

Online Marketing Strategies:

(1) Website Technical

Mobile Usability

Mobile Friendliness

Mobile Speed

On-Page Content

Title tag

Meta description

H tags

Image alt tags

Structured data markup

Static sitemap page

Social media links

Duplicate content

Static Hidden Content

Structured Markup - Facebook OG Tags

Structured Markup - Twitter Card

Structured Markup - Presence of AJAX

Canonical Tags & Canonicalization

Website Performance

XML Sitemap

Robots.txt

URL Canonicalization

HTML Validation

CSS Validation

Page Speed

Custom 404 error page

404 page search box

Navigation using JavaScript

Crawl Health

Number of live pages

number of broken pages

Canonical Mismatches

Pages Blocked

Server error

(2) Conversion Rate Optimization

(3) Content Marketing

- a. Keyword Research (
- b. Keyword Implementation

(4) Local Presence/Link Building

- a. Search Engine (Google (GMB), Bing , Duckduckgo.com)
- b. Data Aggregators (Foursquare, Info USA, Acxiom, Factual, Localeze)

- c. Maps (apple maps, Nokiahere, mapquest, tomtom, openstreetmap, Navmii)
- d. IYP (best of the web, superpages, citysquare, clyex)
- e. Local Regions (Location based business only)
- f. Review Sites: trustyou, Yelp, TripAdvisor etc

(5) Social Presence

- a. Facebook
- b. Twitter
- c. Google +
- d. Pinterest
- e. Blog

(6) Video & Images

- a. Geo Targeting

(7) Additional Website Modules

- a. FAQ
- b. Blog
- c. Event Calendar
- d. Industry Information

(8) PPC