**M.ABDULLAH KHAN**

**“Digital Marketing & SEO Task 02”**

For this task, I analyzed an e-commerce website Daraz.pk to understand its digital presence and SEO performance.

***1. Website & SEO Analysis***

**Traffic Insights**: The website attracts strong traffic, but bounce rate could be improved with faster load times and more engaging landing pages.

**Keyword Rankings**: Many product pages rank well for branded terms, but there’s a gap in non-branded, long-tail keywords (e.g., “affordable men’s watches in Pakistan”).

**On-Page SEO**: Product descriptions are often short or repetitive. Adding unique, keyword-optimized descriptions would boost organic visibility.

**Technical SEO:** Site speed is decent, but image optimization and mobile-first indexing can be improved.

**Social Media Presence**: Engagement on Instagram and Facebook is high, but TikTok and LinkedIn remain underutilized for customer awareness and B2B trust.

***2. Key KPIs to Track***

**Website Traffic (Organic vs Paid)** – helps measure SEO impact.

**Conversion Rate** – tracks how many visitors actually purchase.

**Keyword Rankings** – to see if SEO strategies are working.

**Social Media Engagement (likes, shares, followers)** – measures brand awareness.

***3. Recommendations for SEO & Marketing***

**Content Marketing**: Start a blog on shopping trends, style tips, and product reviews to capture long-tail searches.

**Improve Product Descriptions**: Use SEO-friendly, humanized content instead of repeating manufacturer details.

**Backlink Building**: Collaborate with local influencers and bloggers for natural backlinks.

**Social Media Push**: Run targeted campaigns on Instagram & TikTok to drive product awareness and conversions.

**Email Marketing**: Personalized recommendations and seasonal promotions can increase returning customers.

***4. LinkedIn Growth Strategy***

To bring 50+ new followers:

Share engaging posts (case studies, quick marketing insights, or company culture highlights).

Use trending hashtags and interact with similar industry pages.

Post 3x per week consistently to build credibility

***Final Reflection:***

Working on this task gave me a practical sense of how digital marketing and SEO go hand in hand. It’s not just about driving traffic but making sure the traffic converts into real customers. By analyzing KPIs and applying simple but impactful strategies (like better content, backlinks, and consistent social media posting), any brand can boost its online visibility. Growing the LinkedIn page by 50+ followers also taught me how engagement and community-building are as important as technical SEO.