Improve Organic Search

Traffic from another website (Natural Link),-> to increase ranking

Content updates regularly, Keywords on site,

Google places to have local business authorities

Reference:

<https://moz.com/learn/seo/what-is-seo>

<https://searchenginewatch.com/2016/01/21/seo-basics-22-essentials-you-need-for-optimizing-your-site/>

<https://diffusion.digital/top-10-seo-tips-how-to-improve-your-google-ranking/>

<https://neilpatel.com/blog/improve-google-rankings-without-getting-penalized/>

<https://www.hobo-web.co.uk/how-to-submit-a-site-to-search-engines-seo-how-to-tuesday-2/>

Customer Service:

Interaction with clients plays important role after having them under client list. The modes of interaction and frequency depends on their satisfaction. The clients are divided into two class as below to provide them customer service.

Recent customers:

* Schedule training sessions
* Contact customer regularly (Every week or 15 days) to check that they are getting comfortable with platform.
* Continue this until they feel comfortable with platform

Old Customers:

* Take feedback regularly
* Schedule meeting or testing session at their place to check working of the L2L platform and guide them if there is chance for improvement
* Held webinars freely regularly having RSVP for webinar to aware about the different features in addition to creating demo video because attending webinar you can track your customers interest in platform and check if they are visiting particular feature related webinar often then you can schedule meeting or training session for that specific client.
* Provide support immediately during office hours to answer their questions and later expand this to 24/7 via email or live chat session on website.

Website Redesign:

* No home page. It directly goes to “About tab”
* “About”, “Security” and “Sign up” page are same. No difference.
* “Contact” tab asking too much information
* “Feature” and “Price” page have two login table on same page. “Tenant Screening” at bottom also have two login table on the page
* “Price” page, there is “click here” hyperlink for agent, brokerage and landlord which is not require because they all are directing to same page
* “FAQ” page, under “FAQ security” there is link provided which has more information about security should be under “security” tab on website.
* Third party platforms are used : Cloud, Stripe for tenant payment process, Cisco security should be included on home page for marketing purpose to show visitor the creditability of platform
* Security tab on the bottom shows the page that is directed through “FAQ Security” link and website “security” tab shows different information which creates confusion

**Suggestion for “Home” page**

Company’s tagline, logo

Login table and sign up tab

Upcoming events or webinar’s short introduction

Client’s review (1 or 2 lines)

List of clients

**Suggestion for “About” Tab**

Write about company’s mission and vision,

Write short story typically around 2 paragraph (5-10 lines) to introduce concept of launching this platform

Client’s review ( 1 or 2 lines, it should be different than home page)

About tab should not have “features information” on that page

Navigation to different pages