

# Website Optimization & Analytics

## User Experience (UX)

1

We'll improve website navigation, design, and functionality for a seamless user experience. We'll conduct user testing and optimize website speed and mobile-friendliness.

## Conversion Rate Optimization (CRO)

2

We'll increase the percentage of website visitors who make a purchase through A/B testing, implementing live chat, and optimizing website elements.

## Google Analytics

3

We'll track key website metrics to understand user behavior. We'll set up goals and funnels to track the customer journey.

## Heatmaps

4

We'll analyze user behavior on the website to understand how visitors interact with different elements. We'll identify areas that are most engaging and areas that need improvement.



# Budget Allocation & ROI Projections

**\$2000**

SEO

3x ROI within the first year

**\$5000**

PPC

4x ROAS within the first year

**\$3000**

Social Media

2x ROI within the first year

**\$1000**

Email

5x ROI within the first year

**\$2000**

Content

2.5x ROI within the first year

We expect to generate \$500,000 in additional revenue within the first year with a total investment of \$156,000, yielding an overall ROI of 3.2x.

## TEAM MEBERS :

PANGA

PRASAD

KOMUNDURI

VAISHNAVI

KOLUSU

HIMAJA

SAMMINGA

VENKATA SRUTHI