

Part 1: Detailed Client Report

Findings	Priority	Proposed Solution
Redundant Titles	High	Modification of Titles
Improper use of Headings	High	Proper use of Headings
Frequent use of same Meta Keywords & Description	Medium	Appropriate Meta Keywords and Meta Description
Unrelatable Contents	Medium	Relatable update of Contents
Less Amount of Call in Action	Medium	Call in Action in Contents

Project Overview

Overview of the user or buyer

- Modified Title tags will help the customers to find the desired product on the top of the search list.
- Proper Headings will attract more customers to the site.
- Relatable content with the theme of the website will increase the traffic of proper user base to the site.
- Call in Action is an important tool to increase tool.

Overview of Organic Competitors

- In most of the cases, the organic competitors use aggressive marketing strategy.
- Household and grocery items are the main focus of most of the other organic competitors.
- Assuring Better Customer Service is another essential part of the online grocery service
- Most of the competitors use free home delivery within a range which adds extra value to their service
- Assuring product quality is essential
- Helpful Tutorials content is an effective method to increase page traffic on the site.

Technical Review Outline

Findings	Proposed Solution
Redundant Titles	Modification of Titles
Improper use of Headings	Proper use of Headings
Frequent use of same Meta Keywords & Description	Appropriate Meta Keywords and Meta Description
Search bar does not work properly	Search algorithm should be updated
404	The page should be redirected to another customized error message page
Unrelatable Contents	Relatable update of Contents
Less Amount of Call in Action	Call in Action in Contents

Content Recommendations

SL No	Page	URL	Primary Keyword	Current Heading Tag	Suggested Keywords	Notes
1	Daily needs item price in BD	https://www.jadroo.com/daily-needs	Daily Needs item price in BD	Can be Changed	Daily Needs item BD	The delivery option should be described
2	Summer Items	https://www.jadroo.com/summer-collection	Best Online Shopping in BD	Not Appropriate	Summer Items in BD	More varieties of the product should be added
3	Best Health Care Product in BD	https://www.jadroo.com/health-care	Best Health Care Product in BD	Can be Changed	Health Products in BD	The delivery option should be described
4	Corona Protection	https://www.jadroo.com/corona-protection	Corona Protection	Not Appropriate	Corona Protection in BD	
5	Jewellery	https://www.jadroo.com/jewelery	Best Online Shopping in BD	Not Appropriate	Online Jewellery in BD	More varieties of the product should be added
6	Flash Discount Products	https://www.jadroo.com/flash-discount-offer	Flash Discount, Flash Discount Products	Not Appropriate	discount sale in BD	Discount coupon option should be more visible
7	Mobile & Computer Accessories online in Bangladesh	https://www.jadroo.com/mobile-computer	Mobile & Computer accessories online in Bangladesh	Can be Changed	online mobile shop in bd	Warranty and After-sale service should be mentioned
8	Stationery Item Collection in Bangladesh	https://www.jadroo.com/online-stationery	Large Stationery Item Collection in Bangladesh Jadroo	Can be Changed	Online Stationery in BD	The delivery option should be described
9	Fruits	https://www.jadroo.com/fruits	Best Online Shopping in BD	Not Appropriate	Online Fruits in BD	The delivery option should be described
10	Best Showpieces Collection in BD Jadroo	https://www.jadroo.com/home-and-kitchen/showpiece	Showpieces Collection in 2020	Not Appropriate	Online Showpiece Store in BD	More varieties of the product should be added

Analysis of content

SL No.	URL	Category	Use of Keywords	Content Type	Images	Internal Links	Post Type	Adress Buyers Concern	Call To Action	Note
1	ভাষা শহীদদের জীবনামৃত	Special Day	No	Text Description	Yes	No	General	No	No	Not Related to the website content
2	করোনা ভাইরাসের কারণ লক্ষণ ও প্রতিকার	Disease	Yes	Text Description	Yes	No	General	Yes	No	Call-in-action should be added
3	পায়ের দুর্গন্ধে প্রেসটিজ পাঞ্জার How to Remove the Odor of Socks	Disease	Yes	Text Description	Yes	No	General	Yes	No	Call-in-action should be added
4	সভ্যতার বিকাশ মানবিকতার নিকাশ	Lifestyle	No	Text Description	Yes	No	General	No	No	Not Related to the website content
5	শীতকালীন ফ্যাশনের হালচাল JadRoo Blog	Lifestyle	Yes	Text Description	Yes	No	General	No	No	Call-in-action should be added
6	শিশুর আনন্দে রিমোট কন্ট্রোল খেলনা JadRoo Blog	Children	No	Text Description	Yes	No	General	Yes	No	Call-in-action should be added
7	স্টেশনারি পণ্যের বিশাল কালেকশন	Education	Yes	Text Description	Yes	No	General	Yes	No	Call-in-action should be added
8	কেক বানানোর কড়চা Bake a Cake Accessories	Cooking	No	Text Description	Yes	No	General	No	No	Video & Call-in-action should be added
9	ভ্রমণ যাবার আগে জেনে নিন	Travelling	No	Text Description	Yes	No	General	No	No	Call-in-action should be added
10	মানিব্যাগের মাহাত্ম্য	Lifestyle	Yes	Text Description	Yes	No	General	No	No	Call-in-action should be added

Recommended pages

SL No.	Topic	Keyword	Type of Content	Potential Issue	Internal Link	Title & Meta Tag	Suggested H1	Recommended Length	The Resource can be added	Call in Action
1	How Online Daily grocery eases our life	Online Daily Grocery	Text + Image	Will inspire to buy from online grocery	Online grocery page	Online Grocery & Daily Life	Online Grocery & Daily Life Jadroo.com	1000 words	Infographic	Buying from Online grocery page
2	Home Decoration Guide	Online Home Decoration	Text + Image	Will increase the home decoration tools	Home Decoratio n Product page	Decorate your house in 1 hour	Decorate your house in 1 hour Jadroo.com	300 words	Image and Tutorial Video	Buying from Home Decoratio n Product page
3	Cooking Recipe	Online Cooking Tutorial	Text + Image	Will increase daily grocery sale	Online grocery page	How to cook Biryani? Try Original Biryani Recipe	How to cook Biryani? Try Original Biryani Recipe Jadroo.com	300 words	Image and Tutorial Video	Buying from Online grocery page
4	Recent Fashion Blog	Fashion Trends in BD	Text + Image	Will increase traffic to New arrival products	New Arrival Page	Fashion Trend Banglad esh	Fashion Trend Bangladesh Jadroo.com	500 words	Image & Infographic	Buying from New Arrival Page
5	Safety Measures from Coronavirus	Online Coronavirus Protection Goods	Text + Image	Will increase the sale of protective goods	Health and Medicine Page	Keep safe from Coronav irus	Keep safe from Coronavirus Jadroo.com	500 words	Image and Tutorial Video	Buying from Health and Medicine Page

Success Metrics

SL No.	Metric	Criteria
1	Increase in Rankings	Keywords like: 'Online Grocery in BD', 'Free Delivery Grocery in BD' should be monitored for rankings
2	Increase in Traffic	Increment of traffic in Landing Page should be monitored
3	User Engagement	Comment, Like, Share, Retweets of social media should be observed
4	Total Organic Clicks	The more organic click website is receiving, the more organic traffic website is getting
5	Click on 'Confirm Buy' Button	As the ultimate goal of the business is to increase sale, Number of clicks on 'Confirm Buy' button should be monitorized