



Supported Web Marketing features

1 Responsibilities of dRaX ARTS

dRaX ARTS will maintain the following responsibilities with regards to the University of Nigeria website project and will consider all other functions or requests outside the scope of this document billable and subject to negotiations not necessarily adding to or depreciating this current agreement.

1.1 Search Engine Optimization

dRaX ARTS will make sure the content of the UNN Website is adequately optimized for search engines to locate them.

We will

- Run regular SEO analysis on the website to locate areas to improve
- Ensure that best practice is observed while we conduct our upload of content and make recommendations to UNN development team while they upload content
- Carry out Keyword research and analysis
- Run Competitive analysis for the main keywords
- Create site-wide meta tags
- Run Website Optimization
- Generate and submit Web Traffic Reports monthly
- Drive a Link Development Campaign
- Run Social media management/promotion

1.2 Web Marketing

dRaX ARTS will carry out web marketing campaigns to keep driving traffic towards the website.

We will

- Generate a reach of 1,000,000 people, from the current reach of about 100,000 people, through social media initiatives.

1.3 Deployment Workflow

1.3.1 SEO

1. dRaX ARTS development team will deploy SEO on demo server
2. SEO features will be sent to UNN development team for installation on production server
3. SEO setup is validated by UNN development team
4. SEO feature goes live

1.3.2 Web Marketing

- Leads generation
- Run web marketing campaign on Google, Facebook and other link building enablers
- Generate reports monthly to update UNN development team on progress made
- Feedback is received from UNN development team

2 Responsibilities of University of Nigeria

Provide access to any social media platform required by the dRaX ARTS development team.