

## Organic Digital Marketing Strategy

### #SEO

#### 1. Keywords Research:

- a. We will do research keywords for you according to your target audience
- b. We will Suggest Highly Search Volume keywords according to your Industry

#### 2. Competitor Analysis

- a. We will find your main 5 web competitors and will make strategy accordingly
- b. We will do take some content strategy from your main competitors as well.

#### 3. On Page Optimization for the website

On-page SEO (or on-site SEO) is the practice of optimizing web pages for specific keywords in order to improve search visibility and traffic. It involves aligning page-specific elements like title tags, headings, content, and internal links with keywords. We will

work on below on page factors for you.

- Keyword in the title tag
- Keyword in meta description tag
- Keyword in H1 tag
- Using keywords in the pages
- The length of the content
- Duplicate content
- Canonical tag
- Image Optimization
- Content Updates
- Outbound links
- Internal links
- Keyword in URL
- Sitemap
- Domain trust
- Mobile optimized site
- Google Search Console integration
- Google Analytics Integration
- Structural Data (Schema)
- Website Speed
- Content Optimization
- On Page Blog Post

## 4. Off Page Optimization of the Website

When ranking your pages, Google looks at factors outside of your site as well. Here are some key ones:

- The number of linking domains
- The number of linking pages
- Domain Authority of linking page
- Link relevancy
- Authority of linking domain
- Links from a homepage
- A number of do follow vs. nofollow links
- The diversity of link types
- Contextual links
- Link anchor

We will Create Quality Backlinks with below activities

- Creating Shareable Content
- Influencer Outreach
- Contribute as Guest Author
- Social Media Engagement
- Social Bookmarking
- Forum Submission
- Blog Directory Submission
- Article Submission
- Question and Answer
- Video Submission



- Image Submission
- Document Sharing
- Press Release
- Web2.0 Submission
- Use Google My Business

## #Social Media Optimization: (Facebook, Instagram, LinkedIn)

We will do below activities for you on Social Media

- a. Hash Tags Research
- b. post in a day (1 Post Everyday)
- c. Get More Followers
- d. Optimize Your Headlines for Engagement
- e. Share Content That's Relevant to Your Audience
- f. Respond to All Comments
- g. Run Contests and Giveaways

## #Content Marketing

1. We will post 8 On page Blogs Per Month with 600+ words
2. We will post 8 Off page Articles Per Month
3. We will post 8 Web2.0 (Off Page Blog) Per month
4. We Will post 4 Press Release Per month

Note: Extra Content will be chargeable (0.02 USD/word) like Web Pages and all.