### SEO & Digital Marketing Strategy

Slidescope Digital Marketing www.SlideScope.com

## Do – On Page SEO

Meta ALT on Tags images Seo H1, H2 Friendly Tags **URLS** 

### Do – Advanced SEO - 1

Optimize Create HTML, CSS and Sitemaps JS Code See other advanced Use techniques Schema.org Markup continued from next slide

#### Do – Advanced SEO – 2 Internal Blog

Create a
Blog if
already not
there

Write SEO friendly Articles

Create Eye Catching Images for Posts

Social Media Autoposting

#### Do – Advanced SEO – 3 Social Media Posting



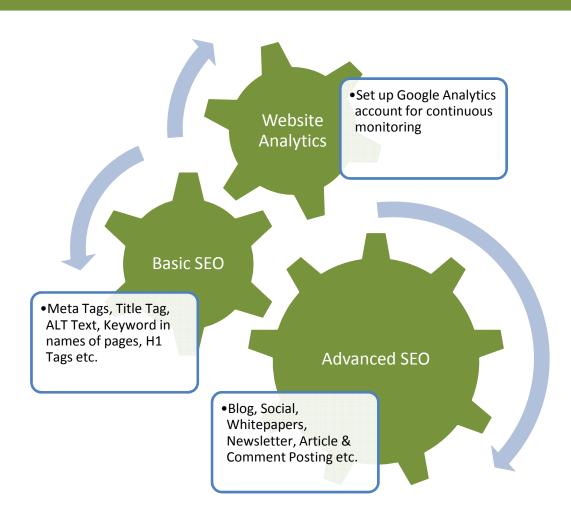
# Do – Advanced SEO – 4 Notification & Newsletter Updates

A Notification option for new Visitors

A Newsletter which could be customized as per the subscriber

Automated and Scheduled Emails
To Subscribers

## Approach – Part 1



### Approach – Part 2

First Month

- •Basic SEO
- •Search Engine Submission
- Social Setup
- •Blog Setup
- •Newsletter Setup
- Advertisement on FREE sites – Olx, Craiglist etc

Second Month

- •Result measurement & update of Basic SEO
- Blog Postings
- •Advertisement on FREE sites – Olx, Craiglist etc
- Social Sharing –
   Exhaustive
- •White Paper Creation

Third Month

- •Blog Postings contd.
- Advertisement on FREE sites – Olx, Craiglist etc.
- Social Sharing –
   Exhaustive
- •White Paper & e-books
  Creation

# Thank You