SEO STRATEGY

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01

On–Page SEO issues

1 LENGTH OF THE TITLE TAG

The length of the title tag should be between 50 to 60 characters. Increasing the length of the character can lead to over optimization which is not seen in a positive way by Search Engines

2 ALT ATTRIBUTE IN IMAGES

The alt attribute in the images are missing. If provided, it is a simple way to signal Search Engines what an image is about, and help it rank in image search results.

3 MAIN KEYWORDS ACROSS HTML TAGS

Main keyword such as marketing, email, content, etc. are not evenly distributed and only appears in the title tag. This could lead to poor optimization and therefore low SEO ranking

02

High-quality Backlink Strategy

1 LINK BUILDING

Build broken links s or build links from outdated resources or push for skyscraper technique to increase backlinks

2 WRITING BLOGS

Start guest posting which means start writing blogs for others or start connecting with media to enhance backlinks

3 CONTENT FORMAT

Use format of the content so unique and interesting which result in catching eyes of the readers. Content can be in form of images and videos

thank you