Assignments

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Client Profile

Client: Genie Gift House

Business case: Genie Gift House would like to increase their customer base within India, but feel that the conventional advertising methods are too expensive and take longer to show results. Thus, Genie Gift House would like to advertise their products through Search Engine Marketing.

Description: It is a chain of showrooms spread across the major cities of India and has hub office in New Delhi. They do retail, wholesale, online, and corporate sales.

Size: Annual turnover equivalent to 300 million USD.

Nature of business: They deals in confectionary items and gift products such as chocolate boxes, perfumes, cosmetics, and purses.

They hired you as a Digital Marketing consultant, and you with your team, are required to plan, strategize, develop, and execute the complete Search Engine Marketing for them.

Search Optimization - An Overview

Task 1

Estimated Time: 1 hour

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1. Do an online research to find various SEO techniques available.

2. Discuss the pros and cons for each of them.

3. Based on your client's business goals suggest which SEO techniques are applicable to this business and why? (Provide justification).

4. Create a presentation for the given tasks.

Hints:

Actionable SEO Techniques: http://backlinko.com/seo-techniques

A Simple Step by Step Guide to SEO: https://blog.kissmetrics.com/simple-guide-to-seo/

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Understanding Search Engines

Task 1

Estimated Time: 1 hour

1. Do an online research to find SEO techniques supported by Google and Bing/Yahoo.

2. Find the popular Black Hat techniques to avoid.

3. List down the popular White hat techniques you want to implement in the client Website.

4. Create a presentation for the given tasks.

Hints:

Search Engine Optimization Starter Guide (for Google):
https://static.googleusercontent.com/media/www.google.com/en//webmasters/docs/search-engine-optimization-starter-guide.pdf

A Simple Guide to Bing SEO:

http://neilpatel.com/blog/a-simple-guide-to-bing-seo/

SEO Beyond Google:

https://www.link-assistant.com/news/bing-seo.html

Black Hat vs White Hat SEO:
https://cognitiveseo.com/blog/229/black-hat-vs-white-hat-seo-infographic/

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Keyword Research

Task 1

Estimated Time: 1 hour

1. By consulting the owners of **Genie Gift House** and online research, figure out the best strategy for this business.

2. List the tools available for keyword research and choose the tool appropriate for your project.

3. Do an online research to find the most popular and effective keywords related to your business.

4. Create Your Niche Topic List and long tail keywords.

5. Prepare the list of effective keyword to be used for the campaigns.

6. Prepare the list of Negative keywords.

7. Create a presentation for the given tasks.

Hints:

Organic Keywords:

http://searchengineland.com/organic-keywords-the-first-step-in-search-engine-optimization-97075

Best Keyword Research Tools:

https://blog.hubspot.com/blog/tabid/6307/bid/22842/4-Helpful-Tools-for-Identifying-the-Right-Keywords.aspx

You can use free Keyword research tools:

http://www.wordstream.com/keywords/, https://app.wordtracker.com/, and https://www.thehoth.com/google-keyword-planner/

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Link Building

Task 1

Estimated Time: 1 hour

1. Do an online research to find various Link Building techniques supported by Google and Bing/Yahoo.
2. Analyze the Link Building techniques which are applicable to your business.
3. Detail out the link building tactics you will be able to employ for your Website.
4. Choose the prospective sites which you can link with your Website.

Hints:

Link Building Techniques:

http://www.linkresearchtools.com/case-studies/link-building-techniques/

Advanced Link Building Techniques:

https://www.semrush.com/blog/11-advanced-link-building-techniques-future-seo/

Start a Link Building Campaign:

https://moz.com/beginners-guide-to-link-building/campaign

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SEO Strategies for Search Networks

Task 1

Estimated Time: 1 hour

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1. Do an online research to find various SEO strategies.

2. Which will be the most effective SEO strategy for your target search engines and why?

3. Plan an effective SEO strategy for your Website.

4. Create a presentation for the given tasks.

Hints:

SEO Techniques and Strategies: https://mytasker.com/blog/seo-strategies-and-techniques/

Developing an SEO Strategy: http://www.networksolutions.com/education/seo-strategy/

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Tactics to Optimize

Task 1

Estimated Time: 1 hour

1. Do an online research to find:

   - Various SEO tactics

   - Various tactics for Social strategy

   - Various tactics for Mobile SEO

2. Which tactics are the most suitable for your Website?

3. Create a presentation for the given tasks.

Hints:

Advanced SEO Tactics:

https://www.quicksprout.com/2016/12/14/14-advanced-seo-tactics-that-your-competition-doesnt-know-about/

The Impact of Social on SEO:

https://blog.kissmetrics.com/social-media-and-seo/

Mobile SEO:

http://www.toprankblog.com/2016/12/mobile-seo-tactics/

Obsolete SEO Tactics:

https://www.quicksprout.com/2014/09/29/7-obsolete-seo-tactics-that-youre-wasting-your-time-on/

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Optimizing your Website

Task 1

Estimated Time: 1 hour

1. Based on the Strategies and tactics planned so far, implement following to optimize your website:

    a. Include meta and title tags including keywords

    b. Place keywords strategically throughout your content

    c. Use alt tags to describe your images

    d. Revise the Web content to better suit your keywords

    e. Create a site map

    f. Optimize your images

    g. Minify CSS and Javascript code

Hints:

SEO Tutorial for Beginners: https://www.hobo-web.co.uk/seo-tutorial/

Step by Step Guide to SEO: https://blog.kissmetrics.com/simple-guide-to-seo/

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Measuring and Tracking Success

Task 1

Estimated Time: 1 hour

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1. Do an online research to find:

   - Various tools to monitor and measure SEO progress

2. Use suitable tools to monitor and evaluate your Website and the areas of improvement.

Hints:

Tools to Monitor SEO Progress:

http://www.audiencebloom.com/15-tools-love-monitor-seo-progress/

Metrics For Monitoring SEO Health:

http://searchengineland.com/21-metrics-monitoring-seo-health-198337

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--- End of Assignments ---