### performance testing and final submission phase

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

# ALL THE SEO, DIGITAL MARKETING STRATEGY USED IN THIS PROJECT

#### KEYWORD

## E

ON-PAGE OPTIMIZATION

Optimize your website's meta tags, URLs, headings, and content with the identified keywords to improve its visibility in search engine results.

### RESEARCH

Identify relevant keywords that potential customers might use when searching for bags, chappals, or related products. Use tools like Google Keyword Planner or SEMrush to find popular and relevant keywords.

### HIGH-QUALITY CONTENT



Create informative and engaging content that incorporates your target keywords naturally. This can include blog posts, product descriptions, and guides related to bags, chappals, fashion trends, and styling tips.

### LOCAL SEO

If you have a physical store location, optimize your website for local search by including your business address, phone number, and customer reviews. This will help you appear in local search results when people search for bags or chappals in your area.