SEO Audit and

Strategy Development

Part-3

**Name:** Philips Amar Naidu Adari

**Name of the Company:** LecTec

**Company Url**: <https://lectec.com>

**About:** LectTec Specializes in **Electric Skateboard and Electric Scooter Kits and Components**. They Provide motors, batteries, controllers, and wheels that allow customers to build or upgrade their electric skateboards. Also Planning to offer Electric Cycle Kit.

**Backlink Building Strategy**

**Goal:** Increase domain authority and website traffic by using high-quality, relevant and ethical backlinks

Plan:

1. Guest Posting: Reaching out reputable and best blogs that we can possibly reach out and offer some valuable content in exchange for a backlink.
2. Ethical Practices: Avoid paid backlinks or any other unethical links which violates google guidelines.
3. Focus on natural Link building and earned links.
4. Using Linkable Assets: Publish in-depth guides, research or tools where most of them refer to.
5. Local Citations: Linking Our business with reputable local companies or businesses.
6. Analysing Competitor backlinks using SEO tools like SEM rush, screaming frog etc.
7. Broken link building: Finding the broken links and fixing them.

**Strategy to Improve Social Media Engagement**

**Goal:** Build brand reputation, awareness, drive traffic from competitor and Signal authority to search engines.

Plan:

1)Frequent Presence: Post regularly on platforms where target audience are more active.

2)Collaborations: Work with experienced influencers or any experts and attract audience by the content

3) Engage with users often: Respond to DM’s, Comments, Share Content, asking for support.

4)Follow Recent trends to improve social engagement like hashtags where ever it is related to our business, one of the best way to be in sight of the target audience.

5)Share Content: Designing Content that is easily shareable and engaging,

6) Using Google Analytics to see user interaction and engagement.

7) Track more details from analytics and learn what to improve to increase user interaction and engagement.