SEO/SEM

#On-Site Optimization

1. Meta Keywords Meta Description Revamp for targeted keywords.
2. Mobile Optimization (Revamp Site Architecture )
3. Speed Of your website optimization (Revamp CSS and Java Query)
4. Search-Engine Friendly URLs Creation
5. Silo Site Architecture
6. Duplicate content Filter

#Off-Site Optimization

For Backlink

1. Guest Blogging in Authority Sites (High Domain Authority Sites )
2. Broken Link Building Tactics
3. Email Outreach for Backlinks
4. Infographics Guest posting
5. Backlinks from Wikipedia (Is very **Powerful** and **Trustworthy**) and other wikis
6. Competitors Backlink Analysis Technique (To get backlinks from places where our competitors are getting backlinks)
7. Write Testimonials (If available for the Business)
8. Build Internal Links
9. Content Promotion
10. Backlinks from social media sites (Social Book Marking)
11. Forum Engagement (For Do-Follow Backlinks from Forums can bring large number of Traffic to the site)
12. Article Submission

#Google Search Console Integration for Indexing Website

1. Creating Search Console Account for the site and integrating it with website.
2. Google Analytics Account for the site
3. Creating proper XML Sitemap and Robot.txt files and uploading it in the Console for search engine indexation.