SEO Audit of Blog

Marketing In Detail

Presented by Anirudh Panda

Overview

- Current Status
- Marketing Objectives - Roadmap
- Target Audience
- Strategy
  - SEO
    - On Page
    - Off Page
  - Google Ads
  - Social Media

Current Status

- Basic Setup
  - SEO
    - Title, KW, Description (based on research using Keyword Planner)
- Integrations:
  - Google Analytics
  - Search Console
  - Google Ads
  - Google Adsense

History of Domain Name

via Whois Record

Whois Record for BlogSpot.com

– Domain Profile

Registrant Org	Google LLC
Registrant Country	us
Registrar	MarkMonitor, Inc. MarkMonitor Inc. IANA ID: 292 URL: http://www.markmonitor.com Whois Server: whois.markmonitor.com abusecomplaints@markmonitor.com (p) 12083895770
Registrar Status	clientDeleteProhibited, clientTransferProhibited, clientUpdateProhibited, serverDeleteProhibited, serverTransferProhibited, serverUpdateProhibited
Dates	7,618 days old Created on 2000-07-31 Expires on 2021-07-31 Updated on 2020-06-29
Name Servers	NS1.GOOGLE.COM (has 15,470 domains) NS2.GOOGLE.COM (has 15,470 domains) NS3.GOOGLE.COM (has 15,470 domains) NS4.GOOGLE.COM (has 15,470 domains)

SEO Audit

1. Plagiarism Check via Duplichecker
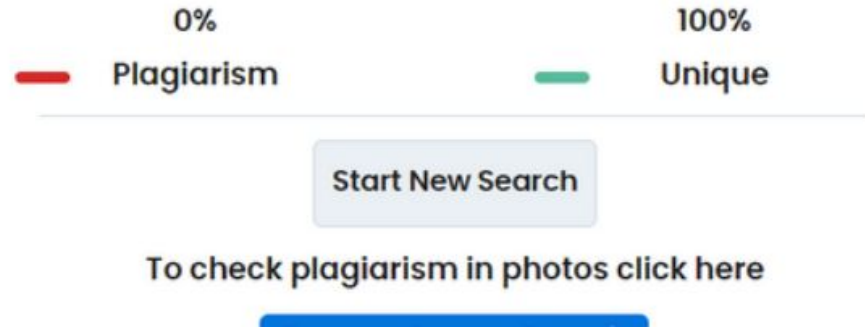
2. Keyword Presence

LOCAL SEARCH RESULTS

About 6,00,000 results (0.49 seconds) on Marketing In Detail

KEYWORDS

Marketing, Digital Marketing, Marketer, Marketing In Detail, Marketing for Beginners

KEYWORD RECOMMENDATION via Google Ads

Keyword Stats 2021-06-09 at 15_56_48			
May 1, 2020 - April 30, 2021			
Keyword	Currency	Avg. monthly sea	Competition
marketing	INR	50000	Low
digital marketing	INR	500000	Medium
marketing for beginners	INR	50	Low
marketing strategy	INR	50000	Low
marketing mix	INR	50000	Low
internet marketing	INR	5000	Low
digital marketing services	INR	50000	Low
web marketing	INR	5000	Low
market mix	INR	5000	Low
the marketing mix	INR	500	Low
online marketing business	INR	5000	High
internet marketing services	INR	5000	Low
marketing plans	INR	5000	Low
marketing approach	INR	5000	Low
online marketer	INR	50000	Medium
marketing mix strategies	INR	500	Low
online marketing services	INR	500	Medium
digital marketing for beginners	INR	500	Medium
digital promotion	INR	500	Low
best marketing strategy	INR	500	Low

LARGE DESCRIPTION/TITLES

Title Tag ✔

You have a title tag of optimal length (between 10 and 70 characters).

Marketing In Detail

Length : 19

Meta Description Tag ✔

Your page has a meta description of optimal length (between 70 and 320 characters).

Marketing in detail talks about various case studies of companies and talks about their marketing strategies in detail and growth through marketing.

Length : 148

Sitemap and Robots
0 BACK LINK PRESENT (VIA BACKLINKWATCH)

Robots.txt ✔

Your website appears to have a robots.txt file.

http://marketingindetail.blogspot.com/robots.txt

XML Sitemaps ✔

Your website appears to have an XML sitemap.

https://marketingindetail.blogspot.com/sitemap.xml

WEBSITE LOAD TIME

Page Details ?

Your page content is broken down into the following:

1.8s

Fully Loaded Time

Total Page Size - 717KB

| JS 499KB | Font 103KB | IMG 62.4KB | | |

Usability
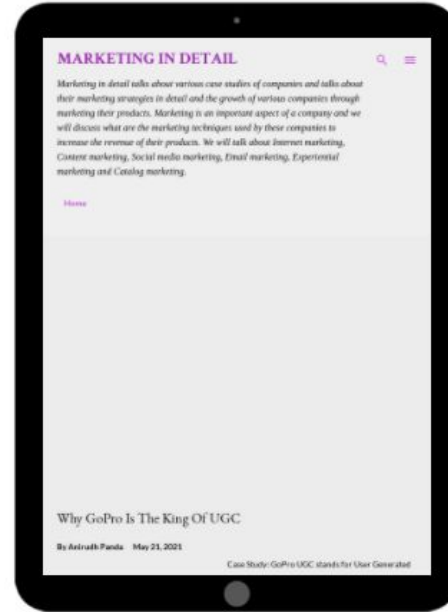
INTEGRATIONS in Google Analytics, Search Console and Google Ads

Marketing Objectives - Roadmap

Expected Outcomes

- Xxx no of visits to my blog by June

- Get to the page 1 of SERP for generic Keywords in 3 months

- Xxxx no of followers on FB & Insta taken together

- ….

TARGET AUDIENCE

1. **AGE**

   People of age more than 15 years old

2. **GENDER**

   All genders

3. **INCOME**

   Almost all range of income

4. **INTERESTS|TASTE AND PREFERENCES**

   People interested in various marketing techniques

SEARCH CAMPAIGNS

Ad · marketingindetail.blogspot.com

Marketing for Beginners | Marketing In Detail | Digit...

Case studies of companies and talks about their m...
The growth of various companies through marketin...

STRATEGY
Social Media Content

SOCIAL MEDIA ACCOUNTS

1. FACEBOOK

   Reach personally. Share Ideas. Ask for reviews

2. INSTAGRAM

   Post weekly Stories Live Session

3. YOUTUBE

   Focus on more video content by podcasts

Suggested Content Calendar

Marketing Strategy of

Properties   Filter   Sort   Search   ···   **New** ⌄

June 2021   ‹ Today ›

Mon	Tue	Wed	Thu	Fri	Sat	Sun
31	Jun 1	2	3	4	5	6 📄 CRED
7	8	9 Boat	10	11	12	13
14	15 Bewakoof	16	17	18	19 RedBull	20
21	22	23 MDH	24	25	+ 26 Netflix	27

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