



BUYER'S/AUDIENCE'S PERSONA :

- Sales Infrastructure -Buyer personas can help you identify the most effective sales channels and tactics for your target audience so businesses can tailor their sales approach.
- Customer Support -Buyer Personas can help you provide better customer support by understanding your audience's communication preferences and support need

SEO & KEYWORD RESEARCH

SEO Audit :

Report on the Audit of the Standalone:

- An SEO audit is the process of evaluating how well your website is optimized for search engines.
- It identifies errors that can prevent your site from ranking well and opportunities that can help you gain more visibility.
- An SEO audit usually covers areas like: Indexing and Crawlability User experience Site architecture Competitor bench marking.
- Keyword research On - page SEO Backlink profile, It is basically an overall "health check" for a website.

KEYWORD RESEARCH

OBJECTIVES FOR KEYWORD RESEARCH :

1. TO INCREASE WEBSITE TRAFFIC :

As keyword research helps us know which key words are used by target customer mostly, by this we can improve our website traffic.

2. TO IMPROVE ORGANIC SEARCH RANKING:

By keyword research we can know which key words are performing best, which high search volume and lower competition, so that we can optimize our website with those key words to improve organic search ranking.

3. TO REACH OUT MORE AUDIENCE :

Keyword research helps us find out which keys are good to target out prospective customers and so that we can use those keywords in our website's content.

KEYWORD RESEARCH

KEY INSIGHTS:

1. Targeted content creation:

Keyword research helps identify the topics and questions that your target audience is searching for. By incorporating these keywords into your content strategy, you can create valuable, relevant content that meets the needs of your audience.

2. Enhanced user experience:

Understanding user search intent through keyword research allows you to align your content with what users are looking for. This improves the overall user experience on your website, leading to increased engagement, longer visit durations, and lower bounce rates.

3. Competitive Advantage:

By focusing on these untapped keywords, you can gain a competitive advantage and attract targeted traffic that your competitors are missing out on.