

PRESENTED BY DIGITALBRO.IN

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# SEO Proposal for

[www.playzonestore.com](http://www.playzonestore.com)

# Preliminary Website Audit Report

## Minor Design Issues

- Some Icon Elements Missing

## Major Issues

- W3C HTML/XHTML Validation - Validation failed for some pages.
- No follow tag on internal links
- Website Search Field is Not Working.
- Broken links - Some pages contain links that doesn't work

## Suggestions:

A well-built website generates better customer traffic and an improved user interface leads to increased conversions. Make you website more attractive.

- Ensure the social media presence through sponsored ads and social media creatives
- Add whatsapp button
- Add website content

# Our Suggestions

- A well-built website generates better customer traffic and an improved user interface leads to increased conversions. Make you website more attractive.
- Ensure the social media presence through sponsored Ads and social media



# SEO Health Score

<https://playzonestore.com>

Your general SEO Checkup Score

Archived



Your website has received an SEO score of 63 out of 100, which is below the average score of 78. However, there are 18 important issues that need to be fixed to improve your website's ranking on search engines and enhance its overall performance.

18 Failed



4 Warnings



# Website Error Check

## Task list of SEO Improvements

- ☐ Add a H1 heading to this page.
- ☐ Remove the empty bold and strong tags from this page.
- ☐ Improve the page response time.
- ☐ Try to reduce the number of used CSS files.
- ☐ Try to reduce the number of used JavaScript files.
- ☐ Use good alternative descriptions (alt attributes) for your images.
- ☐ Remove duplicate heading texts.



# Technical SEO

Underscore in URL	Not Perfect
Keywords	Poor
Title tag	Poor
Email id	OK
Web speed optimization	Not Perfect
Google Analytics Google Search Console Google Tag Manager	Not Integrated

Site map	Not integrated
Alt Tag	NO
Doctype	OK
Anchor links	-
Backlinks	Poor

# Our SEO Plan to pcosrelief.org 8 to 10 months

Month 1	Website auditing, Finding the most relevant keywords and competitor analysis, Keyword strategy and planning. If research and discovery are completed quickly, then technical changes will start being made to the website within the first month. In some cases though, a thorough research and discovery phase can last more than one month
Month 2	Technical SEO work begins: making modifications to the website, fixing on-page errors, removing broken links based on site audit results. Starts social media engagements and backlink creation.
Month 3	Content creation activities such as FAQs, whitepapers, articles, expanded product and company information, etc. take place. Ideally, it should have been started right after the strategy and planning. During this, you might start seeing some improvements in rankings by the end of this month.
Month 4	Continued content creation, technical optimization of the website, and development of a healthy link profile (which may include cleaning up low quality links) takes place. By this month, you could expect to see a marked increase in rankings, traffic.
Month 5	By this month or perhaps earlier in the process, incorporating social media management into your plan to amplify your content and increase direct traffic to your website. This can lead to a healthy, natural link profile, will continue with content creation and perhaps engage in some PR or media outreach.
Month 6-8	By this point, you could benefit from adding conversion rate optimization to your efforts to improve how the traffic you're receiving converts into leads and/or sales. From this point on, your activities may be consistently focused on content creation and promoting that content or you may be doing things that are more creative. All keywords will reached in google first page

# Monthly overview

- **10 keywords**
- **Initial Review & Analysis**
- **On Page Optimization**
- **Off Page Optimization**
- **Local Search Optimization**
- **Strong back links creation**
- **Search Engine Rank Report**
- **SEO Reports**
- **CSS submission**
- **Directory submission**
- **Social bookmarking**
- **Blog writing and submission**
- **Article submission**
- **Forum marketing**
- **Photos\*haring on social network**
- **Google map listing**
- **High Search Engine Rank**
- **Google My Business Setup & Verification**

**Pricing : ₹ 15000/ Month**





# Thank you.

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