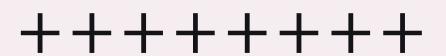


Minor Assignment

HACKATHON 2.0

PRESENTED BY: Biswajit Swain

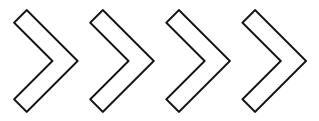


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SOME SEO PLANS TO IMPROVE SEO FOR DREAM11 WEBSITE AFTER AUDIT

Please go to next slide





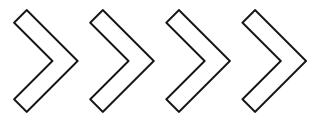
01 Keyword research and targeting:

- Identify relevant long-tail keywords using tools like Ahrefs, SEMrush, and Google Keyword Planner.
- Create targeted landing pages for key terms, optimizing title tags, meta descriptions, and on-page content.
- Use internal linking to connect relevant pages and distribute page authority.

02 Content optimization:

- Audit existing content for keyword relevance and user engagement.
- Update and optimize title tags and meta descriptions with focus keywords.
- Create fresh, informative content in various formats (articles, guides, videos) to address user needs and search intent.
- Utilize internal linking to improve user navigation and distribute page authority which will finally increase domain authority score to rank higher in SERP.



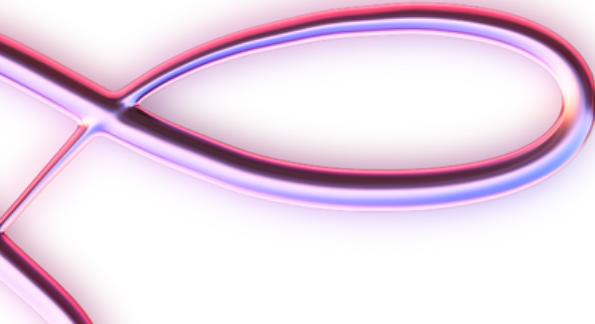


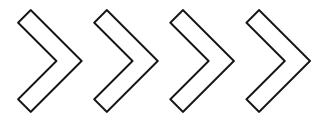
03 Backlink building:

- Analyze current backlink profile using tools like Ahrefs or Moz.
- Identify and disavow low-quality backlinks.
- Reach out to relevant websites for guest blogging opportunities and link building partnerships.
- Participate in industry forums and communities to build backlinks naturally. like through Liknedin etc.

04 Social media engagement:

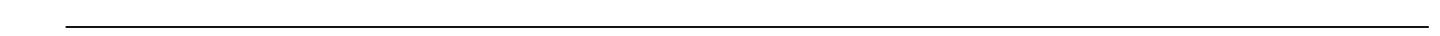
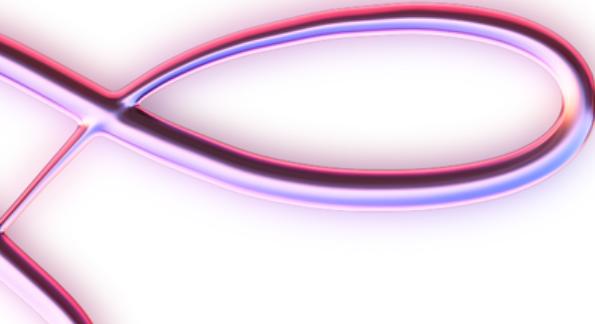
- Develop a consistent content strategy for social media platforms like facebook, Instagram, twitter X, etc.
- Share valuable content, insights, and tips related to fantasy sports.
- Run contests and giveaways to drive engagement and brand awareness.
- Utilize social media ads to target specific audiences with relevant keywords.





05 Content marketing:

- Partner with sports influencers to promote Dream11 and its content.
- Publish guest articles on relevant websites to reach new audiences.
- Develop video tutorials and guides on playing fantasy sports effectively.





SEARCH AD CAMPAIGN FOR DREAM 11

I have created an ad campaign on IPL fantasy cricket landing page for more participants to engage and play.

Screenshots are provided in the next slide





Ads display screenshot

The screenshot shows a single ad entry for "Dream 11 IPL". The ad text is: "IPL team | Play Fantasy Cricket | TATA IPL Fantasy Cricket Tips" followed by a link "dream11.com/fantasy-cricket/ipl". Below the text, it says "Download the Dream11 app and win huge cash prizes. IPL Fantasy Cricket T20 League: Play Fantasy Indian Premier League 2023 on Dream11 App." At the bottom, there are filters for Ad, Status, Impressions, Clicks, and CTR, with values: Under Review, Pending, 0, 0, 0.00%. Navigation buttons at the bottom are "All ads" and "All assets", and a page indicator "< 1 / 1 >".

Targeted Keywords Screenshot

The screenshot shows a table of targeted keywords. The columns are Cost, Clicks, and CTR. The rows list five keywords: "fantasy cricket", "cricket ipl", "ipl score", "ipl match", and "today ipl match", all with 0 clicks and 0.00% CTR. A navigation bar at the bottom shows "Keywords" and "Negative keywords" with a page indicator "< 1 / 8 >".

	Cost	Clicks	CTR
● fantasy cricket	₹0.00	0	0.00%
● cricket ipl	₹0.00	0	0.00%
● ipl score	₹0.00	0	0.00%
● ipl match	₹0.00	0	0.00%
● today ipl match	₹0.00	0	0.00%

FUSION9 STUDIOS



Thank You
for watching!

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