S-Mart

700 Alma Way

SEO Marketing Plan

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S-mart is currently searching for new technologies and procedures to increase our website traffic. The best way to effectively influence the customer is a strategic marketing plan. S-marts plans to engage with new demographics, while keeping our brand true to older customers. The marketing strategies you choose depends on your target audience and the nature of your business. S-marts future depends on discovering new strategies for SEO marketing.

Our current marketing strategy is broken, with numerous outdated procedures. Our social media accounts have not been active for months. S-Mart has no presence in the application world. Effective SEO techniques helps you get more potential customers to your website. S-mart is not maintaining the free marketing opportunities. This is an enormous loss for the corporation. Right now our big focus is search engine optimization. S-mart must improve the volume and quality of traffic to our new website.

New strategy goals are being implemented immediately. S-mart has will concentrate on search engine optimization, while ensuring all content is fully functional. The new marketing managers will be responsible to use keywords and key phrases regularly throughout our website. This will enhance our website visits, which theatrically will spike online sales. Our department believes by customizing our keywords to suit our target audiences, we will become one of the top grocery stores in the country.









