**Digital Marketing To-DO Task**

**Competitive Analysis**

**Social Media Audit**

* Analyze competitors' social media profiles (e.g., Facebook, Instagram, LinkedIn, Twitter).
* Identify the type of content they post, engagement rates, and follower growth trends.
* Prepare a report highlighting strengths, weaknesses, and opportunities for improvement.

**Website Analysis**

* Review competitors' websites for design, user experience, and content quality.
* Note the use of calls to action (CTAs), landing pages, and overall site navigation.
* Suggest improvements for your academy's website based on findings.

**Keyword Research**

1. **Keyword Identification**
   * Use tools like Google Keyword Planner to identify high-traffic keywords.
   * Categorize keywords into short-tail and long-tail keywords for targeted content strategies.
2. **Competitor Keyword Analysis**
   * Analyze the keywords competitors are ranking for.
   * Identify gaps and opportunities where your academy can rank higher.
   * Create a list of recommended keywords for blog posts, website pages, and PPC campaigns.

**Company Analysis**

1. **SWOT Analysis**
   * Conduct a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) for competitors.
   * Present findings in a detailed report, highlighting potential strategic moves for your academy.

2. **Market Positioning**

* + Analyze how competitors position themselves in the market.
  + Identify their unique selling propositions (USPs) and compare them.

**Week 7: Engagement Tasks**

* Subscribe to Jeevisoft and Jeevi Academy
* Visit: Jeevisoft and Jeevi Academy pages.
* Subscribe: Follow the instructions to subscribe.
* Follow on Social Media
  + LinkedIn: Search for Jeevisoft and Jeevi Academy and follow.
  + Facebook: Like the Jeevisoft and Jeevi Academy pages.
  + Instagram: Follow Jeevisoft and Jeevi Academy.
* Provide a Google Review
* Search: Find Jeevisoft and Jeevi Academy on Google.
* Review: Leave a positive review about your experience.