

Step 1: Finding out the scope of improvement of the site
'http://bharatiyam.ind.in/'

Client Profile:

Bharatiyam is a non-governmental organization (NGO) which has its head office at Dhubri, India and which strives to work for impoverished needy people of the society and so do welcomes everyone who wants to donate in any form with an open heart.

Website of

Bhartiyam NGO

URL :: <http://bharatiyam.ind.in/>

Industry:

Non-governmental organization (NGO)

Title Tag:

Not Optimized

Effort Required: High

Strengths vs Weaknesses

Strengths

- * Good use of Header Tags
- * Huge amount of Content Available
- * Structured data

Weaknesses

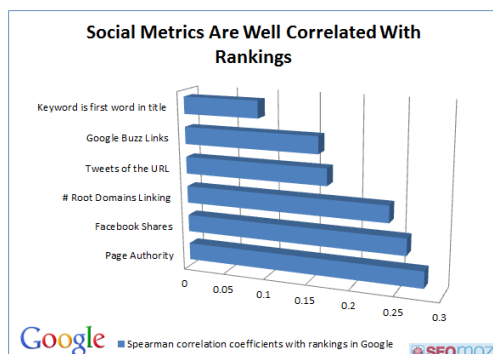
- * No Meta Description Tag
- * Robots.txt file exists
- * Low presence on social Media
- * Very large page size and not mobile rendered
- * No analytics tool used
- * Improper and irrelevant Keywords

Opportunities for Improvement

Large page size: Large page size means your website will take more time to load and thus decrease user experience.



Optimising the page size will help to load pages faster and keep the website better optimized. Also as it is not mobile rendered it won't open correctly/at all in hand held mobile devices.



Poor presence on social Media: Increasing presence on social media can help to increase audience engagement and drive traffic.

No Meta Description Tag: Having a meta description tag helps search engines to identify what your site is about and helps to know for what keywords to rank your site for. Proper

Use of keywords can boost traffic.

No Analytics tool used: Using an analytics tool helps to gauge the progress of SEO efforts

As the website uses the 'http' protocol, it will face loading and opening problems in up to date browsers

SEO Opportunities:

Improper and irrelevant Keywords: Finding the right keywords is the main factor to increase the traffic by providing the users exactly what they are looking for.

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
rural development	×	×	✓	5	■
tourism	×	×	×	4	■
issues and challenges	×	×	✓	3	■
management practices	×	×	✓	3	■
innovations	×	×	×	3	■
make in india	×	×	✓	3	■

Questions Raised:

Regarding past SEO Work

Did you hire any SEO consultant before?

If yes, then why did you fire them?

Do you have a marketing team to manage SEO affairs?

What is the time frame that you expect for showing up of results?

Goals

What is the ultimate goal of your organization or website?

What is your purpose for the SEO consulting?

What do you expect from the SEO improvement attempt?

Are you willing to develop quality content for the sake of improving engagement on social media?

Target Audience:

What kind of audience are you mainly trying to target?

What are your current strategies to reach out to your target audience?

Typically how long is an individual audience associated with your organisation?

Available Resources:

Do you have a dedicated team for developing content for website and social media

Do you have the monthly usage statistics on your website?

Do you have details on website traffic and demographic data on your audience?

Part 2) Performing Keyword Research

Theme: NGOs Keywords	Avg Monthly Search Volume (India)	Notes
NGOs Assam	1900	More competition
NGOs India	1600	Transactional Keyword

The Content Analysis for both the competitors revealed that they have very less engagement with the audience. One of the competitors did not even have proper social media accounts linked to them. However, both the competitors had a large number of the keywords selected. The first competitor had a very well-organized website which increased user friendliness. The lack of social media engagement of the second competitor can be used to the advantage of our website.

There was another aspect that was common among both the competitors, websites. Both websites lacked quality content which could be shareable on social media. There were not many pages which created unique and attractive content. This should be noted and effort should be made to utilize this in increasing our site's SEO.