

॥ सिद्धिः भूषयते विद्याम् ॥

avantika
UNIVERSITY

DIGITAL MARKETING

SEO ASSIGNMENT

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ABOUT KRISHNA KI PADHAI

View different assignments & projects which will help you to upskill your personality in decision-making, problem-solving, creative & critical thinking, presentation skills, PPT skills etc.



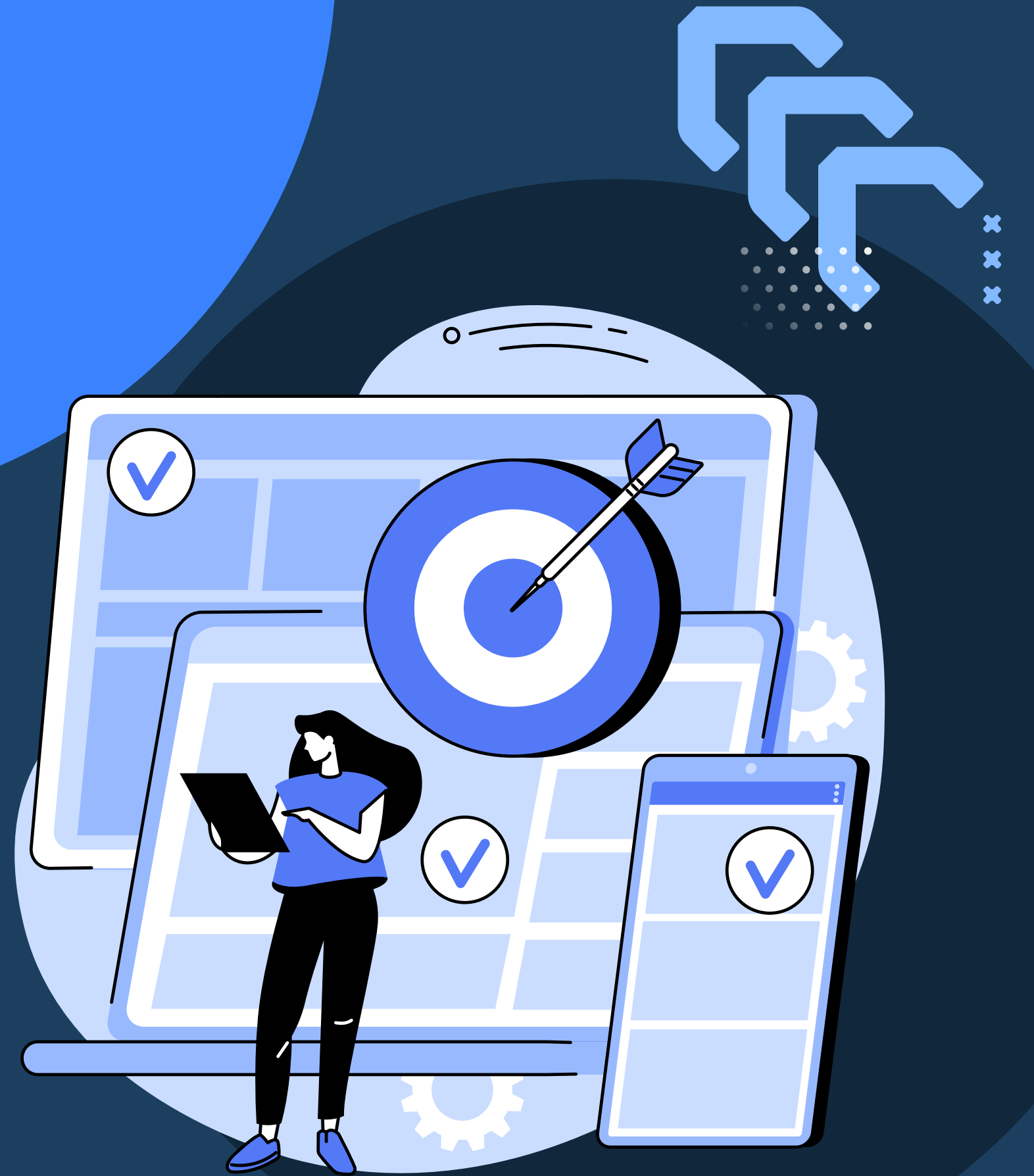
WHAT IS SITE AUDIT?



A site audit in SEO is a comprehensive analysis of a website's technical, content, and backlink aspects. It identifies issues, opportunities, and optimization strategies to improve search engine visibility.

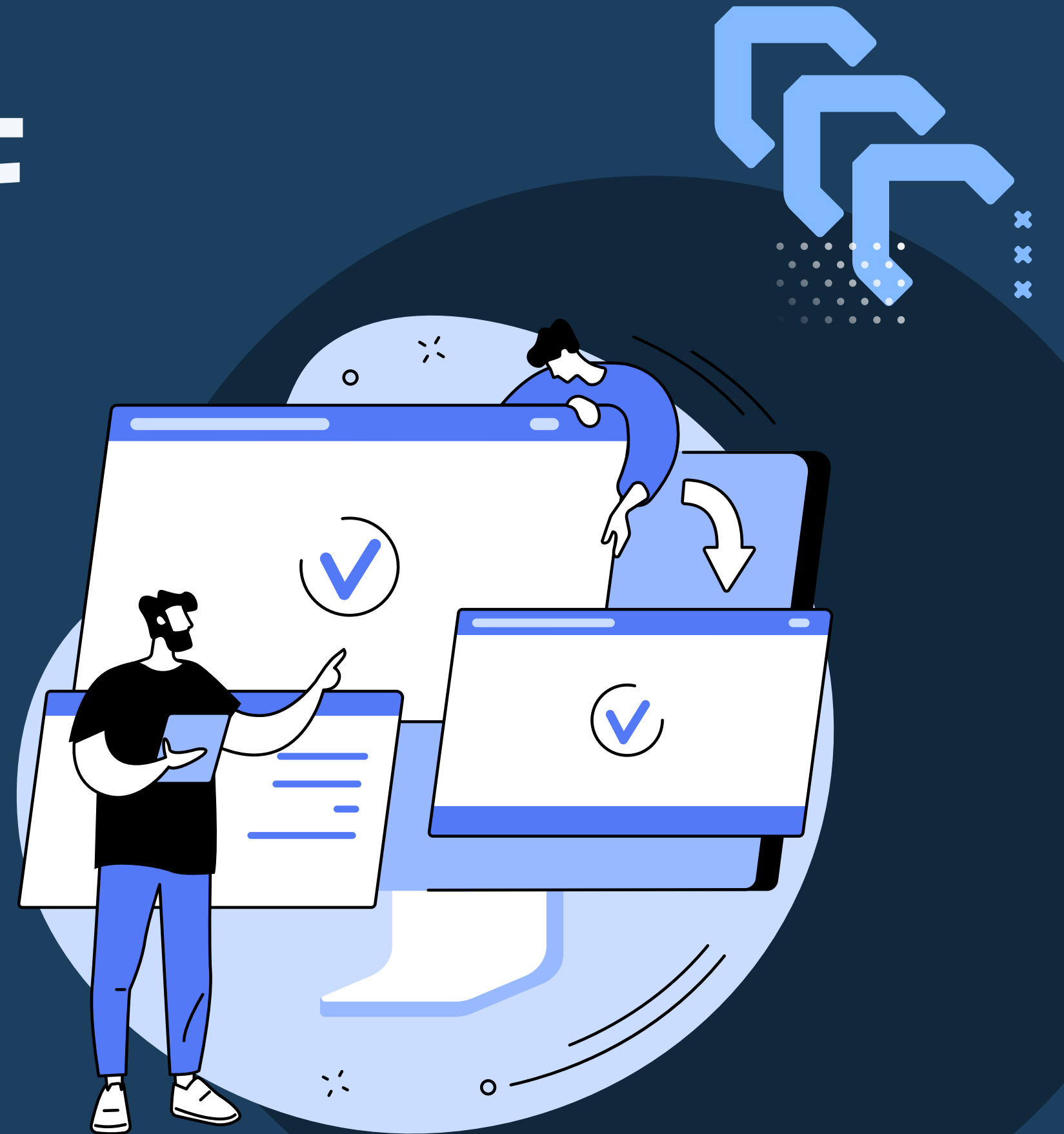
GOALS AND OBJECTIVE

Site audit objectives include assessing on-page and technical SEO issues, identifying optimization opportunities, enhancing user experience, and improving website performance for higher search engine rankings and organic traffic growth.



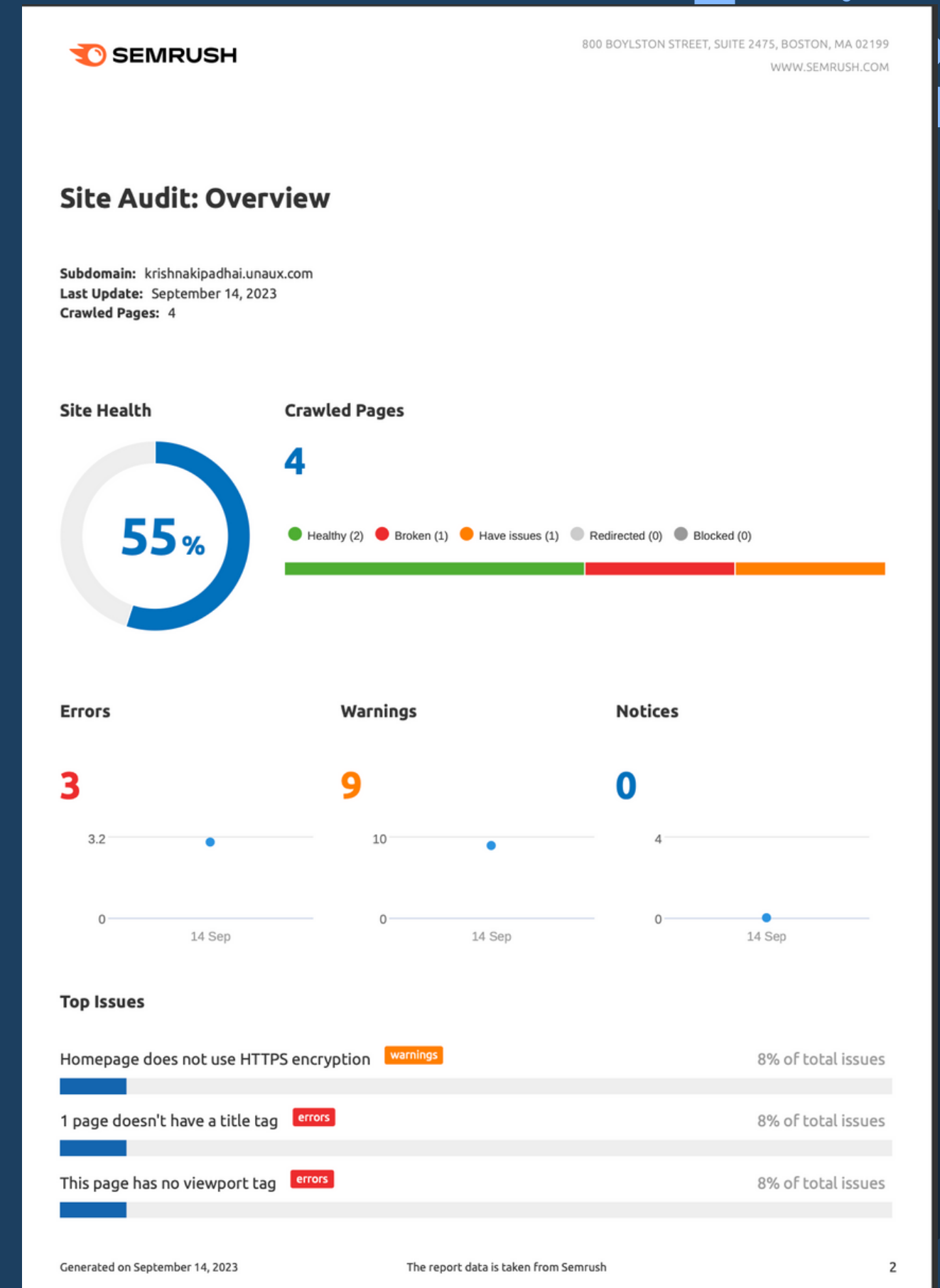
IMPORTANCE OF AUDIT

SEO audits are crucial for assessing website health, identifying optimization opportunities, and ensuring search engine visibility. They pinpoint issues, enhance performance, and drive organic traffic and conversions.



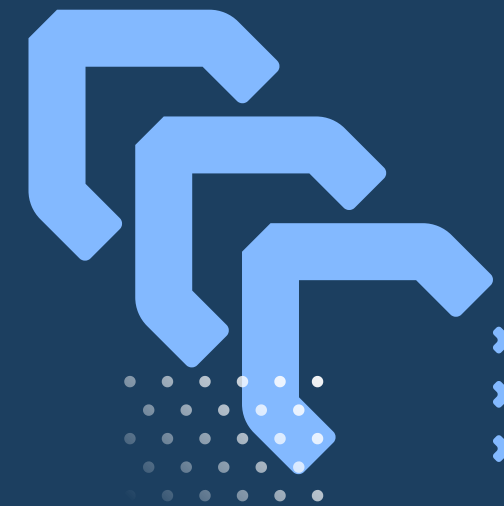
AUDIT REPORT

This audit shows that there are a risk as the site is not secured but its good that its 100% crawlable, there are few changes which can make it rank better like Title tag, viewport tag.





THINGS MISSING



HTTPS Extension

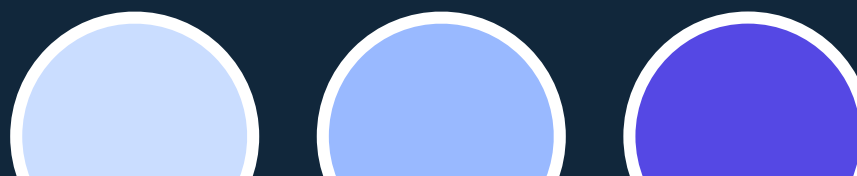
encrypts data for secure web browsing.

Title Tag

summarizes webpage content, boosts click-through rates.

Viewport Tag

defines how a webpage should be displayed on mobile devices.



ON PAGE SEO



On-page SEO involves optimizing web pages for search engines by using relevant keywords, creating high-quality content, optimizing meta tags, improving site speed, and enhancing user experience to boost organic search rankings.

OFF PAGE SEO

Off-page SEO refers to strategies used outside your website to improve search engine rankings. This includes backlink building, social media, and content marketing to enhance online visibility and credibility.



MISSING THINGS ON SOCIAL MEDIA



- Complete Information
- Regular Posting
- Visual Branding
- Engagement
- Content Strategy
- Targeting

IMPROVEMENT ON SOCIAL MEDIA



The most important improvements needed for social media business accounts include the following things:

- enhanced content strategy
- improved engagement with followers
- regular posting consistency
- data-driven insights for better decision-making.

TRADITIONAL MARKETING

Traditional marketing employs offline methods like print ads, TV, radio, and direct mail to reach a broad audience, relying on established channels for brand promotion and customer engagement.



WAYS TO GROW BUSINESS

- Direct Mail
- Billboarding
- Event Sponsorships
- Print Advertisement
- Networking



DIGITAL MARKETING



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WAYS TO GROW BUSINESS

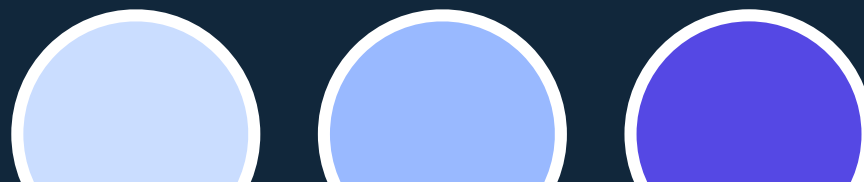
- Search Engine Optimization (SEO)
- Social Media Advertising
- Email Marketing
- Content Marketing
- Pay-Per-Click (PPC) Advertising
- Influence Marketing





TRADITIONAL VS DIGITAL

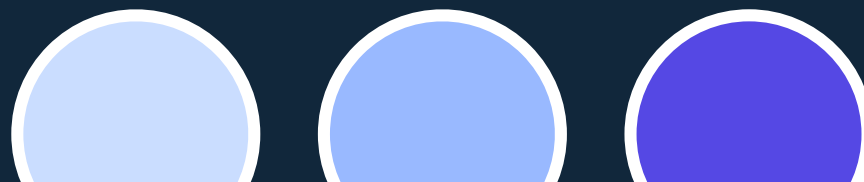
Traditional marketing relies on offline channels like print and TV, while digital marketing leverages online platforms for targeted reach, measurable results, and cost-effective advertising.





THE BEST WAY OF MARKETING

The best marketing combines compelling storytelling, data-driven strategies, and authentic customer engagement to create a memorable and resonant brand experience that fosters trust and drives conversions.



THANK
YOU

