

**Proposal For**

**“Govind Singh Rajput”**

**(Minister of Revenue of Madhya Pradesh)**

**Proposal Submitted By:**

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**The Challenge**

* Govind Singh Rajput is a leading Indian Politician, who wants to reach out to maximum people of Madhya Pradesh ( surkhi sagar)

**Solution for Instagram profile**

* We have to do work for more followers for more awareness
* We should do post 15/20 image/video in one day with relevancy content & emotional content for awareness
* We should add website link there & add youtube link

**Solution for Facebook profile**

* We have to do work for more followers for more awareness
* We should do post 20 image/video in one day with relevancy content & emotional content for awareness
* We must add official website line on Facebook profile & add page name and then also optimise background Image

**Solution for twitter profile**

* We should add website link on twitter profile
* We have to do work for more followers for more awareness
* We should do post 20 image/video in one day with relevancy content & emotional content for awareness

**Scope of Work**

**Social Media Management**

* Post wishes on every festival & special events.
* Post birthday wishes to top BJP Leaders on your behalf.
* Create/Update Fan page of govind singh rajput.
* Post updates related to work done by MP Government

And Central Government.

* Enhance your profile, so it can reach out to the top politicians of Government.
* Post updates on work being done or statements given by govind singh rajput.
* Post updates on work being done by BJP Government and Government schemes.
* Post updates on news released by newspapers or news websites related to govind singh rajput
* Join multiple Facebook groups (groups of cities, states , BJP, politics etc.) & share updates on those groups.
* We will target to get around more followers on the Facebook page of govind singh rajput.
* We will also arrange Photoshoots if needed.

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**Social Media Advertisements**

* Creating Facebook ads, Instagram Ads.
* Targeting Facebook Ads to a particular targeted group.
* Using sponsored Posts & Ads to increase page likes & post engagements.
* A/B/C testing of Ads.
* Monthly Ad reports**.**

**Coordination we will need from your end:**

* We would need updates from your end, regarding the work being done by govind singh rajput.
* We will also require published news, related to govind singh rajput.
* Before publishing post on Facebook & Twitter page, we will send you the post for verification purpose. So, we expect to get verification from your end within 3 hrs.

**About website optimization option**

#### Meta Description Tag

* Your website should have meta description tag.

A meta description is important for search engines to understand the content of your page, and is often shown as the description text blurb in search results.

**Title Tag**

* Your website should have title A title is important for search engines to understand the content of your page.

**H1 Header Tag Usage**

* Your website should have a H1 Header Tag.
* **Keyword Consistency**
* Your website should have a keywords for HTML tags.

**Amount of Content**

* You have to add on your website relevance content & knowledgeable content because low volume of text content which search engines can interpret as 'thin content'.

**Image Alt Attributes**

* You have to add alt tag on your images.

**Canonical Tag**

* Your page have to using the Canonical Tag.

The Canonical Tag tells Search Engines the primary URL of a page. Google recommends all pages specify a Canonical.

**SSL**

* SSL certificate is very important in your website.

**HTTPS Redirect**

* Your page redirect to a HTTPS (SSL secure) version.

**XML Sitemaps**

* Sitemaps are recommended to ensure that search engines can intelligently crawl all of your pages.

**Website Page Speed Insights - Mobile**

* Google is indicating that your page is scoring poorly on their Mobile Page Speed Insights evaluation.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.

**Add menus in your website**

* Like app store, google play, news app, live event & also add logo on your website.

**Add language**

* Hindi, English, and depend on your target audience.

**Add lots of pages in your website**

* Like home, blog, profile, media, video, gallery, news gallery, contact us, live events, Redio (dil se), categories , download app , connect socially , service , help lines number.

**pages with keyworks**

* must be keywords by page

**add social media platform**

Instagram, Facebook, You tube, Linkedin, twitter,

### Your website could be better

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Top of Form

Bottom of Form