SEO PROJECT

Comprehensive SEO Audit & Optimization for Organic Traffic Growth

Company selection

▶ I have selected **Just billings (justbillings.in)** for my SEO project. I selected this one because it is one among the options which you have provided me.

About the company

- JustBilling is a comprehensive billing and invoicing software designed for small and medium-sized businesses. It offers features like GST billing, inventory management, customer management, and sales tracking. The platform is user-friendly, accessible both online and offline, and supports multi-device syncing, making it suitable for retail stores, restaurants, and service-based industries. Additionally, it simplifies business operations with features like expense tracking, employee management, and detailed reporting, helping businesses stay compliant and efficient.

Products and services

▶ JustBilling provides a range of products and services aimed at simplifying business operations for small and medium-sized enterprises. Its key offerings include:

1. **Billing Software**: GST-compliant invoicing with support for retail, restaurant, and service businesses.

2. **Inventory Management**: Real-time tracking of stock levels and automated restocking alerts.

3. **Customer Management**: Tools to manage customer data, loyalty programs, and feedback.

4. **Expense Tracking**: Monitor and categorize business expenses for financial clarity.

5. **Multi-device Support**: Accessible on mobile, tablet, and desktop, with cloud sync for seamless use across platforms.

▶ These tools help businesses streamline operations, improve customer service, and enhance profitability.

Initial Audit

- An initial SEO audit of JustBilling.in highlights both strengths and areas for improvement:

- **Current SEO Performance:**

- **Strengths:**

  - **SEO-Friendly URLs:** The site has well-structured URLs that are conducive to search engine optimization.

  - **Responsive Design:** It supports mobile-friendly display, a key factor for user experience and SEO.

  - **Google Analytics Integration:** It is connected to Google Analytics, aiding in tracking performance and user behavior.

  - **Caching Mechanisms:** The site utilizes caching, which can improve page loading times for returning users.

  - **Minified CSS and JavaScript:** Both CSS and JavaScript are optimized for faster loading times.

- **Weaknesses:**
  - **Page Speed:** Loading times are longer than optimal, with reports showing it takes over 12 seconds to fully load, which can negatively impact user engagement and rankings.
  - **Image Optimization:** Many images are not properly compressed or served in modern formats like WebP, leading to slow performance.
  - **Render-Blocking Resources:** The site has render-blocking JavaScript and CSS, which delays page rendering and harms user experience.
  - **DOM Size:** The page has a larger-than-recommended Document Object Model (DOM) size, slowing down performance further.

Keyword research

▶ For keyword research related to **JustBilling.in**, the focus would be on terms that align with its core services, target audience, and industry. Here are potential keyword categories, both short-tail and long-tail, that can help drive traffic:

1. Core Services Keywords

- Billing Software

- POS Software

- GST Billing Software

- Mobile Billing Software

- Retail Billing Software

- Restaurant Billing Software

- Android POS System

- Windows POS System

2. Target Audience and Industry Keywords

- Small Business Billing Software
- POS for Restaurants
- Retail Management Software
- Inventory Management for SMEs
- GST Invoicing Software for India
- Cloud-Based Billing Software

3. Long-Tail Keywords

- Best billing software for retail stores
- Affordable POS system for small businesses
- GST compliant billing software for restaurants
- How to choose the right billing software
- Best cloud-based inventory management system
- Mobile POS system for businesses

4. Competitor-Based Keywords:

- **Alternatives**: Billing software alternatives, best POS software for restaurants, Zoho billing software alternatives

- **Comparison**: JustBilling vs Tally, JustBilling vs Zoho, best GST billing software comparison

▶ By focusing on a blend of **generic**, **industry-specific**, and **long-tail keywords**, JustBilling.in can enhance its visibility across search engines. Optimizing content with these keywords, particularly those aligned with user intent (like "best GST billing software"), will also help improve organic traffic and conversions.

On page SEO Audit

▶ On page SEO for the below link

▶ https://justbilling.in/pos-accountant/

1. Title Tag Optimization

• Current title: "POS Accountant | Just Billing"

• Suggested title: "POS Accountant Software for GST Billing & Inventory | Just Billing"

• **Why?:** Including key terms like "software," "GST billing," and "inventory" better reflects user search intent.

2. Meta Description

• Current meta description: Missing or too short.

• Suggested meta description: "Discover Just Billing's POS Accountant software, designed for seamless GST billing, inventory management, and business automation. Perfect for small and medium businesses."

• **Why?:** A well-crafted meta description can increase click-through rates (CTR) by providing concise, keyword-rich information about the page.

3. Header Tags (H1, H2, H3)

- **H1 Tag**: Currently set as "POS Accountant"
  - Suggested improvement: "POS Accountant Software for Businesses | GST Billing & Inventory"
- **H2 Tags:** Break the page into subsections using keyword-rich H2s such as:
  - "Why Choose POS Accountant Software?"
  - "Features of Our POS Billing System"
  - "How POS Accountant Simplifies Business Operations"
  - "GST Billing and Inventory Management"

4. Keyword Optimization

- Target keywords such as "POS accountant software," "GST billing software," "inventory management system," and "business automation software."
- **On-page use**: Ensure the keywords appear naturally in headings, subheadings, and the body text. Aim for a keyword density of around 1-2%, and include variations of the target keywords to capture a wider range of searches.

5. Content Optimization

- Add more **useful content** like:
    - A brief introduction to how the software helps small businesses.
    - Case studies or examples showing how other businesses benefited from using POS Accountant.
    - Clear **call-to-action (CTA)** like "Schedule a Free Demo Today!"
- Add **internal links** to related pages (e.g., the main billing software page or other solutions).
- **Long-tail keyword integration**: Include content targeting long-tail phrases such as "how POS software helps accountants" or "best GST billing software for small businesses."

6. Image Alt Text

- Optimize the alt text of images to include relevant keywords such as "POS accountant software for GST billing" or "inventory management with Just Billing."
- Compress large images for faster page loading.

7. Schema Markup

- Implement **LocalBusiness Schema** to help search engines understand the business offerings better.

- Add **Product Schema** for the software, enhancing the visibility of the features in search results.

8. Mobile Optimization

- Ensure the page is **fully responsive** and optimized for mobile users since mobile-first indexing is crucial for SEO rankings.

9. Page Speed

- **Improve page loading time** by compressing images, enabling browser caching, and reducing server response time. Slow page speed can negatively affect user experience and SEO performance.

▶ By addressing these on-page SEO elements, the page will be more likely to rank for relevant keywords and attract organic traffic from users looking for POS accountant software.

Off page SEO and strategy to improve justbilling.in

Link Building Strategy

► **Building Strategy:**

• **High-Quality Backlinks:**

  • Identify and approach **industry-relevant websites** like tech blogs, small business forums, and accounting-related websites for guest posting opportunities.

  • Ensure backlinks come from websites with high **domain authority (DA)** to boost the SEO value.

  • Example targets: Business software review sites, technology solution blogs, and small business community forums.

• **Broken Link Building:**

  • Identify broken links on other websites that point to outdated or removed content in the billing software or accounting space. Offer JustBilling.in content as a replacement, which is a win-win strategy for both sites.

• **Competitor Analysis:**

  • Analyze the **backlink profile** of competitors (e.g., Tally, Zoho) using tools like Ahrefs or SEMrush, and target similar websites for backlinks. This will help in discovering new backlink opportunities from websites your competitors are using.

Social Media Engagement

- Leverage platforms like **LinkedIn, Facebook, and Twitter** for brand promotion and user engagement. Share customer success stories, feature updates, and blog posts to drive traffic.

- **Create shareable content** such as infographics or video tutorials on the use of POS software and billing systems. This can generate social shares and backlinks from users who find the content valuable.

Content Marketing & Guest Blogging

- Create in-depth blog posts related to topics such as: **"How POS systems can help small businesses"**

- **"Best POS software for inventory management"**

- **"GST billing software requirements for 2024"**

▶ Contribute guest posts to high-traffic business and tech blogs that link back to JustBilling.in.

▶ Focus on **informative content** that answers common pain points for the target audience, improving both SEO rankings and user engagement.

Influencer Outreach

▶ Collaborate with influencers or micro-influencers in the **accounting, retail, and restaurant** industries. They can review the software, feature it in tutorials, or mention it in relevant content, providing both visibility and backlinks.

Participate in Forums and Q&A Platforms

▶ Engage actively in **forums like Reddit, Quora, and Stack Exchange** by answering questions related to billing software, POS systems, and GST billing. Provide value and link back to relevant pages on JustBilling.in.

Online Reviews

- Encourage satisfied customers to leave **positive reviews** on platforms like G2 Crowd, Capterra, and Google Reviews. Positive reviews can enhance visibility and trust, leading to higher rankings.

Conclusion

▶ By implementing these SEO strategies, **JustBilling.in** can improve its domain authority, drive more traffic from external sources, and ultimately rank higher on search engine results pages.