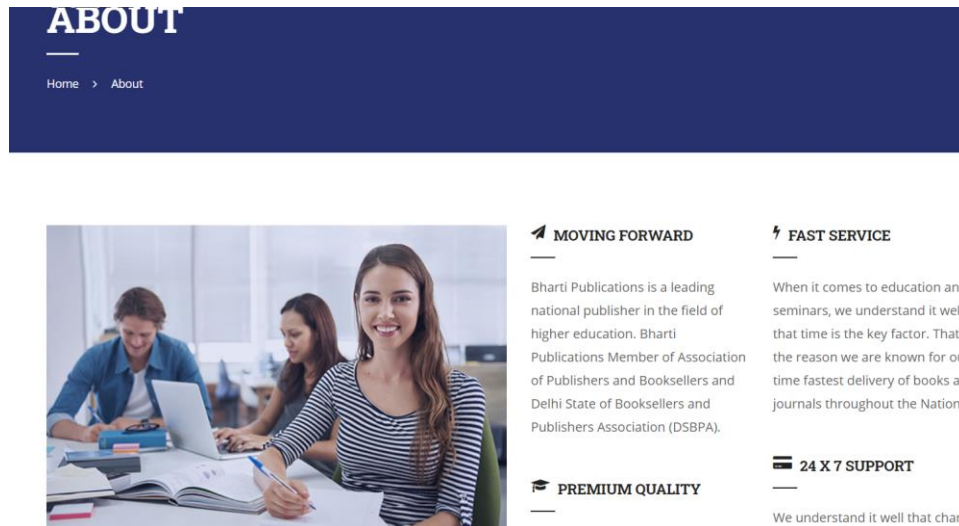
Title Tag:No changes required to the existing tag

Meta Description:

Not needed. Existing is fine

Heading Tags

Proper heading tags should be used.



Content Analysis

- The content on this page is very well organized
- It makes use of proper keywords
- Probably the best page on the site
- Use of relevant images made.
- Some improvement can be made in the structure.

6)JOURNAL PAGE {HIGH PRIORITY}

URL: <https://bhartipublications.com/journal/>

Target Keywords:

Keyword	Volume	Current Rank (If Applicable)
Buy journals online	30	35
Buy Indian journals	30	34

Meta Data Recommendations:

Title Tag: Shop with us

Meta Description:

Here is a list of all the journal that you can buy from us. We have a large collection of top journals from all over India.

Heading Tags

H1 tags can be used for heading

H3 tags for book titles



International Journal of Academic Research and Development
ISSN: 2395-1737, Print Version

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Content Analysis

- There is little content on this page.
- Images should be added to increase credibility
- Proper links should be provided from this page.
- No proper options to select the categories.
- No use of keywords.

8)SHOPPING PAGE {HIGH PRIORITY}

URL: <https://bhartipublications.com/journal/>

Target Keywords:

Keyword	Volume	Current Rank (If Applicable)
Management and economics journals	10	45
Financial crisis journal India	0	8

Meta Data Recommendations:

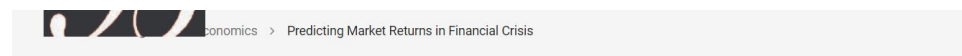
Title Tag: Predicting market during crisis

Meta Description:

Existing meta description is fine

Heading Tags

Existing tags are proper.



Predicting Market Returns in Crisis

~~₹340.00~~ ₹290.00

★★★★☆ (1 customer review)

Predicting Market Returns in Financial Crisis

Author: Dr. Harish Handa & Dr. Pooja Talwar

MRP: Rs.340/-

ISBN-13: 978-93-81212-03-5

ISBN-10: 9381212031

5 in stock

▼ 1 ▲

ADD TO CART

Content Analysis

- This page has highest traffic.
- The content is well organized
- Need to reduce image size.

9)SHOPPING PAGE {HIGH PRIORITY}

URL: <https://bhartipublications.com/productcategory/socialsciences/>

Target Keywords:

Keyword	Volume	Current Rank (If Applicable)
Social sciences journals	10	45

Meta Data Recommendations:

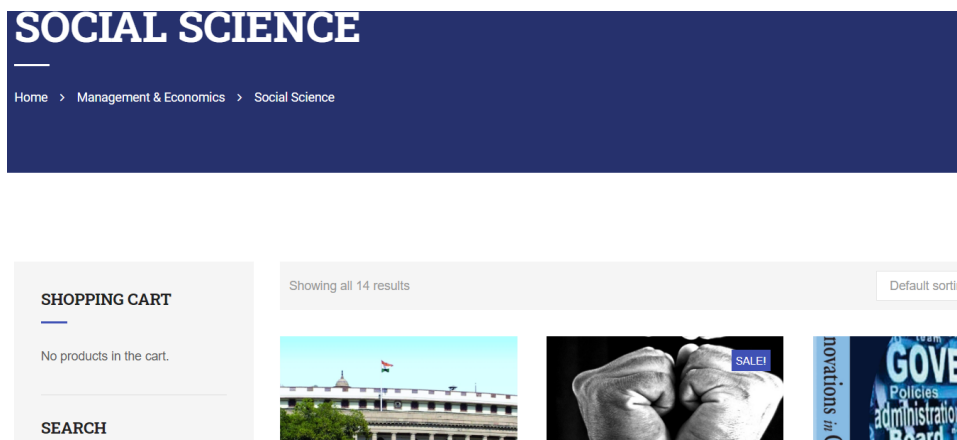
Title Tag: Social Sciences Journals

Meta Description:

Here is a list of the leading journals from the field of Social Sciences.

Heading Tags

Existing tags are proper.



Content Analysis

- The category has good traffic
- The content is well organized
- Need to reduce image size
- Should add meta description

10)SUBSCRIPTION PAGE {LOW PRIORITY}

URL: <https://bhartipublications.com/individualsmembership/>

Target Keywords:

Keyword	Volume	Current Rank (If Applicable)
Subscribe to Bharti Publications	0	N/A

Meta Data Recommendations:

Title Tag: Subscribe to Bharti Publications

Meta Description:

Subscribe to receive regular updates about conferences and latest journals.

Heading Tags

Not Applicable.

INDIVIDUALS MEMBERSHIP

Home > Individuals Membership

CATEG

AUTHOR
BUSINESS
DESIGN
FILM

Content Analysis

- There is no content on this page.
- Even without any content, the page takes lot of time to load.
- A description is required and more use of headline tags is needed.
- No proper options to select the categories.
- No use of keywords

NEW CONTENT RECOMMENDATIONS

1) BESTSELLING BOOKS/JOURNALS {HIGH PRIORITY}

Recommended URL: www.bhartipublications.com/bestsellers

Target Keywords:

Keyword	Volume
Bestselling journals India	30
Bestselling books India	4000

OVERVIEW OF THE CONTENT RECOMMENDING

First idea would be to create a post about the top 10 bestselling books and journals of the month. This can increase traffic and help to increase visibility of our top products.

This page will be a list type page which can increase the visibility of the websites top selling products. This can provide fresh content every month.

INTERNAL LINK RECOMMENDATIONS

This page can have links to the books which are recommended here. The users can buy those books by linking to those pages.

META DATA

Title Tag: Bestsellers of the month

Meta Description: Here is a list of the bestselling books and journals of the month.

HEADING TAGS

Heading 1: Name of book 1

Heading 2: Name of book 2

Additional headings: None

RESOURCES: NOT REQUIRED

CALL TO ACTION

The users can be provided with an option to buy the recommended books from the list.

2) SOCIAL MEDIA PAGE {HIGH PRIORITY}

Recommended URL: www.bhartipublications.com/social media

Target Keywords:

Keyword	Volume
Connect with bharti publications	0

OVERVIEW OF THE CONTENT RECOMMENDING

Since the website lacks social media accounts, it is advised to create social media accounts and promote their content on those platforms.

The page can include the featured posts, photo gallery etc. On social media.

INTERNAL LINK RECOMMENDATIONS

Not Required

META DATA

Title Tag: Connect with us

Meta Description: Connect with us on Facebook, Twitter and Pinterest to grow our family.

HEADING TAGS

Heading 1: N/A

Heading 2: N/A

Additional headings: None

Resources: Not needed

CALL TO ACTION

The users can be provided with an option to follow the listed social media accounts.

3) UPCOMING CONFERENCES {HIGH PRIORITY}

Recommended URL: www.bhartipublications.com/upcoming-conferences

Target Keywords:

Keyword	Volume
Upcoming conferences India	20
Latest conferences India	30

OVERVIEW OF THE CONTENT RECOMMENDING

A post about the current and upcoming conferences can also be made. This helps the students to find a one stop place to search about conferences and help in increasing engagement and shareable content.

INTERNAL LINK RECOMMENDATIONS

This page can have links to the homepages of the conferences which are listed here. This helps in increasing engagement with other competitors and increasing user engagement.

META DATA

Title Tag: Upcoming Conferences

Meta Description: These are the latest and upcoming conferences that are scheduled. Hurry and book a slot.

HEADING TAGS

Heading 1: Name of Conference 1

Heading 2: Name of Conference 2

Additional headings: None

Resources: The details of the conferences can be provided to help the users.

CALL TO ACTION

The users can be provided with an option to enroll into the listed conferences.

4) VIDEO INTERVIEWS {LOW PRIORITY}

Recommended URL: www.bhartipublications.com/interviews

Target Keywords:

Keyword	Volume
Interview journals	0
How to write a journal	330

OVERVIEW OF THE CONTENT RECOMMENDING

A video interview with some renown professors about some good journals and conferences and guidelines to publish a journal can provide informational content which is shareworthy

INTERNAL LINK RECOMMENDATIONS

This page can include a link to a post on how to write journals. This link also can have links to the books and journals recommended by the interviewee

META DATA

Title Tag: Interviews

Meta Description: Interviews with renown professors on how to write a journal and importance of reliable journals

HEADING TAGS

Heading 1: Interview with Example professor

Additional headings: None

Resources: Not needed

CALL TO ACTION

The users can be given an option to share the content on social media.

SUCCESS METRICS

To measure the success of our SEO campaign, the following metrics can be used.

Goal 1: To increase organic traffic to the website

We have provided recommendations like improving the meta description for the page to improve visibility. Reducing the page size. Increasing the links etc.

Measurement: Incoming organic visits to homepage.

Goal 2: To increase presence on social media

We have recommended creating social media accounts and associating it with all the participating universities. We have also recommended creating content that is shareable on social media.

Measurement: This can be measured by checking the number of followers, likes and comments on social media pages.

Goal 3: To increase the sales

We have recommended giving proper structure to the page and conducting interviews with some top professors which can increase the brand value of the company. This can also be achieved by collaborating with universities to publish the journals prepared by the students of their university.

Measurement: To check the sales figures.

Thank you