First Year Plan Proposal

Analytics Analyst Project

About our client….

Our client is Sharon Bonner Consulting which is an award-winning event consulting company. Sharon Bonner Consulting which is rooted in British Columbia has satisfied clients allover Canada and they are actively providing consultation in the field of event management. They are the leading Event Consulting company in Canada with more than 100 satisfied clients within the first few months of launching the company.

Their parent company Bright Ideas events have 30 years of experience in the event production and management. With the handsome amount of expertise in the field they are stepping to the Event consulting field to offer services like **Event Consulting**, **Design Expertise**, **Event ROI**, **Budget Optimization**, **Marketing Strategy and Event Documents etc.** An Event Consultant comes to help when the customers **lack Event Experience, Event staff, Time, and when they have limited Budget.**

First-year plan

The first-year plan proposed for our client **Sharon Bonner consulting** includes the immediate recommendations, measures and actions that has to be taken for the growth and popularity of the company.

For the first year our team Analytics Analyst gives suggestions to focus more on giving impact among the clients and to get a prominent place in the industry. For first year we have to give primary focus on improving the Outlook of the company in the digital world. To gather digital world attention we need to improve the quality and efficiency of the company website, the LinkedIn Account and the Instagram Page as these are the most famous ways of getting the attention of the clients.

Website Analysis

➢ Increase the quality of the images on the website without affecting the quality of the images.

➢ Improve the performance of the website by limiting the cache

➢ Give importance to the theme of the website so that the user get the best experience and we get maximum attention. Chose appealing colors and design options.

➢ The layout of the website should be Optimized so that it should have a neat and clean lay out in all type of devices and screen size.

➢ The initial Loading time of the website should be minimized

SEO Optimization

- ➢ Update the keywords for the search engine by scrapping data from competitor's website on regular basis (weekly or by weekly preferred) and analyze which keywords are performing more and try to use those keywords.

- ➢ By the end of the year, we will get handsome amount of high performing keywords which can be maintained in our website for the perfect optimization of the SEO.

- ➢ Provide unique and accurate page titles and also must fill the meta data and meta descriptions.

- ➢ Always have a good site hierarchy and have a structure data markup for your website.

Social Media Analysis

➢ Do cross channel analysis every month to understand what kind of posts are performing better and try to add more posts like that in your social media accounts.

➢ Concentrate more on the social media platform where you have more engagement of the audience and also from where you get more leads for the company.

➢ There Should be a fixed theme and design for the company to follow

➢ Try to post contents in regular time and always try to keep a theme and design. Give extra importance to special occasions and days.