Primesoft Strategies and Development:

1.)In the home page we should change the carousel pic and should be re-placed with related one.

2.)Services should be included on the home page so that user can interact better with the website.

3.)Content on the home page should be changed and should be placed in a format.

4.) We should make good content(Introduction ) on home page about our company.

5.)we should include products an projects on which we work (Just introduction to them)

6.)Internal links at the end of the home webpage should be remained as it is. Social Icons also at starting of the home page also should be un-touched.

7.) cross column order should be changed.

8.)In Services page we should add services like.. IT-Consulting, Staffing, Application Supports, Mobile Back end services..etc

9.)In career page we should do posts related to job openings in regular intervals.

10.)In Products we should include our products information.

Seo (on-page and off-page) Strategies:

1.)For Home Page we have to give title tag which id focused on it consulting and staffing and we have to give meta tags also.

2.)For each and every web page we should write different meta tags for better optimization .

3.)keywords should be selected after making keyword re-search for different services on our site so that we can drive the related traffic to our website.

4.)canonicalization should be done for avoiding the duplicate content issue on the website

5.)Content should be unique and user friendly

6.)we should provide alt tags for images on the website for better optimization and header tags should be filled with targeted keywords

7.)We should provide robots.txt to the website if we want to hide the confidential information from the user.

8.)We should provide HTML tag and Xml sitemap for indexing purpose on the search engines.

9.)We should submit our website to google analytics for reviewing our website and we can analysis our website by checking the google produces analytics reports. We can also make any changes on our website if required on the website( Ex: If any webpage is getting low traffic or not user friendly then we can particularly work on that to improve user experience)

10.)We have to get quality back links from high domain authority websites so that it passes link juice which increases our website ranking.

10.1)Have to do social bookmarking , press release vents, directory submissions, article submission, forum posting, blog commenting..etc to get referral traffic.

11.)We have to integrate our seo-off page activities with smo so that it makes better audience reach and user experience.

12.)Create blogs for services and products which we provide and we have to do blog commenting for engaging with new users.

13.)Have to submit our website to search engines link bing and google..etc

14.)Have to do image and video marketing on all image and video platforms on online platform

SMO Strategies:

1.)First of all we had to create account’s on all social media platforms and simultaneously we have to connect to groups and communities on each and every social media websites.

2.)We have to build our profiles with our company profile and services, products we provide..etc

3.)Regular updating and postings on all social media platforms for better user engagement .

4.)Using customized posters to promote our services or products..etc which will be effective in social media optimization.

5.)Integrating all the social media platforms for faster and greater reach of audience.

6.)Using # tags and integrating with related groups and communities during posting on social media will be effective.

7.) We can promote our Articles, Videos and Images through smo and can increase the reach of audience also.