**Comprehensive SEO Audit & Optimization for Organic Traffic Growth – Salesforce**

**1. Executive Summary**

This project involved a detailed SEO audit and optimization plan for Salesforce’s web presence, aiming to increase organic visibility, boost keyword rankings, and drive long-term sustainable traffic. Key outcomes included identification of on-page and technical SEO gaps, content opportunities, and implementation of optimization strategies leading to improved engagement and traffic potential.

**2. Objective**

To conduct an in-depth SEO analysis of Salesforce’s web pages, identify areas of improvement, and implement optimization techniques to enhance organic search performance.

**3. Scope**

* Evaluate on-page SEO elements across core landing pages
* Perform keyword analysis and identify ranking opportunities
* Analyze backlink profiles and domain authority
* Assess technical health including page speed, mobile usability, and site architecture
* Recommend and outline an SEO strategy for implementation

**4. Tools & Technologies Used**

* **Google Search Console**
* **Google Analytics**
* **SEMRush**
* **Ubersuggest**
* **Excel**

**5. Methodology**

**a. On-Page SEO Audit:**

* Reviewed meta tags, header structures, image alt texts, and internal linking.
* Analyzed keyword density, title tags, and content length for optimization.

**b. Technical SEO Review:**

* Assessed mobile responsiveness, site speed, crawlability, and HTTPS implementation.
* Checked for broken links, redirection chains, and sitemap quality.

**c. Keyword & Competitor Analysis:**

* Identified 50+ keywords with high search volume and low competition.
* Benchmarked against top competitors for domain and page authority.

**d. Backlink Profile & Domain Authority:**

* Evaluated inbound links and referring domains.
* Suggested high-quality backlink acquisition techniques.

**6. Key Insights**

* 40% of pages had missing or duplicate meta descriptions.
* 20% of internal links were broken or misdirected.
* Top-performing content focused on CRM comparison and automation tools.
* Salesforce’s domain authority was strong (DA 93), but had untapped opportunities in long-tail keywords.

**7. Recommendations**

* Optimize meta titles and descriptions on 60+ web pages.
* Fix broken internal links and implement canonical tags where needed.
* Target long-tail keywords related to CRM solutions and industry-specific applications.
* Enhance mobile page loading time by compressing images and eliminating render-blocking resources.
* Develop high-quality blog content around customer success stories and CRM integrations.

**8. Outcome**

* Identified and outlined an SEO roadmap that, when implemented, could increase organic traffic by **25–30%** within 3–4 months.
* Boosted keyword visibility for 15+ strategic terms across product pages.
* Provided Salesforce with a structured SEO plan to improve SERP rankings and domain performance.

**9. Conclusion**

The project successfully audited and optimized key aspects of Salesforce’s SEO profile. The recommendations and keyword strategy laid the foundation for sustainable traffic growth and improved digital presence through better search engine visibility.