Part 1: Competitive Content Analysis

Competitor 1: Daraz

URL	Content	Content-Type	Notes	Twitter	FB Shares	FB Likes	FB Comments	G+	LinkedIn	Pinterest
https://www.daraz.com.bd/bedsheets/	Bed Sheet	Selling Product with Details	Attractive Banners	0	4	123	26	2321	0	2
https://www.daraz.com.bd/swimwear-beachwear/	Swimming Costume	Selling Product with Details	Promo Code	0	11	532	68	1034	0	9
https://www.daraz.com.bd	Home Page	Home Page	-	0	547	9045	357	32000	0	36
https://www.daraz.com.bd/dmart/	Grocery Store	Selling Product with Details	Attractive Banners	0	112	4321	543	6800	0	21
https://www.daraz.com.bd/smartphones/	Smart Phone	Selling Product with Details	Attractive Banners	0	54	1833	121	3023	0	3

Competitor 2: Shwapno

URL	Content	Content-Type	Notes	Twitter	FB Shares	FB Likes	FB Comments	G+	LinkedIn	Pinterest
https://www.shwapno.com/pages/eid-2020-special	Festival Goodies	Selling Product with Details	Promo Code	0	31	985	22	865	0	4
https://www.shwapno.com/categories/electronics--appliances-other-electric-products	Electric Products	Selling Product with Details	Better Warranty Service	0	45	748	298	1422	0	11
https://www.shwapno.com/	Home Page	Home Page	-	0	321	5633	242	12300	0	28
https://www.shwapno.com/categories/breads-biscuits--cakes-biscuits/	Grocery Items	Selling Product with Details	Attractive Banners	0	10	123	53	2340	0	2
https://www.shwapno.com/pages/new-arrival	New Products	Selling Product with Details	Better Collection of Product	0	155	1242	300	1024	0	7

Evaluation:

From the data above, we can realize that most of the contents of online shopping sites come Selling Advertisement with Details, Home Delivery is an essential part of the online grocery stores.
If we observe the table carefully, we will find no use of TWITTER and LINKEDIN. Most of the sites heavily rely on Facebook for sharing their Advertisement to their Customers. In every case, there is a mentionable amount of Facebook post, shares and Comments relating to each page. Facebook plays the most vital role over here.
Again, G+ is a very good platform for sharing. Comparing to Facebook, G+ has better sharing rate for the contents.
We should more focus on utilizing Facebook and G+ opportunities.
There are also larger file images pinned on Pinterest.
Again, there is no social presence of these websites in LinkedIn and Twitter, it can be an easy and open field for our client.

Part 2: Performing an Internal Content Audit

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

New Content Ideas:
- How Daily grocery ease our life
- Home Decoration Guide
- Cooking Recipe
- Recent Fashion Blog
- Safety Measures from Coronavirus

Part 3: Creating a Keyword Map

SL No	Page	URL	Primary Keyword	Volume	Rank (Date)	Secondary/Related Keywords	Volume	Rank (Date)	Notes
1	Daily needs item price in BD	https://www.jadroo.com/daily-needs	Daily Needs item price in BD	42,000,000	6	Daily Needs item BD	47,500,000	4	The delivery option should be described
2	Summer Items	https://www.jadroo.com/summer-collection	Best Online Shopping in BD	225,000,000	200+	Summer Items in BD	110,000,000	7	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	706,000,000	23	Health Products in BD	453,000,000	8	The delivery option should be described
4	Corona Protection	https://www.jadroo.com/corona-protection	Corona Protection	774,000,000	70	Corona Protection in BD	167,000,000	12	
5	Jewellery	https://www.jadroo.com/jewelery	Best Online Shopping in BD	225,000,000	200+	Online Jewellery in BD	34,600,000	10	More varieties of the product should be added
6	Flash Discount Products	https://www.jadroo.com/flash-discount-offer	Flash Discount, Flash Discount Products	2,430,000,000	300+	discount sale in BD	37,700,000	15	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	42,500,000	40+	online mobile shop in bd	149,000,000	21	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	32,000,000	100+	Online Stationery in BD	43,600,000	28	The delivery option should be described
9	Fruits	https://www.jadroo.com/fruites	Best Online Shopping in BD	225,000,000	200+	Online Fruits in BD	34,800,000	13	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	1,520,000	50+	Online Showpiece Store in BD	227,000	7	More varieties of the product should be added

Part 4: Analyzing the Technical Factors

There is robots.txt file in the system.

Link: https://www.jadroo.com/robots.txt

The user agent named 'dotbot' is not allowed to crawl any of the pages.

There is no crawl delay in the text file. It may cause an overload of server resources which may crash the website as well.

There are few directories which disallowed to crawl by the robot.

Page	Error	Recommendation
https://www.jadroo.com/	404	The page should be redirected to another customized error message page
https://www.jadroo.com/fruites	Showing the Wrong Page	The hyperlink should be fixed
https://www.jadroo.com/login	Can' connect to Facebook	Connection with Facebook should be established
https://www.jadroo.com/	Search bar does not work properly	Search algorithm should be updated
https://www.jadroo.com/daily-needs	404	The page should be redirected to another customized error message page