ACTION PLAN SEO

ON PAGE OPTIMIZATION :

- **Keyword's Mapping**
- **Title Optimization**
- **Meta Tags**
- **Meta Description**
- **Content Optimization**
- **Robot.txt**
- **Sitemap Test**
- **Broken Links**
- **Google Webmaster sitemap**
- **Content Optimization**
- **Image Alt Test**
- **Inline CSS Test**
- **Deprecated HTML Tags**
- **Google Analytics**
- **Favicon Test**
- **Backlink Checker**
- **Site Loading Speed Test**
- **HTML Page Size Test**

2nd MONTH PLAN:

OFF PAGE AND LINK STRATEGY FACTORS:

- **Blog Submission**
- **Blog Marketing**
- **Bookmarking**
- **Classified Submission**
- **Directory submission**
- **Article submission**
- **Article Marketing**
- **Web 2.0**
- **Content creation(For OFF PAGE)**
- **Image submission**
- **Content creation**
- **Forum Submission**
- **Info graphic creation**
- **Informative article writing & posting**
- **Anchor Tag Optimization**

Social Media Strategy:

- **Facebook Page creation**
- **Facebook page likes**
- **Twitter page creation**
- **Twitter followers**
- **LinkedIn Account creation**
- **LinkedIn company page creation**
- **Instagram**
- **Regular updates**
- **Video Marketing**

Detailed Structure:

- **W3C Validation**
- **Redirection Issues**
- **Meta Tags Optimization (Title & Description)**
- **Checking Broken Links**
- **Duplicate content checking**
- **Robots.Txt Creation & Analysis**
- **404 Custom Error Page**
- **"No Follow" Links Check**
- **Quality Social Bookmarking**

NOTE: Off Page Optimization is ongoing process while on Page is one

Time Process.