

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 16 On page Blogs Per Month with 600+ words
2. We will post 16 Off page Articles Per Month
3. We will post 16 Web2.0 (Off Page Blog) Per month
4. We Will post 12 Press Release Per month

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