

SEO STRATEGY REPORT

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Step By Step SEO Strategy

Start of Analysing Entire Website

Find Marketing Objectives of customer's Business

Through Website Analysis for Preparing Fruitful SEO Strategy

Preparing Pre-Optimization Report

Research of Keyword and Keyword Phrases

Differentiating Primary and Secondary keywords

Discuss with customer for Targeted Keywords

Start Optimization for Entire Website

Preparing Meta Tags, Keywords, Description, Head Tags for each page in the website using targeted

Image Optimization

Updating page content using SEO Copy Writing wherever require

Sitemap Preparation Both Xml and HTML

Broken Link Testing

Validate pages using W3C Validator

Preparing Robots.txt

Manual Website Submission in Major Search Engines

Manual Website Submission in Online Business Directories / Portals – Region Wise / Country Wise

Preparing Post-Optimization Report on basis of Monthly web Analysis

On-Page Optim

Factors
Meta Keyword
Title Relevancy
Meta Description
H1 Tag
Keyword Density
HTML Errors
Content Duplication Level
Broken Links
RSS Feeds
Sitemaps
Robots.txt
Google Analytics

ization Strategies

Critical Analysis

Action to be Taken

It is extremely important choosing the most appropriate keyword for better search engine positioning. An extensive keyword analysis is required for the website.

The title should be more descriptive regarding your products, services and including some targeted keywords.

The description needs to be more descriptive regarding your products, services and with some targeted keywords.

Its always a good practice to enclose your most targeted keywords in heading tags like H1, H2 etc. Search engine gives some weightage to H1 tags.

Keyword repetition in body text always helps in better search engine ranking. Add some more text to benefit with search engines.

Need to validate the page. Else your page may not be viewable equally to all browsers.

The search engine don't like duplicate content. That being the case it becomes urgent to analyze and replace all duplicate content from all pages. Here we mean the duplicate title and description.

Search engines like Google doesn't like broken links. We will completely analyze your site for any broken links, if found will be removed.

Its good to enroll for RSS feeds. It helps your website readers to update on your website changes.

We'll add an up to date sitemap on your website for better user navigation. It is also important from SEO point of view.

By incorporating a Robots.txt file we can limit the activities of search engine spiders like Googlebot on our website. Lack of a robots.txt file will mean the spiders will try and index everything.

It's relatively easy to set up and use. The analytics will allow you to see how many visitors are viewing your site and also their geographic locations. It will also tell you which pages they viewed so you can see which are the most popular and which pages are perhaps not working for you. This enables you to revise your campaigns as you go along so that you know exactly where your marketing tactics need to be improved and many more. It is an inevitable tool for webmasters.

	Off-Page Optimization/ Link Building Strategies
	Critical Analysis
Factors	Action to be Taken
Search Engine Promotion	We will submit your website to more than 200 search engines.
Directory Submission	We will submit your website to more than 5000 directory lists for better targeted keyword ranking.
Article Submission	Your articles will be submitted to more than 200 ezine sites.
Social Bookmarking Submission	We will do social bookmarking for your website on more than 700 social bookmarking sites.
Social Media Optimization	It refers to creating website profiles on major social media sites like Facebook, Myspace, Twitter, Friendster etc. and promote them to increase visitor traffic.
Blog Commenting	We will do Blog comment on various blog sites for keyword ranking and website promotion.
Forum Posting	We will do discussion about your website on different forum sites for increasing traffic and keyword ranking as well.

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Reporting

- A.** Weekly Report as well as monthly status Report in the form excel-sheet.
- B.** Status Report to be mailed in the form of Zipped files.
- C.** If any kind of queries or suggestions made by your Company, then we will response to you promptly without any kind of hesitation.
- D.** Performance Report made by us regarding the Ranking Reports , Unique Visitors Report , Pre & Post Site analysis Reports , keyword analysis Reports etc. in an ethical manner. We take special care on Spam or Black hat techniques or Cloaking procedures and ensure that these are not going to be followed through out the whole assignment.

Sl No.	Keywords	25th Aug
1	technical charts analysis	65
2	trading technical analysis	Not Found
3	stock chart analysis	Not Found
4	stock charts analysis	Not Found
5	etf trading	13
6	forex technical analysis	Not Found
7	stock charts analysis	Not Found
8	etf swing trading	17
9	gold chart analysis	367
10	Swing Trade Alerts	6
11	silver chart analysis	Not Found

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
etf trading	0.76	14800	9900
trading technical analysis	0.22	8100	1900
forex technical analysis	0.68	6600	1600
technical charts analysis	0.55	5400	1300
stock chart analysis	0.62	4400	1600
stock charts analysis	0.75	3600	1000
gold chart analysis	0.44	320	46
silver chart analysis	0.54	210	58
etf swing trading	0.92	170	140
swing trade alerts	0.68	73	46
technical forex analysis	0.68	6600	1600
technical analysis for forex	0.68	6600	1600
technical analysis of forex	0.68	6600	1600
technical analysis forex	0.68	6600	1600
technical trading analysis	0.22	8100	1900
technical analysis trading	0.22	8100	1900
what is etf trading	0.76	14800	9900
trading etf	0.76	14800	9900
Total Keyword Global		115873	