

Soft skill project

Q-1)Describe a key project you have worked on or are currently working on.

ANS:-

Key Project: Digital Transformation Campaign

Objective: Boost online sales by 25% and increase brand awareness by 30% for an e-commerce client.

Strategy:

- SEO
- PPC
- Social Media
- Email Marketing

Results:

- 50% increase in website traffic
- 200% growth in social media followers

Q-2)Explain the technologies used, the scope of the project, and its objectives.

Ans:-

Technologies:

- SEO Tools (Google Search Console, SEMrush, Ahrefs)
- Google Analytics
- WordPress

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Scope:

- Keyword research & SEO
- Content creation & marketing
- Social media marketing
- Email marketing

Objectives:

- 30% increase in organic traffic
- Improved search engine rankings
- Enhanced social media presence
- 25% increase in conversions

Q-3) Highlight the challenges faced and how you addressed them, showcasing your problem solving skills.

Ans :-

Challenges:

1. Low website traffic
2. Poor mobile responsiveness
3. Outdated content
4. Limited social media presence

Solutions:

1. SEO optimization

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2. Mobile-friendly redesign
3. Content refresh
4. Social media strategy

Problem-Solving Skills:

1. Analytical thinking
2. Creative solutioning

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YOUTUBE VIDEO LINK :- <https://youtube.com/shorts/XqofBbtv1-w?si=ub7wZj28iPrACDIN>