

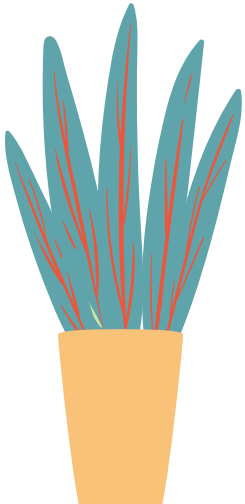
# Gauging a Site's Opportunity for Improvement

Search Engine Optimization (SEO) Specialization



# 01

## Potential Client with a Website



# Our Client



**Jadroo**

**Online Shopping Store in  
Bangladesh**

**URL: <https://www.jadroo.com/>**



# Physical Overview

## PROBLEM

- Redundant Titles
- Improper use of Headings
- Frequent use of same Meta Keywords & Description
- Unrelatable Contents

## SOLUTION

- Modification of Titles
- Proper use of Headings
- Appropriate Meta Keywords and Meta Description
- Relatable update of Contents

# 02

## Creating a SEO Pitch



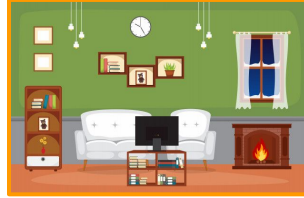
# Keyword Ranking

Domain Name:		https://www.jadroo.com/			
Keyword	Position	Previous Position	Search Volume	URL	Number of Results
nursing pillow in bangladesh	1	1	90	https://www.jadroo.com/maternity-nursing-pillows-for-breastfeeding-adjustable-height	63
room decoration in bangladesh	1	1	70	https://www.jadroo.com/home-and-kitchen/home-decor	19800000
johnson's baby aceite oleo	1	1	70	https://www.jadroo.com/johnsons-baby-aceite-oleo	92
curtain design in bangladesh	1	1	70	https://www.jadroo.com/home-decor/home-textile/curtains	18100000
jadroo	1	1	30	https://www.jadroo.com/	30
swimming costume in bangladesh	1	1	50	https://www.jadroo.com/sports-fitness/swimming-costume	10600000
baby doll price in bd	1	1	50	https://www.jadroo.com/kids-mom/toys/dolls	18100000
men's fashion in bangladesh	1	1	40	https://www.jadroo.com/men-fashion	66300000
dining table mats in bangladesh	1	1	40	https://www.jadroo.com/supermarket/kitchen-gadget/table-mat	83
online shopping in bangladesh	11	11	320	https://www.jadroo.com/	1760000000

# Positive Sides



**Bed Sheet  
Products**



**Room Decoration  
Products**



**Curtain**



**Swimming Costume**



**Baby Dolls**

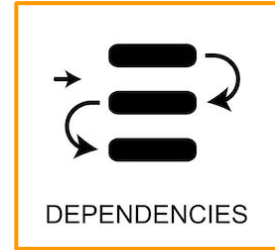
# Weakness



**Unmodified Title  
Tags**



**Copied Contents**



**Post Dependency**



# Copied Contents

3 results found for **Best Online Shopping in BD | Trusted Online Store in Bangladesh | Jadroo**. Click a result below to see the matching content.

## Do you buy content?

Check if it's original before you purchase with [Copyscape Premium](#).

## Want Copyscape alerts?

Copysentry monitors the web and emails you when new copies are found.

## Got a large website?

Check up to 10,000 pages in a single click with [Premium](#) batch search.

 [Share this page...](#) |   

**New!** Check [www.jadroo.com](http://www.jadroo.com) for internal duplicate content and more with [Siteliner](#).

### [Md.Omar Faruk - Network Administrator - Jadroo E-commerce Ltd ...](#)

... We are proud to achieve more confidence in a very short time. Jadroo sells a different kind of premium quality and original product such as Men Fashion, ... You can purchase any product from [jadroo.com](http://jadroo.com) allow the Debit card, Credit card, Visa card, Master card, mobile payments like Bkash, Rocket, Ucash and others

<https://bd.linkedin.com/in/md-omar-faruk-b8234098>

### [About Us | Home & lifestyle,Fashion,Electronics Online shopping in BD](#)

... from [BUYkoro.com](http://BUYkoro.com) allow the Debit card, Credit card, Visa card, Master card, mobile payments like Bkash, Rocket, Ucash and others secure payment gateway.

<https://buykoro.com/about-us/>

### [Winter Collection For Men, Women & Kids - Wear & Care Items, BD](#)

... There is a wide range of men's winter clothing that includes the hoodie, sweater, leather jacket, blazer, modi coat, full-sleeve t-shirt, full-sleeve polo shirt,

<https://ajkerdeal.com/en/category/winter-collection>

See more results with a [Premium](#) account. Get plagiarism alerts with [Copysentry](#).

# Solutions



**Specified  
Title Tags**



**Authentic Contents**



**Post Independency**

# 03

## Developing Kick off Question



# Kick off Question

## Topic: Past SEO Work

1. Is there any previous SEO vendors?
2. What types of services was taken from previous SEO?
3. Mention some positive and Negative sides from previous SEO experience?



# Kick off Question

## Topic: SEO Goals



1. What is your main goal from SEO?
2. What are the products you want to promote mostly?
3. Mention the service of your mostly promoted product?

# Kick off Question

## Topic: Target Audience

1. Who are your main target audience?
2. What types of services do you want to reach your target audience?
3. What is your metric to analyze engagement?
4. Is your targeted audience comfortable with industrial jargons?



# Kick off Question

## Topic: Available Resources



1. What are the previous keywords you used for SEO?
2. Have you used Google Analytics Tool previously for your website?
3. How have you managed your website so far?

# Kick off Question

## Topic: Point of Contact



1. Who did manage the SEO related work for your website?
2. With whom should I contact for upcoming developments and updates?