General SXO Guidelines (All Pages)

1. **User-first content:** Write for humans first, search engines second.
   - Answer user questions clearly.
   - Avoid using jargon unless necessary; instead, explain technical terms clearly.
2. **Keyword usage:**
   - Primary: "Digital Marketing Services"
   - Secondary: SEO, SMM, Content Marketing, Google Ads, Branding, Web Development, App Development, Custom Solutions
   - Include naturally in headings, subheadings, and the first paragraph.
3. **Content structure:**
   - Use short paragraphs (2–3 lines max).
   - Bullet points for easy scanning.
   - Clear H1, H2, H3 hierarchy.
4. **CTA placement:**
   - Above the fold and after every service section.
   - Examples: "Get a Free Consultation", "Request a Quote", "Talk to an Expert".
5. **Internal linking:**
   - Link to relevant pages (Services, About, Career, Contact).
   - Use descriptive anchor text.
6. **FAQ inclusion:**
   - Include **relevant questions and answers on all pages**.
   - 4–5 questions per page is enough.

Page-specific SXO Instructions

1. Homepage (Page 1)

- **Focus:** Lead with **Digital Marketing Services**; show all services briefly.
- **Hero Section:**
  - Headline + subheadline including primary keyword.
  - CTA buttons.
  - Suggested hero visual/video.
- **Services Overview:**
  - Short benefit-focused descriptions for each service:
    - SEO, SMM, Content Marketing, Performance Marketing, Google Ads, Branding, Web Development, App Development, E-Commerce, Custom Solutions
  - Include an internal link to the **Services page**.
- **USP / Why Choose Us:**
  - 3–5 concise points emphasizing results and expertise.
- **Testimonials:** 2–3 client quotes.
- **FAQ:** Include 4–5 top questions users may have.
- **CTA Section:** Encourage conversions.

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2. About Us (Page 2)

- **Header Section:** Short 1–2 lines with brand promise.
- **Content Guidelines:**
  - Company overview, vision, mission, core values.
  - Include achievements, milestones, and team expertise.
  - Link to Services page.
- **FAQ:** Same as homepage or service-specific questions.

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3. Services Page (Page 3)

- **Header:** Short, benefit-driven line.
- **Content Structure:**
  - **Branding (Page 4)**
    - Logo

- - - Graphic Design
  - **Digital Marketing (Page 5)**
    - SEO (Page 6)
    - SMM (Page 7)
    - Content Marketing (Page 8)
    - Performance Marketing (Page 9)
    - Google Ads (Page 10)
  - **Digital Solutions (Page 11)**
    - Web Development (Page 12)
    - Mobile Apps (Page 13)
    - E-Commerce (Page 14)
    - Custom Solutions (Page 15)
  - Each service block: short, benefit-focused text + CTA.
- **FAQ:** Include service-specific questions (process, timeline, pricing, deliverables).

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4. Career Page (Page 16)

- **Header Section:** Short, engaging intro.
- **Content:** Will add according to openings
- **CTA:** "Apply Now".
- **FAQ:** 2–3 questions about the hiring process, internships, and work culture.

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5. Contact Us Page (Page 17)

- **Header Section:** 1–2 lines inviting users to contact.
- **Content:** Address, phone, email, contact form fields.
- **CTA:** "Send Your Message".
- **FAQ:** Questions about response time, support, or process.

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6. FAQ Section (Page 18) (Across All Pages & a single page also needed)

- **Format:** Expandable accordion or visible block.
- **Content Tips:**
  - Focus on **user intent questions** (services, pricing, timeline, customization).
  - Answers should be **short, clear, and actionable**.
  - Include internal links to relevant pages for further reading.

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7. SXO Writing Tips

1. **Focus on user intent**: Content should directly answer user queries.
2. **Readable formatting**: Headings, bullets, bold key info.
3. **Mobile-friendly**: Short sentences, clear CTAs, concise paragraphs.
4. **Conversions**: Encourage CTA clicks subtly in content.
5. **Keyword placement**: Headings > first paragraph > subheadings > body. Avoid stuffing.