**Practical Task submission: Pooja Chavan**

**1.Keyword Research:**

**After using keyword research tool, I have found top 10 keyword for** [**https://ultimez.com/**](https://ultimez.com/) **which are high ranking and low competition keywords.**

1. social media marketing agency in bangalore

2. Website and mobile app development in Bangalore

3. digital branding services in Bangalore

4. email marketing services pricing

5. website development company near me

6. wordpress website development cost

7. blockchain app development

8. UI UX Design services

9. Ecommerce website development cost

10. online branding

**2. Content Creation:**

Blog:

**Ultimez Technology: Your One-Stop Solution for Digital Services in Bangalore**

In the rapidly evolving digital landscape, finding a reliable and expert partner to handle all your online needs is essential. Whether you're looking to enhance your brand's visibility on social media or develop a high-performance website, Ultimez Technology in Bangalore is here to help. We specialize in a wide range of digital services, including social media marketing, website and mobile app development, blockchain app development, and more.

**In this blog, we’ll explore how Ultimez Technology can cater to your digital needs and help your business thrive.**

* **Social Media Marketing in agency Bangalore**

Our social media marketing agency creates tailored strategies to boost brand visibility, engagement, and sales. We manage content creation, advertising, and performance tracking to ensure maximum results.

* **Website & Mobile App Development in Bangalore**

As a top player in website and mobile app development, we build responsive, scalable platforms using the latest technologies. Whether it’s a business website or a mobile app, we deliver customized, high-performance solutions.

* **Digital Branding Services in Bangalore**

We specialize in digital branding, helping businesses craft a unique online identity. From logo design to brand storytelling, our services ensure consistency and impact across all channels.

* **Email Marketing Services Pricing**

Email marketing is a cost-effective way to connect with customers. Our plans start at ₹ 50% discount for send out upgrade to database x 10 and database x 15.

Website Development Company Near You

Looking for a local website development company in Bangalore? We offer personalized service and fast response times, ensuring a seamless development experience.

* **WordPress Website Development Cost**

We provide WordPress website development starting from ₹15,000 for basic sites to ₹2,00,000 for custom solutions, depending on your needs and functionalities.

* **Blockchain App Development**

Our blockchain app development services help businesses create secure, decentralized applications with enhanced transparency and efficiency.

* **UI/UX Design Services**

We focus on delivering top-notch UI/UX design services that improve user engagement and satisfaction, creating intuitive and easy-to-navigate digital products.

* **Ecommerce Website Development Cost**

We develop ecommerce websites, with costs ranging from ₹50,000 to ₹2,00,000+ based on complexity, features, and customizations.

* **Online Branding**

Our online branding services help build a consistent digital presence, leveraging social media, influencer marketing, and reputation management to elevate your brand.

**3.On-Page Optimization:**

**Strategic Plan for Improving Website's On-Page SEO and Ranking**

1.Optimize Meta Tags: we can use only 50-60 characters including our primary keyword for meat title and also add separate meta titles and meta description for each of our pages.

**Example for Email Marketing services page:**

Meta Titles -Email Marketing Services |Boost Engagement & Conversions | Ultimez Technology

Meta description: The best email marketing platforms will give you tools fot email builders, email templates, and ways to personalize emails.

* We should link our blog post to our relevant services pages means if we write blog on social media the need to link this page to our services social media optimizations.

These pages need to link internally. Which helps longer visit durations, reduced bounce rates, and a better understanding of the site's structure.

<https://ultimez.com/blog/category/social-media/>

<https://ultimez.com/social-media-optimization.html>

2.**Optimize Headings (H1, H2, H3):** Each page should have only one H1 tag that clearly states the page’s primary topic and other H2, H3 will follow the H1.

3.**Image Optimization:** Need to optimize images with proper name and alt tag.

4. **User Experience and Site Usability:** To improve User Experience and Site Usability our site should be mobile optimized; content should be readable and page loading time should be as low as possible.

5**.Content :** Our content must be readable including long-tail , Primary and related secondary keyword.

**Digital Marketing Basics:**

* **social media**

1.For social media need to use short and informative content.

2.Need to use infographics, images, and videos which shows our offerings and their result or their prices.

3.Need to maintain consistence of our posting, also need to use schedule posting.

4.Need to add post which are interactive Instagram Polls, Twitter Polls, or Facebook Surveys etc

5.Need to add industry-related hashtags to increase the visibility of our posts

* **Email Marketing**

1. For email Marketing email database creation is most important so we need to create list of email very properly by adding our targeted customer, Age group, Location etc.

2.Need to make our email templet very short and informative which will fill like a genuine or personalized email including a person’s name or sir name.

3.After sending email need to take follow-up in week including new blog posts, new offers, and company updates

4. Make sure to comply with email marketing regulations to make it ethical and legal for sending emails and providing an easy way to unsubscribe.

6.Need to try A/B Testing for Campaigns with different subject lines, email designs and different time zone.

6. Need to Analyse open rates, click-through rates, and conversion rates

7.We can add our website link by hyperlinking with our primary keyword.