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**SEO Points:**

|  |  |  |
| --- | --- | --- |
| **Missing Points** |  |  |
| **Points** | **Problem** | **Outcome** |
| **Meta Descriptions** | **Description gives the brief info about the website** | * **We always put best keywords in Meta Description,** * **A Meta description is a snippet, a Meta tag in HTML that summarizes a page's content.** * **Meta description is a very visible and important part of search Marketing.** * **Meta Description plays significant role in On page SEO** * **So optimizing the Meta description is crucial for on-page SEO.** |
| **Google Analytics** | **Google™ Analytics is not monitoring your website.** | * **Google Analytics allows you to track and understand your customer's behavior,** * **Visitor segmentation**. * **Able to identify which pages and links your visitors click the most** |
| **ALT TAG** | **Google does not read any images** | * **After ALT Tag Google can easily crawl the images and index the page.** |
| **Text/HTML ratio** | **Content is king of any Website so it’s important to increase the quality and quantity of the content** | * **Text Ratio is less, Google always prior Those website who has good content ratio** * **Content also provides a great opportunity for internal links** |
| **Heading Tags** | **They’re used to communicate to the search engines what your website is about.** | * **Heading tags are HTML tags used to identify headings and subheadings within your content from other types of text** |

**Social Presence:**

|  |  |
| --- | --- |
|  | **Outcome** |
|  |  |
| **Instagram** | **Easy to Target (and Retarget) you’re Audience.** |
|  | **More Businesses & Consumers Are Joining Every Day.** |
|  | **Engage With Customers Where They Spend Their Time.** |
|  | **Build Up User-Generated Content.** |
| **Pinterest** | **Pinterest is an excellent tool to help increase links back to** |
|  | **You’re Website.** |
|  | **Pinterest can be used on a personal level or for the** |
|  | **Promotion of your business.** |
|  | **Increased awareness** |
|  | **Increased sales** |
|  | **Pinterest drives traffic** |
|  |  |
|  |  |
| **Video Marketing** | **Boost conversion rate** |
|  | **Video builds trust and credibility** |
|  | **Video encourages social shares.** |

**GOOGLE TRENDS (SEARCH TERM)**

**Mostly used term in Google Trend is Nanotechnology**

**TRAFFIC:**

**In SEO we increase the Traffic to get quality and quantity links through organic search result.as we do not buy Traffic in that is why SEO always takes time to get the best results.**

<https://www.chawtechsolutions.com/seo-packages/>

**LEADS**:

**If we run the PPC, we can get easily Leads because we purchase the clicks while in SEO all Traffic comes through Organic way that is the reason we get instant results in PPC while SEO always takes time.**

**BRANDING**:

**Daily Activities Benefits**

|  |  |  |
| --- | --- | --- |
| **FACEBOOK**    **LINKEDIN**    **TWITTER**  **INSTAGRAM** | 1. **Daily Post** 2. **Video Promotion on Facebook** 3. **Blogs** 4. **Post Banner related to Business** 5. **Daily Post** 6. **Articles** 7. **Banners** 8. **Company Page creation** 9. **Daily Tweets** 10. **Daily post activity where you can increase followers** 11. **Daily post activities** | **We can easily inform to user**  **Increased Exposure to Potential Customers**  **Boost SEO**  **Reach a Targeted Audience**  **B2B Networking**  **B2 C Networking**  **Lead Generation**  **Brand Awareness**  **1. Reveals In-Depth Insights About Your Audience** |

**GEOGRAPHICAL**:

* **Use a country-specific domain.**
* **Specify the location you are targeting in Google Search Console.**
* **Register your business address with Google My Business.**
* **Include the street address of the business on the website.**
* **Host the website locally (as much for usability as for SEO).**
* **Get links from country-specific websites.**
* **Use local language(s).**

**EXTRA ACTIVITIES:**

**PRICING**

|  |  |
| --- | --- |
| **MONTHLY** | **QUARTERLY** |

**REPORTING UPDATES: We share the report as per client’s requirement.**

* Biweekly
* Weekly
* Monthly