SEO Action Plan

Initially, I will go through the nature, theme and explore the business of the website. In this phase, I will go through the study of website.

**(ON-PAGE SEO ANALYSIS & IMPLEMENTATION)**

**First Phase (Website Analysis)**

In first phase, I will go through the brief analysis of website from SEO perspectives, this analysis will cover the analysis of the following points whether they are found in the website or not:

1. **Meta Titles (for home page and landing pages)**
2. **Meta Description (for home page and landing pages)**
3. **Meta Keywords (for home page and landing pages)**
4. **Robots file**
5. **301 Redirection**
6. **404 Redirection**
7. **Google Analytics**
8. **Google Webmaster Verification**
9. **Broken Links**
10. **URL Structure**
11. **Heading Tags**
12. **Sitemap Files**
13. **Content Analysis**
14. **Website Loading Time**
15. **Alexa Rank**
16. **Pagerank**
17. **Number of backlinks**
18. **Page Indexed in Google**
19. **Pages Indexed in Bing**
20. **Pages Indexed in Yahoo**
21. **HTML Validation Errors**
22. **Social Media Presence on Facebook, Twitter, G+ etc..**
23. **Image Analysis**
24. **Listing on Google places (if, website based on local search engine)**

**Note -** In this phase, I will share the suggestions that need to be implemented on the website to improve the visibility of website on search engines.

**Second Phase** - After the brief analysis of the website, the second phase will cover the following analysis:

1. **Keywords Research and Analysis**
2. **Competitor Analysis**

**Note -** In this phase, I will suggest you the best targeting keywords relevant to the content on your website.

**Third Phase** - After the approval of keywords, I will move with the following tasks in the third phase:

1. **Create the Meta tags for home page and landing pages of the website as per the targeting keywords.**
2. **Implement the Meta tags on the website.  (if Admin details and FTP details given to us)**
3. **All the necessary suggestions will be implemented under this phase, those we have shared in the first phase.**
4. **Update the sitemap files.**

(OFF-PAGE SEO TASKS)

**Fourth Phase** - After the proper analysis and implementation of On-Page SEO, I will move forward with Off-Page SEO tasks. This will include the following tasks:

|  |  |
| --- | --- |
| Tasks | Purpose |
| Directory Submission | To get one way backlinks and to increase indexing of keywords |
| Social Bookmarking | To get live & instant backlinks, improve keyword visibility |
| Article Writing | To write relevant content as per keywords |
| Article Submissions | To get maximum exposure, contextual Link |
| Classified Ad Submission | Promote Service/Products to get contextual link |
| Local Business Listing | To make Presence On Local Search Engines |
| Profile Creation | To increase Website Page Rank increase link popularity |
| Press Release | Product/Services Powerful Publicity, Quality Backlinks (if client let us know about new product launch) |
| Yahoo Groups | Backlinks, Traffic |
| Google Groups | Backlinks, Traffic |
| Forum Posting | Backlink , Traffic (if needed) |
| Document Writing & Submissions | To Get Direct Traffic, Quality Links |
| Blog Creation | Increase Traffic, Back links |
| Blog Writing | Increase Traffic, Back links |
| Blog Posting | Increase Traffic, Back links |
| Blog Commenting | Increase Traffic, Back links |
| Photo Sharing | To Get Direct Traffic, Quality Links |
| PPT Creation & Submissions | To Get Direct Traffic, Quality Links |

**(Social Media Marketing)**

I can improve the awareness of your business using social media sites. Social Media sites not only enhance interest among people but also create a positive impact on business. Social Media sites definitely improve website traffic. Most of social media sites like Facebook, Twitter, Pinterest, LinkedIn, MySpace, Google+ can bring huge traffic on the website, if I will maintain it on regular basis.

**Social Media Marketing Plan:**

|  |  |  |
| --- | --- | --- |
| Channel | Activities | Purpose |
| Facebook | Create optimized fan page, add friends, join groups, postings on the page | Brand Building and offers promotion working |
| Twitter | Account and Profile creation, tweeting and interact with others | Brand Building and get traffic |
| Google + | Account and Profile Creation, update the profile with postings and interact with others | Brand Building, build high quality backlinks |
| Pinterest | Create Profile, manage board, add pins, | Brand Building |

**Note -** I will build the popularity of the website on social media pages & communities and derive the traffic on the website. Social Media appearance will keep your website out of Google updates like Panda, Penguin, Pigeon, and Hummingbird & use white hat techniques to bring the desired results. I also have a very strong command over English language.