performance testing
and
final submission phase

Date	21/12/1023
Team ID	NMNM2023TMID16780
Project Name Project	Creating a social media Poster for Instagram

TRAFFIC INSIGHTS

Discovering which landing pages are working for your competitors will help you develop a better online strategy. This can inform how you market your products.

SOCIAL MEDIA

Analyze your competitors' social media activity. It can also help you find gaps in their promotion strategy which can provide an opportunity for your brand.

KEYWORDS

Focus your website and campaign content around a core set of keywords. By doing this, you will have no problem getting your target audience to your site.

CONTENT ANALYSIS

Analyze your competitors' content to see if similar topics are appropriate for your brand. You can also find coverage gaps and frequently asked questions.