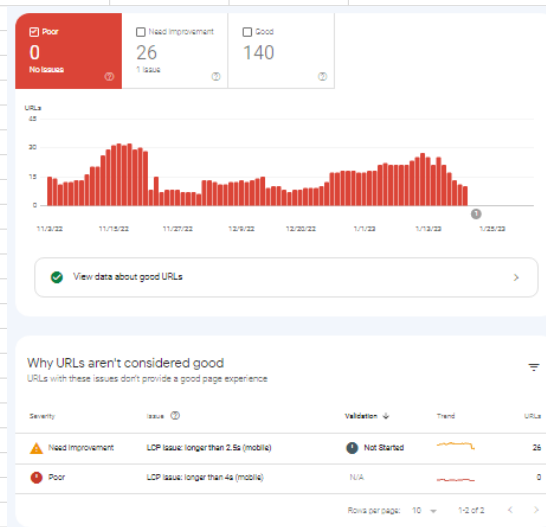| S.No	Actions	Remarks	
**Seo Check List For New Client**		
1	Competitor analysis	Any 3 top ranked competitors	done
2	Technology of Website		done
3	Keywords list	4 Lists: 1 self, other of 3 competitors	done
4	Finalised list of keywords given from client		done
5	Onpage Audit	Check every single page of website for any errors,if any make a list	done
6	Assign detected errors in Audit to the concern person to get them fixed.		done
7	Google Analytics sign up and connect it with website.	For New websites	done
8	Check if google analytics is connected with the website, if not then sign up and connect	For old website	done
9	Google Tag Manager		done
10	Search Console sign-up and connect with Analytics		done
11	Content for each link	-No. of Keywords to be used in each description -Content Word Count -Assign Task to writer	
12	Canonical		
13	Google Site Verification		done
14	Bing Site Verification		
15	Robots.txt		done
16	Yahoo Webmaster Connection		
17	Google Map Weblaunched	-Google Map Registered -Map 2 Published -Map Details Filled -5 Map Photos	

Linen PK			
S.No	**Steps for new cliet**	**Status**	**Remarks**
1	Take all the relevant keywords which provided by client on priority show all the keywords which we extract from relevant competitors however client was given by client or not we need to do competitor for keywords.	done	
2	After Showing all relevant keyword to client and tell them we will start working with your relevant keywords then go to our suggested keyword.	Done	
3	Semrush report of website and extract all errors and workings.	Done	
4	Execute resolving strategy for these errors.	Done	
5	Place all the keywords on relevant page and also place those keywords which we extract from our competitor analysis.	Done	
6	Check meta description ,meta keywords and meta tag of all pages of website	Done	
7	Connect search console and analytics which will connected to official account which is humhazir@gmail.com	Done	
8	Check images of website and place altext to every pic	Done	
9	Then again take out semrush report and just show screenshot of main page to client without logo of semrush	Done	
10	Do backlinks for better ranking		

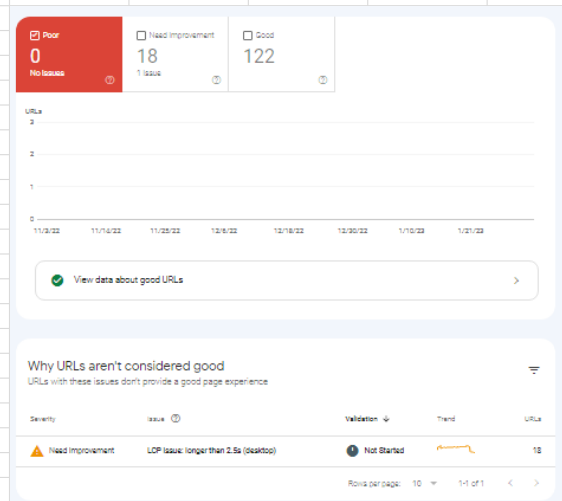**Seo Performance Report (Last 2 month Comparison dec-jan) -Source Google Search Console**

☑ Total clicks	☑ Total impressions	☐ Average CTR	☐ Average position
8.96K	**158K**	5.7%	35.1
12/1/22 - 12/31/22	12/1/22 - 12/31/22	12/1/22 - 12/31/22	12/1/22 - 12/31/22
9.02K	**233K**	3.9%	36.5
1/1/23 - 1/31/23	1/1/23 - 1/31/23	1/1/23 - 1/31/23	1/1/23 - 1/31/23
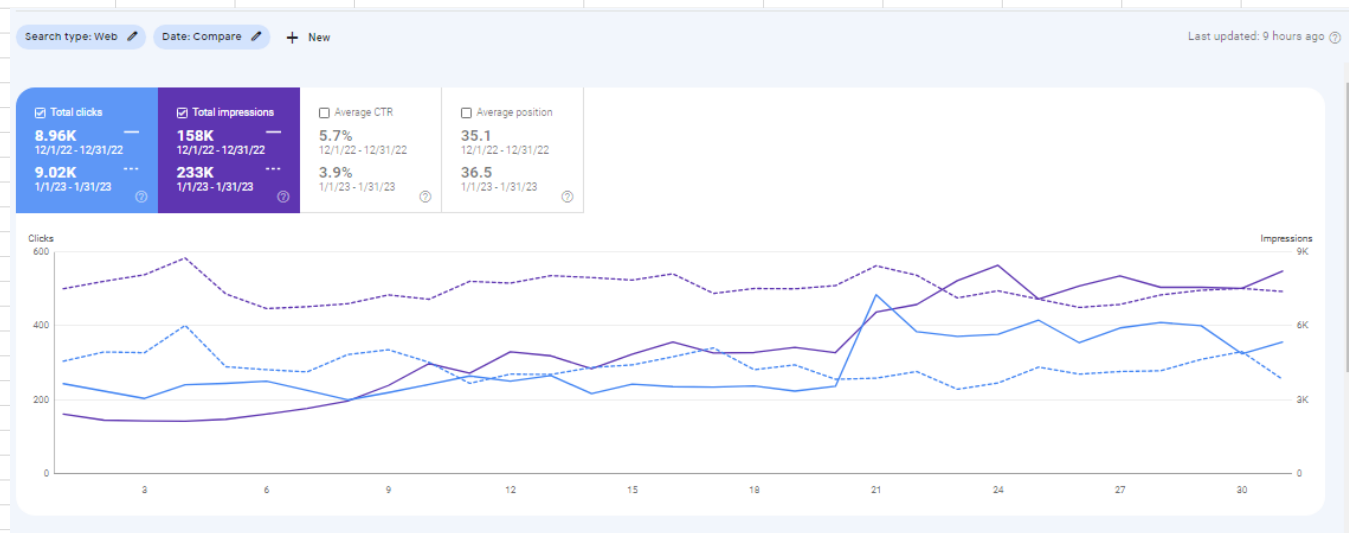
Core Web Vitals- Source Search Console

Mobile

Desktop

Severity	Issue ⓘ	Validation ↓	Trend	URLs
⚠ Need Improvement	LCP issue: longer than 2.5s (mobile)	① Not Started		26
⛔ Poor	LCP issue: longer than 4s (mobile)	N/A		0

Rows per page: 10   1-2 of 2   ‹ ›

Severity	Issue ⓘ	Validation ↓	Trend	URLs
⚠ Need Improvement	LCP issue: longer than 2.5s (desktop)	① Not Started		18

Rows per page: 10   1-1 of 1   ‹ ›

Product Snippets - Source Search Console
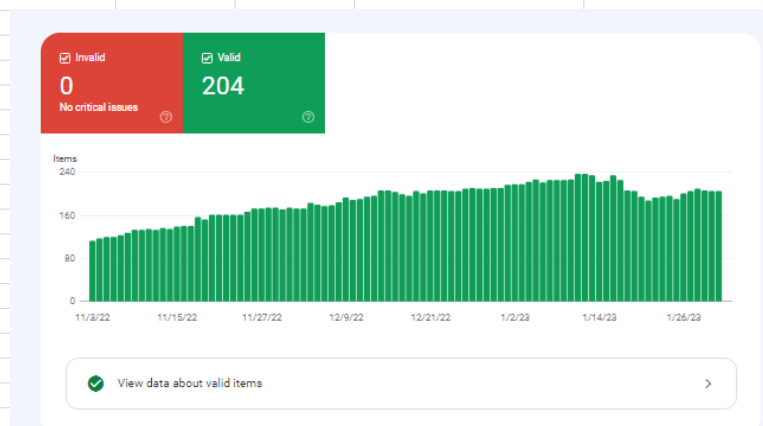
Merchant Listings- Source Search Console

Invalid	Valid
☑ Invalid	☑ Valid
0	**204**
No critical issues	

Items
240

160

80

0

11/3/22   11/15/22   11/27/22   12/9/22   12/21/22   1/2/23   1/14/23   1/26/23

✓ View data about valid items   ›
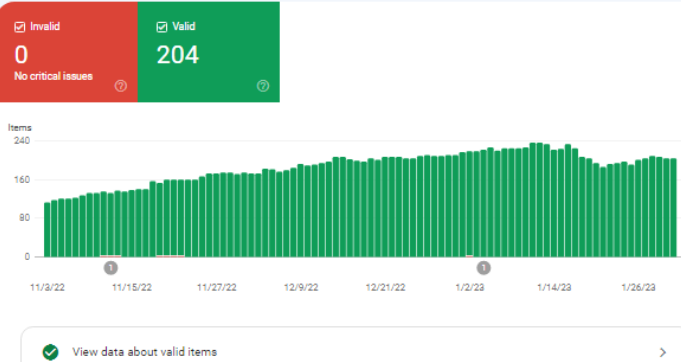
Semrush report

Site Audit: linen pk ⌄   🔄 Re-run campaign   ⑧ Looker Studio   ⬆ PDF   ⬆ Export   ⚙

www.pk.thelinen.company   📱 Mobile   JS-rendering: Disabled   Last update: Tue, Jan 31, 2023   Pages crawled: 1,576/15,000

Overview   Issues   Crawled Pages   Statistics   Compare Crawls   Progress

Site Health
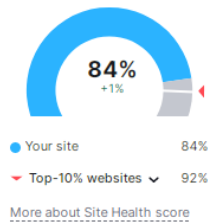
84%
+1%

● Your site   84%
▾ Top-10% websites ⌄   92%

More about Site Health score

Errors *i*	**Warnings** *i*	**Notices** *i*
793 -2	**2,969** -13	**5,467** -14
1000	4k	8k
0	0	0

Thematic Reports

Crawlability	HTTPS	International SEO	Core Web Vitals
○ 90%	○ 100%	International SEO is not implemented on this site.	○ 0% -10%
View details	View details		View details

Crawled Pages *i*

1,576

● Healthy   4
● Broken   1
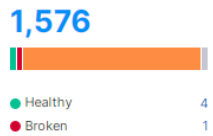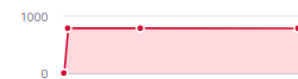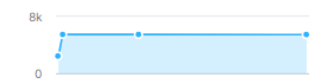
Site Performance	Internal Linking	Markup
○ 100%	○ 77% +1%	○ 100%
View details	View details	View details
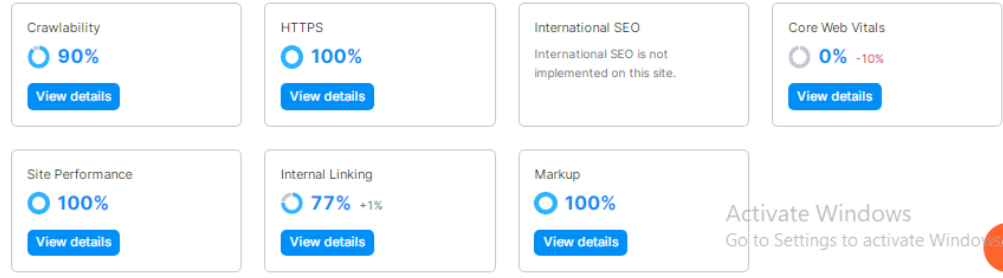
Activate Windows
Go to Settings to activate Windows   ❓

	1	1-10-23	Website Url	Listing	https://bookmark4you.online/bookmarking/buy-fully-fitted-bed-sheets.html	approved
	2	1-10-23	Website Url	Listing	https://fdlclassifieds.com/560/posts/5/52/1826475.html	approved
	3	1-10-23	Website Url	Listing	https://corporateclan.com/business-listing/buy-cotton-bedsheets-online/	approved
	4	1-10-23	Website Url	Listing	https://www.obszone.com/67538/buy-heavy-weight-bathrobes.html?preview=1	approved
	5	1-10-23	Website Url	Listing	https://www.hotfreelist.com/6/posts/1-For-Sale/10-Clothing-Fashion/2024835-Buy-Comfortable-Bedsheets.html	approved
	1	1-17-23	Website Url	Listing	https://lahore.pk.locanto.asia/ID_6220365258/Buy-Bedsheets-Online.html&myads	approved
	2	1-17-23	Website Url	Listing	https://onlineads.pk/dashboard/?ua=myitems&i=95890#	pending
	3	1-17-23	Website Url	Listing	https://www.storeboard.com/linenpk	approved
	4	1-17-23	Website Url	Listing	https://www.pakprobiz.com/lr.php	pending
	5	1-17-23	Website Url	Listing	https://shopy.com.pk/listings/buy-luxury-bathrobes/	approved
	6	1-17-23	Website Url	Listing	https://www.adslov.com/560/posts/5-For-Sale/145-Food-Supplies/1989865-Buy-Best-Duvet-Covers.html	approved
	7	1-17-23	Website Url	Listing	https://foursquare.com/user/1397875911/list/linen-pk	approved
	8	1-17-23	Website Url	Listing	https://www.tuugo.pk/Companies/linenpk/12400025893	approved
	9	1-17-23	Website Url	Listing	https://www.apsense.com/user/linenpk	pending
	10	1-17-23	Website Url	Listing	https://www.brownbook.net/business/51358347/linenpk	approved
	1	1-23-23	Website Url	Listing	https://www.angelsmarketplace.com/listings/high-quality-bed-sheets/	approved
	2	1-23-23	Website Url	Listing	http://www.addlistsite.com/en.php?advert/for_sale/free/3849312.html	pending
	3	1-23-23	Website Url	Listing	http://en.advisto.com/auctions-classifieds-sale/decoration-299266.htm	pending
	4	1-23-23	Website Url	Listing	https://dastiab.com/question/looking-for-luxury-bathrobes/	approved
	5	1-23-23	Website Url	Listing	https://my.adhoards.com/useraccount/previewad/index/602350	pending
	1	1-25-23	Website Url	Listing	https://www.callupcontact.com/b/businessprofile/linenpk/8371833	approved
	2	1-25-23	Website Url	Listing	https://gocheapshop.com/listing/index/premium-quality-bedding-sets-ha864t16d68bb	approved
	3	1-25-23	Website Url	Listing	https://www.adlandpro.com/ad/42372313/Buy-Cotton-Bed-Sheets-Online__Furniture_160__around_karachi.asp	approved
	4	1-25-23	Website Url	Listing	https://hellopk.com/?post_type=ad_post&p=38931	approved
	5	1-25-23	Website Url	Listing	https://www.bsapk.com/b/furniture/buy-luxury-bathrobes-new-sealed-pack-rs299-lahore	approved
	1	1-26-23	Website Url	Listing	https://www.scoop.it/topic/buy-bedding-sets-according-to-your-design?&kind=crawled&fId=1748506	approved
	2	1-26-23	Website Url	Listing	https://lahore-pb-pk.global-free-classified-ads.com/l-decor-for-sale/different-color-bedding-sets-it14066511l170.h	approved
	3	1-26-23	Website Url	Listing	https://postherefree.com/?view=showad&adid=395077&cityid=560	approved
	4	1-26-23	Website Url	Listing	https://www.classifiedlane.com/premium-quality-duvet-covers/	approved
	5	1-26-23	Website Url	Listing	http://www.businessadsforfree.net/d/1443277	approved
	6	1-26-23	Website Url	Listing	https://seekkr.pk/buy-luxury-bathrobes-10016043.html	approved
	7	1-26-23	Website Url	Listing	https://www.localstar.org/blog/buy-cotton-bed-sheets	approved

8	1-26-23	Website Url	Listing	https://www.blurb.com/my/account/profile		Pending
9	1-26-23	Website Url	Listing	https://www.bunity.com/linenpk		approved
10	1-26-23	Website Url	Listing	http://www.pkbuysell.com/Buy+Bed+Sheet+Online-8797741.html		pending
1	1-27-23	Website Url	Listing	https://similarworlds.com/internet/web-design/4597402-A-wide-range-of-designer-bedding-sets-is-available-on-t		approved
2	1-27-23	Website Url	Listing	https://www.adproceed.com/ads/get-the-best-bed-sheets-online-in-pakistan/		approved
3	1-27-23	Website Url	Listing	https://www.anibookmark.com/user/thelinenpk.html		approved
4	1-27-23	Website Url	Listing	https://www.expatriates.com/scripts/users/my_ads.epl		approved
5	1-27-23	Website Url	Listing	https://goroo.pk/account/listings/		pending
1	1-30-23	Website Url	Listing	https://www.igotbiz.com/directory/listingdisplay.aspx?lid=282426		approved
2	1-30-23	Website Url	Listing	https://www.yellowpages.net/profil_249366_the-linen-company_lahore.html		Pending
3	1-30-23	Website Url	Listing	https://www.notunbazar.com/classified/myad/		Pending
4	1-30-23	Website Url	Listing	https://pkpedia.com/linen-pk		approved
5	1-30-23	Website Url	Listing	https://www.spoke.com/topics/sheets-that-fit-perfectly-on-the-bed-63d7512e0033151fd200dce2		Pending
6	1-30-23	Website Url	Listing	https://secure.linkcentre.com/status/?url=https://www.pk.thelinen.company/		Pending
7	1-30-23	Website Url	Listing	https://www.startus.cc/company/linenpk		approved
8	1-30-23	Website Url	Listing	https://paksalespoint.com/item/1197/0/A-wide-range-of-designer-bedding-sets-is-available-on-the-market-today		approved
9	1-30-23	Website Url	Listing	http://www.askmap.net/location/6442508/pakistan/the-linen-company		approved
10	1-30-23	Website Url	Listing	https://lahore.yalwa.com.pk/ID_140698442/Sheets-that-fit-perfectly-on-the-bed.html		approved
1	1-31-23	Website Url	Listing	https://www.provenexpert.com/the-linen-company/		approved
2	1-31-23	Website Url	Listing	http://connect.releasewire.com/company/linenpk-289060.htm		approved
3	1-31-23	Website Url	Listing	https://www.sortfolio.com/listings/36881-the-linen-company		approved
4	1-31-23	Website Url	Listing	https://www.bizcommunity.com/MyAccount/Companies.aspx		approved
5	1-31-23	Website Url	Listing	https://www.adslynk.com/a-wide-range-of-designer-bedding-sets-is-available-on-the-market-today/25531.html		approved

S.No	Keyword	URL	31-12-2022	01-28-2023
1	Bed Sheets	https://www.pk.thelinen.company/collections/bed-sheet-sets	2	4
2	Blankets	https://www.pk.thelinen.company/collections/blankets	2	3
3	Cotton Bed Sheets	https://www.pk.thelinen.company/collections/bed-sheet-sets	14	14
4	Bathrobes	https://www.pk.thelinen.company/collections/bathrobes	7	94
5	Duvet Covers	https://www.pk.thelinen.company/collections/duvet-cover-sets	1	1
6	Bedding Sets	https://www.pk.thelinen.company/collections/bed-sheet-sets	N/A	N/A
7	Bed Sheets Online	https://www.pk.thelinen.company/	44	47
8	Bed Sheets in Pakistan	https://www.pk.thelinen.company/	18	12
9	Fitted Sheets Pakistan	https://www.pk.thelinen.company/collections/bed-sheet-sets	29	26
10	Bed Spread	https://www.pk.thelinen.company/collections/bedspreads	3	4
11	Bridal Bed Set	https://www.pk.thelinen.company/collections/bedding-wedding-bells	14	14
12	Duvet Cover Sets	https://www.pk.thelinen.company/collections/duvet-cover-sets	1	1
13	Kids Bed Sheets	https://www.pk.thelinen.company/collections/the-little-bedroom	12	12

S.No	Actions	Remarks	
	ON PAGE Seo Check List For New Client		
S.No	**Actions**	**Remarks**	
1	website Reiview		done
2	Ask Client their required no. of keywords		done
3	Ask Client their required keywords they want to use	Make a list and sheet of keywords	done
4	Ask Client their 3 competitors and their websites		done
5	Keywords list	4 Lists: 1 self, other of 3 competitors	done
6	Ask Sir Mubeen to do competitor Analysis for keywords and provide keywords sheet		done
7	Make sheet of Competitors keywords		done
8	Finalize keywords with client according to their requirement	15,20,50	done
9	Make one Final sheet and add all the finalized keywords their		done
10	Do meeting with client on google meeting or call them and Ask client to mention URLS for each keywords and update in sheet		
11	MAke 2 columns 1.Meta title 2.Meta description in front of each url		done
12	Ask Sir mubeen to provide meta titles and descriptions		
13	Do all other on page work		
14	First of all URL/slug must be finalized i.e. the keyword will be followed by the slug instead of space.		
15	After that, the titles of the pages should also be set. Make a column of the page title as well. Write proper titles for each page		
16	Create a single column and write the slug of the page		
17	if there is a page and there are multiple keywords on it, then assign task to the content writer accordingly		
18	Content for each link	-No. of Keywords to be used in each description -Content Word Count -Assign Task to writer	
19	Add this content in the body at the bottom		

20	Add content on every page of website		
21	Add rank map seo for wordpress website. For other technologies they have their own plugins. Install accordingly		
22	Update Meta title and Meta description for every single page		
23	Add seperate column for focus keyword and make list of focus keyword for each page		
24	Add this keyword in featured image and also in place of focus keyword		
25	Proof read complete content and check for grammatical mistakes and rectify them. also make sure that content is with 0% plagiarism.		
26	Publish content on every page of website and make sure that all keywords are used in the content accordingly		
27	Assign speed task to kamran		
28	Google Analytics sign up and connect it with website.	For New websites	
29	Check if google analytics is connected with the website, if not then sign up and connect	For old website	
30	Google Tag Manager		
31	Search Console sign-up and connect with Analytics		
32	Canonical		
33	Google Site Verification		
34	Bing Site Verification		
35	Robots.txt		
36	Yahoo Webmaster Connection		
37	Google Map Web launched	-Google Map Registered -Map 2 Published -Map Details Filled -5 Map Photos	
38	After completing every step, make Audit report and speed report and submit to client	Check every single page of website for any errors,if any make a list	done
39	Assign detected errors in Audit to the concern person to get them fixed.		done

40	Kamran ko jo spped ka task lagy ga wo aisa hoga Body asana main likhna hay Mobile and desktop dono pay green chahye sab is pay test karye website ko https://pagespeed.web.dev/ or sab green main dikhay - solve all issues _____ GT Metrics pay bhi B tak hona chahye lazmi title asnaa main likhna hay Speed issue - Yahan link dal dena hay		
41	Writer ko jo task lagan gy wo aise hngy title main ye hoga smrc Content - task 5 Body main aise aye ga Web page content https://sale.smrc.com.pk/what-we-deal-in/ word = 300 use these keywords a minimum 3 times in the content Keyword Authorised dealer BTK Use 1 time h1 (use both keywords in that) use 2 times h2 0% plagiarism		

42	In sab kaamo ke bad On-page ki jo audit report ham bhejen gy Is ke lye har link ko hum uthain gy or use 2 se 3 jagah dalen gy iske lye ek extension bb use krti hain SEOQuake isko insatll krke koi bhi page khola or us URL per browser se SEOQuake per click kiya tw wo pori report nikaal ker deta hai ye report client ko bhejen gy iske elawa is link per kholen gy https://www.seoptimer.com/		
43	KW ke barabar me ek or column banai ga Indexing ka index ke liye jo bhejna hota hai use search console per kholen or us URL per jain uske inspect URL me jain gy use search kren gy yaa tw wo green tick ke sath bata deta hai ke index hai indexing wale column me likh den Agar index nahi hai tw request indexing krty hain or pending at request likh dete hain		
44	Iske elawa online site map generator ke through site map generate krty hain usko jaa ker c-panel me directly drag and drop krty hain uska search console khol ke site map .xml ko fetch krwa lete hain or uska result dekh lete hain		