Comprehensive SEO Audit & Optimization for Organic Traffic Growth

Presented by

Dhivya M – MBE 11

Company selection and description

- I have selected a company named "**Salesforce**" for this project.

- The website link is https://www.salesforce.com/in/

- Salesforce, Inc is a cloud based **customer relationship management (CRM)** software solution for sales, service, marketing etc.

- **Sales Cloud**, the flagship product of this company, focuses on identifying, engaging, and managing prospects and customers to accelerate sales growth.

- It encompasses leads, accounts, contacts, opportunities, products, and more, streamlining your sales process.

- Globally this company is present in **30+ countries**.

- In India this company has its offices in Hyderabad, Bangalore, Mumbai, Jaipur, Pune, and Gurgaon.
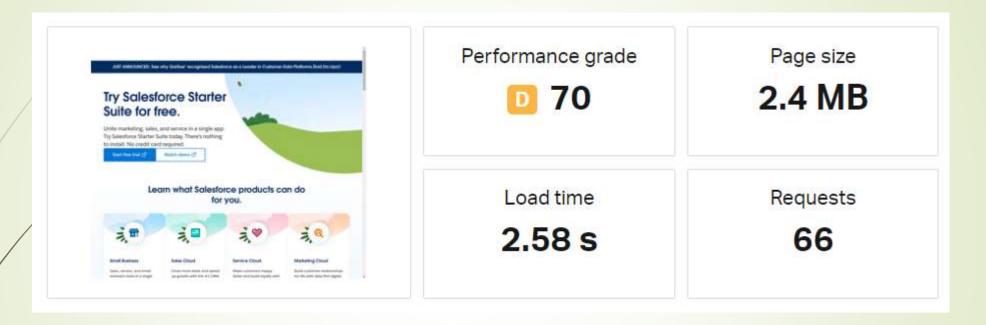
Task – 1 : Initial Audit of the Website

- **Strengths** :

- Salesforce's website likely maintains a **clean, modern, and professional design** that aligns with its brand image.

- The site typically offers **extensive information** about its products and services, including detailed descriptions, features, benefits, and pricing.

- Effective **CTAs guide** users toward actions like signing up for demos, requesting a quote, or contacting sales. These are often prominently displayed and designed to be easily accessible.

- A **well-designed UX** ensures that the website is easy to navigate, with intuitive menus and a search function that helps users find information quickly.

- **Weakness :**

- High-resolution images, interactive elements, and extensive content can sometimes slow down load times, potentially **affecting user** experience, especially for users with slower internet connections.

- As with any **large website**, **optimizing content** for search engines can be **challenging**, and there might be opportunities to improve visibility and ranking in search results.

Page performance:

❖ The page size and the load time is slightly above the normal value. This may be due to the high resolution images, graphics used extensively in the webpages.

❖ The speed test is run using the following website https://tools.pingdom.com/

Task – 2 : Keyword research

- Primary Keyword according to Google Keyword planner where the search volume is 100K – 1M and the competition is low are as follow

1. crm customer relationship management
2. crm's
3. crm relationship management
4. salesforce
5. crm customer management

- Secondary Keyword according to Google Keyword planner where the search volume is 10K – 100K and the competition is medium are as follow

1. customer relationship management software
2. crm management software
3. relationship management software
4. Customer relationship software
5. customer resource management software

Competitor Analysis

- According to **The Forbes report 2024**, the main competitors of Salesforce is **Microsoft Dynamics 365** and **Zoho CRM**. (Ref - https://www.forbes.com/advisor/business/software/salesforce-competitors/)

- **Zoho Office Suite** is generally more **affordable** than Microsoft 365, offering pricing plans that cater to the budget constraints of small to medium-sized businesses. **Microsoft 365's pricing** reflects its **extensive range of features** and is designed to meet the diverse needs of larger businesses and enterprises.

- The keywords for Microsoft Dynamics 365 with search volume of 100K – 1M with low competition are crm relationship management, ms office 365, office 365, ms 365 and microsoft 0365.

- The keywords for Zoho CRM with search volume of 100K – 1M with low competition are zoho crm system, customer relationship management, crm customer relationship management, customer resource management and client relationship management.

Task -3 : On-Page SEO Optimization Audit

➡ **Page - 1** (https://www.salesforce.com/in/)

✓ H1 and H2 tags are set. The meta description is 151 characters long. The size of the HTML document is 25 Kb. This is under the average of 33 Kb.

✓ Keywords such as Sales, service, cloud were found in the title and description of the page.

✓ There is 30 internal links in this page. There is no external link.

✓ Some images on this page have no alt attribute.

➡ **Page - 2** (https://www.salesforce.com/in/products/)

✓ This page has two H1 tags and many H2 tags. The meta description is 158 characters long. The size of the HTML document is 36 Kb.

✓ The SEO title is 77 characters, which is too long. (Normal is 50-60 characters)

✓ Keywords such as AI, Data were found in the title and description of the page.

✓ There is 48 internal links and 2 external links present in this page.

✓ Some images on this page have no alt attribute.

- **Page – 3** (https://www.salesforce.com/in/crm/what-is-crm/)

✓ H1 and H2 tags are set. The meta description is 66 characters long. The size of the HTML document is 41 Kb.

✓ Keywords such as CRM, customers were found in the title and description of the page.

✓ There is 43 internal links and 4 external links present in this page.

✓ Some images on this page have no alt attribute.

Task – 4 : Technical SEO

- All the three pages has **robots.txt file**, **canonical tag**, **geo tag** and **twitter card**.

- These pages does not contain any **no index header** or **meta tag**.

- All these 3 pages have **sitemaps** which helps to increase the website rank.

- The site is using a **secure transfer protocol (https).**

- All the required **Open Graph meta tags** have been found.

- **Common issues in these 3 webpages:**

1. The server is not using "expires" headers for the images.

2. Some JavaScript files don't seem to be minified.

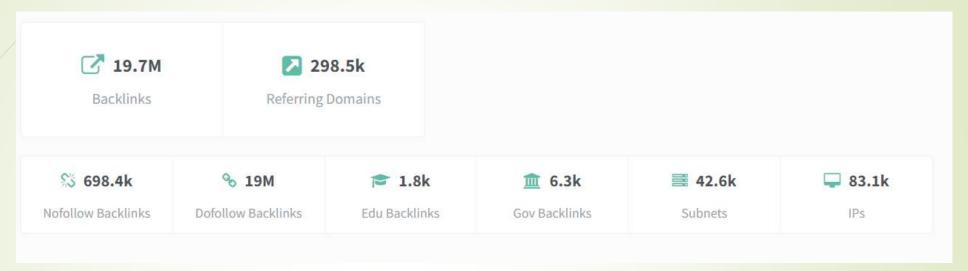3. These pages make 42, 49, 39 requests respectively. More than 20 requests can result in slow page loading.

Best practices to improve the audited web page speed.

- **Combine multiple CSS files** into a **single file** and multiple JavaScript files into a single file. This **reduces the number of requests** needed to fetch these resources.

- The **Expires header** is used to tell the browser **how long** it should cache a resource before it needs to check back with the server for a new version.

- By properly configuring Expires headers, we can significantly **improve the performance** of the website by **reducing unnecessary server requests** and leveraging browser caching effectively.

- **Minification reduces the size** of JavaScript files by **removing unnecessary characters** like whitespace, comments, and redundant code, which helps improve loading times and overall efficiency.

- **Adding alt attributes** to images is essential for accessibility and SEO. The alt attribute provides a **textual description** of the image, which helps users who rely on screen readers and can also improve your website's search engine ranking.

- Proper **configuration of Header tags** and using **ideal characters length** for the SEO title also helps to improve the page performance.

Task – 5 : Content strategy plan

- We can create **blog po**st titled "How Salesforce Revolutionizes CRM Customer Management"

- We can create **infographic** titled "The Evolution of CRM: From Basics to Salesforce Solutions"

- We can do **social media promotions** by sharing content across platforms like LinkedIn, Twitter, and Facebook. Use relevant hashtags and tag influencers to increase reach.

- Since this company deals with wide range of business from small scale to corporates, it is important to **customize our marketing strategies** accordingly.

- Stay abreast of **new SEO** practices and trends in the Salesforce and CRM space to continuously refine their strategy.

Task – 6 : Off page SEO

❖ This website has 19.7M backlinks. (Reference - https://www.seoptimer.com/www.salesforce.com)

❖ The **social presence** of this website is found to be **weak**.

❖ No associated Facebook Page, Instagram profile or LinkedIn profile found as a link on this page.

❖ This website has a link to a X profile.

SEO plan and Strategy

➤ Since this website has a very strong backlinks in terms of quality and quantity more focus needs to be given on creating a **strong Online** and **social media presence**.

➤ **Leverage Social Media**

❖ **Active Engagement**: Engage with Salesforce communities on platforms like LinkedIn, Twitter, and Facebook. Share valuable content, participate in discussions, and build relationships.

❖ **Content Promotion**: Promote blog posts, white papers, and case studies on social media to drive traffic and encourage shares.

❖ **Influencer Collaboration**: Partner with influencers and thought leaders in the Salesforce space to expand reach and gain credibility.

➤ **Develop a Strong Online Presence**

❖ **Online Reviews**: Encourage satisfied customers to leave positive reviews on platforms like Google My Business, Trustpilot, or industry-specific review sites.

❖ **Testimonials and Case Studies**: Publish testimonials and case studies on the site and reach out to industry publications to feature them.

Project outcome and conclusion

- It is found that Salesforce website has **strong on page, off page and Technical optimization**.

- Highly professional **UI design** of this website gives it a classy look and a **unique theme** is used throughout the site.

- The **strong backlinks** brings **more traffic** to the website and **keyword enriched content** acts as an added advantage.

- More **focus** needs to be given on **adding alt attributes** for the images.

- This website should be **optimized** to make it user friendly for **Mobile phone** users.

- **Social media presence** of this company should be increased **to attract wide range** of business prospects.

Thank you