**ACTION PLAN SEO**

|  |  |
| --- | --- |
| **ON PAGE OPTIMIZATION :** |  |
| * **Keyword's Mapping** |  |
| * **Title Optimization** |  |
| * **Meta Tags** |  |
| * **Meta Description** |  |
| * **Content Optimization** |  |
| * **Robots.txt** |  |
| * **Sitemap Test** |  |
| * **Broken Links** |  |
| * **Google Webmaster sitemap** |  |
| * **Content Optimization** |  |
| * **Image Alt Test** |  |
| * **Deprecated HTML Tags** |  |
| * **Google Analytics** |  |
| * **Favicon Test** |  |
| * **Backlink Checker** |  |
| * **Site Loading Speed Test** |  |
| * **HTML Page Size Test** * **Google Search Console** |  |

**2nd MONTH PLAN:**

**OFF PAGE AND LINK STRATEGY FACTORS:**

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

* **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**.