

● Analyst Summary

Based on extensive research done we found that the website is an online shopping platform that offers a vast range of Electronic items. Our primary goal is to improve website traffic, ranking and ecommerce transactions. In order to achieve these goals we are recommending the following strategies.

Business Objectives

- Increase search engine visibility
- Increase website traffic/ranking
- Increase number of ecommerce transactions

x Our Channel Strategies

Organic Search

A dedicated Search Optimization activity is meant to pull traffic and leads from target audiences. Organic traffic through this channel will lead to brand visibility and ecommerce transactions. A strong off-page, consistent on-page, social media promotion and content marketing strategy will help increase the required visibility, leads, and improve SERP rankings.

Content Marketing

We will distribute the relevant valuable content to attract, acquire and engage the target audience with the objective of driving profitable customer action. Below are the ways in which we will distribute and popularize our content online:

- Article and blog posting
- Posting of PPTs and PDFs
- Posting videos in YouTube and Vimeo etc.
- Posting Classifieds
- Press Release (if available) and Listings

Focus on long tail keywords and search phrases

Targeting long-tail search queries not only attracts qualified 'buyer' traffic, but also these terms drive more traffic than primary keywords. We target a mix of exact and long-tail keywords based on search volumes and search trends.

Google Ad Words (PPC)

Google Ad Words PPC campaign targets multi device platforms to tap into the category specific search volume. We build significant leads channel through search advertising, display advertising, mobile advertisement and remarketing/retargeting.

Social Media Promotion

We will promote online shopping of watches on major social platforms including Facebook, Twitter, Google Plus, YouTube, Pinterest, Vimeo, Instagram etc. in order to get more visibility from target niche.

- **Activities Will be Done**

Long term benefits		
Sn o	Activity	benefits
1	SEO	Google recommendations
		Cost per conversion will be low in long run
		It will not switch off in a day
		Higher conversion rate since people are landing from refernce or direct search
2	SMO	Helps in brand building
		People are subscribed to your news feeds
Immediate transaction		
Sn o	Activity	benefits
1	Google Ads on Search Network	Brand related keywords
		Generic Keywords on Services
		Services Keywords
2	FB Ads	Right hand side ads for bringing traffic to Website
3	Remarketing campaign	To Bring the people back to our website
Activities not to be done		
Sn o	Activity	Details
1	Mobile application	No brand loyalty yet, hence usage will be low
2	Social Apps	High on engagement
3	Online Paid ads	High cost per click

- SEO – Onsite and Offsite Activities

SEO ON Page Checklist

S.N	Activity	Status
Site Level On Page Activity		
1	Canonical Issue (301)	
2	Google Analytics	
3	Google Webmaster	
4	Robots.txt	
5	Sitemap XML	
6	Sitemap Static	
7	W3C Validation	
8	URL Structure - Rewrite or Renaming	
9	Keyword Mapping To URL	
10	Breadcrumb	
11	Navigation	
12	Social Media Links	
13	Site Architecture(Directory Structure)	
14	Rich Snippets & Micro Format	
15	Google Authorship & Site verification	
16	Google Open Graph	
17	Facebook Open Graph Tags	
18	Twitter Cards	
19	Pinterest RICH Pins	
20	HCARD in Address	
21	Form & Call of Action	
22	Website Load Time	
23	Website Code Optimization	
24	Error Check in webmaster (Periodically)	
Page Level On Page Plan		
1	Meta Tags (Title, Keywords, Desc)	
2	REL Canonical	
3	Page Content (Unique)	
4	Page Content (Word Count)	
5	Heading (h1, h2..h6)	
6	Keywords Density	
7	Keywords Proximity	

8	Keywords Prominence	
9	LSI & LDI In Keywords	
10	Image Optimization	

SEO - Offsite

- Article submission
- Social Bookmarking
- Classified listing
- Directory listing
- Business listing
- Question & Answer
- Search Engine submission
- Video promotion (if videos available)
- Image submission
- Website Ping
- Press Release Submission (as per availability)

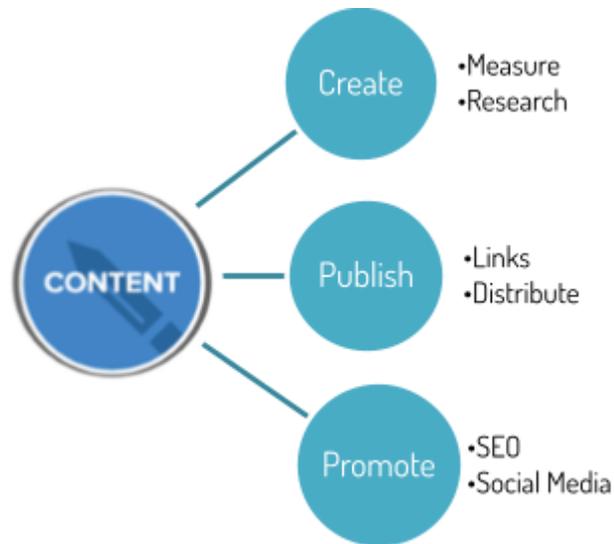
SMO Promotion

Activity
Video Create & share
Facebook Profile & page Create
G+ Profile & Page Create
Business Page Creation
Pinterests Profile & Page Create
Linkedin Profile & Company page Create
Likes & Tweets Increasing
Social media(Update)
Social media(Friend Add)
Social media(Reply)
Social media(Community Add)
Daily Single Post
Daily Sharing

Content Management

Activity
On Page Blog Update Weekly
Real time micro blogging
External Blog Update
Web 2.0 Posting
blog Comments

Site Pinging & Blog Ping
PDF Sharing
PPT Sharing



● Organic Search Strategies

Comprehensive Effort Built around Multiple Fronts

Investment on business critical keywords is absolutely necessary for hedging against escalating media cost and third party reliance. SEO ensures your brand leadership online. It generates savings by building relevant traffic at a cost which is usually fixed and returns which are incremental.

On Page Optimization

We will optimize your website covering all the on-page aspects including keywords, Metadata, h-tags, robots, sitemap and content etc.

Keyword Mapping

We will map the keywords per page with a primary, secondary and tertiary methodology. We plan to take a pool of some keywords. Using keywords effectively helps communicate both, visitors and search engine what searches your website is relevant for.

Build Fewer, Better Links

Inbound links have always been a Google ranking signal. We focus on quality link building as a few links from quality and authority sites are better than thousands of links from ordinary sites.

Boost Site Speed

Page speed is a ranking factor in Google's algorithm. Website speed affects user experience and can increase or decrease conversions drastically. Things that we consider to boost up the slow page loading times include un-optimized Images, plugin/widget overload, CSS and bulky coding.

Content Marketing

We will distribute the relevant and valuable content to attract, acquire and engage the target audience with the objective of driving profitable customer action.

Brand Visibility

Through content marketing, sharing services offered by Hala Fashion Pvt. Ltd along with making brand presence using quality standards and USPs in comparison to competitors which increases brand share ofPhotovideodirect.com.au

● Content Marketing

Content marketing's purpose is to attract and retain customers by consistently creating and curating relevant and valuable content with the intention of changing or enhancing consumer behavior. Since content and SEO go hand in hand, we need to effectively create content marketing strategy.

Project Includes

- Overarching content strategy
- Content Calendar
 - Monthly Content calendar management (tracking blog content, email content etc.)
- Blog Content Strategy
 - Strategy – topic and keyword selection etc.
 - Implementation (depending upon type of content needed)
- Social Media Posts
 - Weekly Content Calendar management
 - Implementation and user-engagement

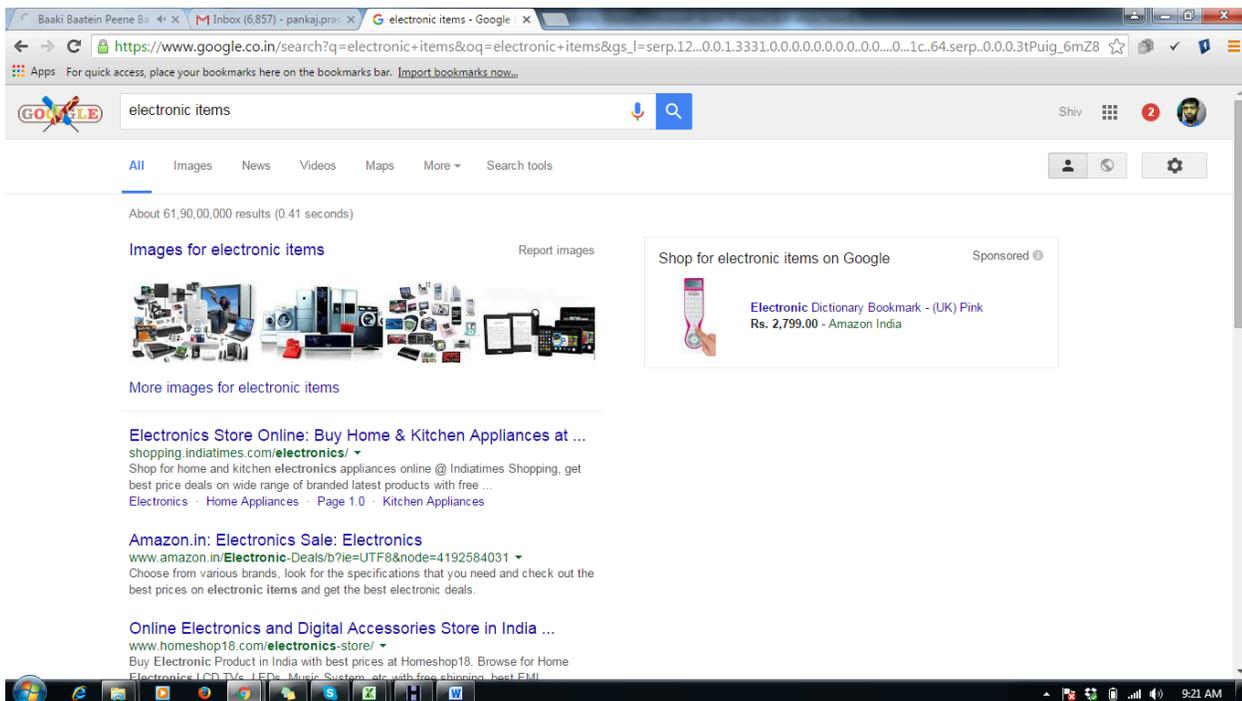
Benefits

- Improvement of rankings in search engines
- It will get you more visitors from variety of sources

- Increase your range of keywords which you can target

• Organic Search Potential

Competitors have better presence on business potential search phrases in organic search as shown below



• Few Keyword Suggestions

Below are the few keyword suggestions which can be revised as per the strategy before the start of the SEO Campaign based on their performance in the search engines for bringing the traffic potential. Please find below major organic & AdWords keyword sample list which can be further extended to search queries over the period of time

Keyword	Avg. Monthly Searches (exact match only)	Suggested bid (Rs)
electronic items	1300	5.04
electronic gift items	260	33.64
electronic items online shopping	170	11.26
electronic items online	170	5.4
kitchen electronic items	70	7.52
electronic items for home use	70	7.46
best tv	1600	0.92
new tv	720	0.93
buy tv	720	1
canon cameras	4400	7.94
nikon cameras	2900	10.1
dslr cameras	1300	9.65
digital cameras	1000	10.39
cameras online	720	8.74
best cameras	590	15.42
slr cameras	390	7.95
video cameras	320	10.51
canon digital cameras	320	8.62
panasonic cameras	260	6.74
cannon cameras	260	7.41
nikon digital cameras	260	9.65
cameras price	260	8.86
professional cameras	210	9.11
bluetooth speakers	27100	1
creative speakers	14800	0.76
home theater speakers	5400	1
portable speakers	5400	0.97
wireless speakers	4400	1
computer speakers	3600	0.92
speakers online	3600	0.98
5.1 speakers	2900	0.92
2.1 speakers	2900	0.84
usb speakers	1900	0.92
logitech speakers	1900	0.75
tower speakers	1900	0.97
best speakers	1600	0.8
yamaha speakers	1300	0.82

multimedia speakers	1300	1
speakers for computer	1300	0.85

● Social Media

Agenda:

- How Social Media Marketing Works?
- Social Media Strategy for Photo Video Direct
- Product Selling for Shopping Portal
- Social Media Tools
- Rules of Engagement

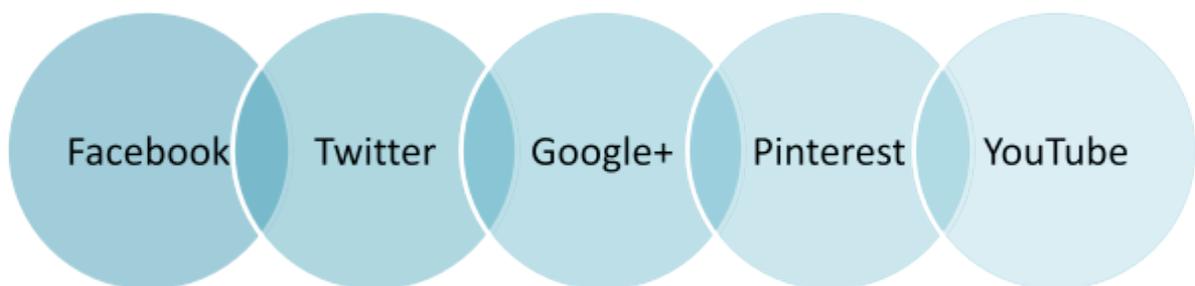
“Social media does not drive sales; it helps direct eyeballs to the actual point of sale”

Fact is that social media is a social channel, and not a commercial channel. By its very nature, the medium is oriented towards providing a social experience – an engagement or a conversation at the very least.

How Social Media Works

Social Media works in many ways, but you have to look at it from communication point of view. Social Media is an instant communication tool to a potential audience of billions, as the moment you send a tweet, post a Facebook update or upload a video, anyone following, liking or subscribing you, will see it.

We concentrate on few of the big players in the field, in terms of possible rewards and ROI, which are:



Facebook –Post Management, Facebook Contest and Facebook Paid Advertisement.

Twitter – Tweets, Engagements, Followers, Trending Tweets.

Google+ – Post Management, Google+ Contest, Paid Advertisement.

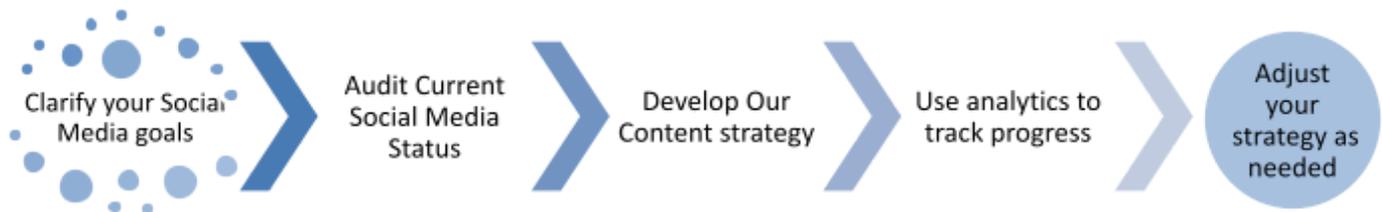
Pinterest– Pin Posts, Infographics, Promotional Offers.

YouTube – Video Promotion, Product Video Promotion, Subscribers, Comments, Likes.

Social Media Strategy

The reality is that most of the social media campaigns won't really deliver any real results until you've invested fair few months into them. Even then, depending on what niche you're into, may take longer time. The most important thing to remember is to 'Define Social Media Goals'.

- Identify goals
- Identify target audience
- Create a profile or brand(If not created)
- Focus on social channel which drives sales
- Plan a time frame
- Measure progress toward goals



Types of Facebook Paid Advertising

Boost Your Post – objective is to boost your posts and website services this way.

Promote Your Page – Increase your page likes as well as promote Facebook Page for better user-engagement.

Send People to Your Website –send people to your website with an objective to increase referrals.

Increase Conversion on Your Website – Website Conversion objective is to improve traffic and leads.

Get People to Claim your Offer – the objective is to maintain target audience for better lead conversions.

Get Video Views – Video Views' objective to get people to watch your videos for better brand building.

Social Media Marketing for Twitter

Twitter is a very successful marketing tool for business/online product delivery for both large, small and from high end to small products & accessories (including headphones, chargers). With only 140 characters per update, tweets get read and shared at a phenomenal, immediate rate. Twitter has also been used a lot through mobile devices. Here are few of the Twitter Marketing tips we apply

- **Include a link to your product deals** – Include a link to special discounts, so that your Followers may make an easy choice for shopping online.
- **Include images of your selective products** – **Can get you more follower on your twitter profile.**
- **Group offers** – Promote your tweets through special discount offers/group deals.
- **Hashtags/@mentions** – **Can get you more followers on your twitter profile and** retweets, favorite etc.

Product Selling for Shopping Portal

The biggest challenge that online store owners face, is increasing traffic to their ecommerce store. Knowing where to start with and how to stand out from the thousands of other online shops that are competing for the same traffic is a daunting challenge. Here are few techniques we follow to enhance user engagement for online shopping:

Post Daily Content for Continued Growth – One of the easiest ways to grow social communities over time is to post content consistently. So we make sure testing the optimal frequency with audience or look at the engagement levels in comparison to posting frequencies of your competitors. The minimum post frequency should be once a day for Facebook and two to three times a day for Twitter.

Promotional Graphics and Images – The best way to increase engagement on social mediums is to include images within your posts. Photos on social media have been shown to generate 50% more likes than an average post.

Increase Exposure with Social Buttons: The best way to dramatically increase the number of impressions on your social networks is by embedding social buttons within your site and marketing communications real estate.



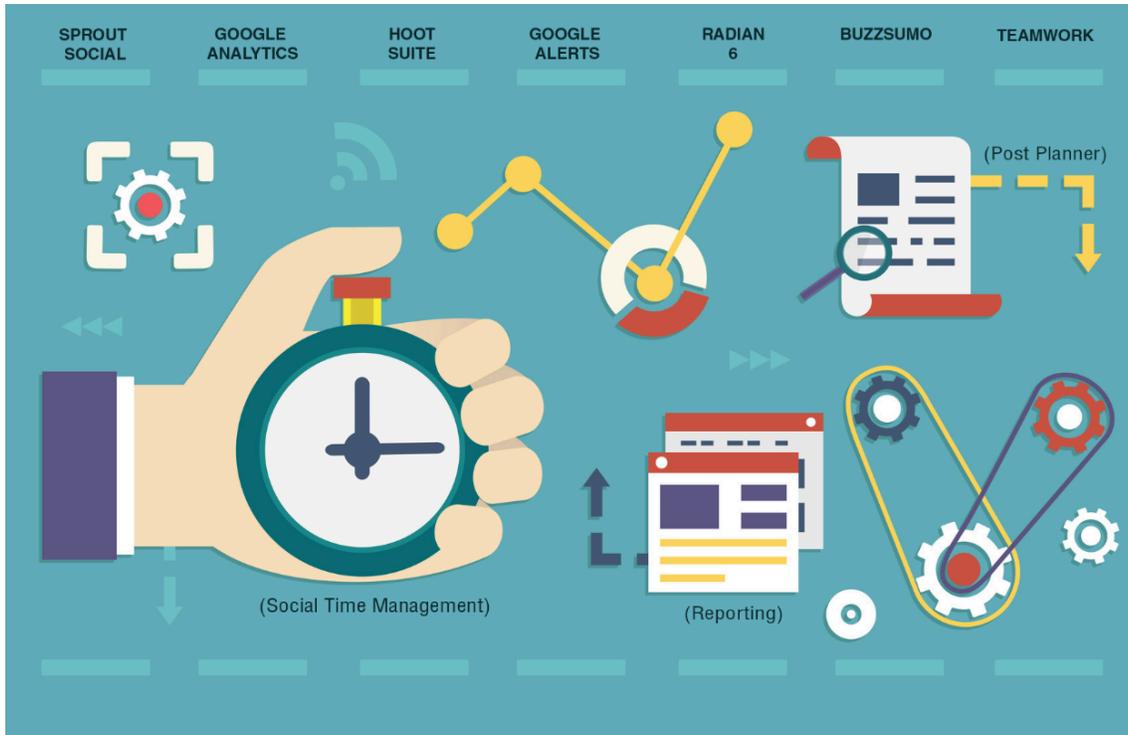
Share Reviews/Customer Speaks – This is one of the great techniques to create a great impression on your customers, it also helps seed trust within users and helps them making a buying decision.

Micro Content - People have less patience and less time to consume on content. A growing trend among marketers which should be seriously considered by online store owners is the creation of bite sized chunks of content for quick and easy consumption.

Tools We Use for Social Media Marketing

Social media is one of the most effective ways for online shoppers to get more traffic and generating new leads. Having the right **social media management tools** with a presence on every major social networks including Facebook, Twitter, Google+ and LinkedIn is necessary these days for any business.

We employ various tools and platforms for research and execution of our social media efforts. These tools vary at different point of time as per the need of the project and performance. We use a variety of free and paid tools, namely - Mentions, Sprout Social, Google Analytics, Google Alerts, HootSuite, Radian6, BuzzSumo, and Teamwork.





SOCIAL MEDIA RAPPORT

This is an example of a social media report.

Number of conversations over time



Bob Ross
Wearing my Bob Ross T-Shirt today, so today basically has to be a good day.

Add conversations

campaign_march.csv

Type to search...

Bob Ross
Wearing my Bob Ross T-Shirt today, so today basically has to be a good day.

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Analysis

Every week we run an analysis process to improve our social strategy and make them productive. In order to run these campaigns we track every post activity, user engagement, positive comment, negative comments, view etc.

Social Post Calendar:

Monthly						
%	Content Bucket	Type of Posts	week 1	week 2	week3	week4
60%	Brand Program	Promotional Post	1	1	1	1
		Offer Post	1	1	1	1
		Informational	1	1	1	1
		Youtube	1	1	1	1
		Photo Sharing	1	1	1	1
		Special Deals	1	1	1	1
40%	Engagement Campaign	Contest			1	

- Appendix: SEO Monthly Execution Plan

Search Engine Optimization	Action Items
<p>Keywords Research Analysis of keyword difficulty, popularity and predicted searches Finalizing a set of keywords for the promotion of the website</p>	<p style="text-align: center;">●</p> <p style="text-align: center;">50+</p>
<p>SEO Analysis & Refinements Complete website analysis Competitor analysis Site structure analysis URL Analysis URL Rewriting (if feasible from existing code) Code Analysis Code Refinements</p>	<p style="text-align: center;">●</p>
<p>Title & Metadata Creating title & metadata for target keywords Updating title & metadata as per the requirement Title & metadata suggestions for dynamic pages Implementing title & metadata for dynamic pages</p>	<p style="text-align: center;">●</p> <p style="text-align: center;">●</p> <p style="text-align: center;">●</p> <p style="text-align: center;">●</p>
<p>Content Optimization Keyword density and prominence Duplicate Content Content to Keyword Semantic mapping Building Author Authority (“Author Rank”)</p>	<p style="text-align: center;">●</p> <p style="text-align: center;">●</p> <p style="text-align: center;">●</p> <p style="text-align: center;">●</p>
<p>Search Engine Code Optimization Image Optimization Header tags optimization Anchor Text Optimization Robot.txt Optimization</p>	<p style="text-align: center;">●</p>
<p>SEO Checks Browser compatibility checking Page size checking Website load time checking</p>	<p style="text-align: center;">●</p> <p style="text-align: center;">●</p>

Broken link checking	<ul style="list-style-type: none"> • •
Search Engine Optimization (cont...)	Action Items cont...
Sitemaps & Feeds RSS Feeds XML Sitemap ROR Sitemap URL List (TXT sitemap)	<ul style="list-style-type: none"> • • • •
SEO Accounts Setting up email accounts for SEO activities Submit Xml sitemap, URL list etc. in search engines	Yes Yes
Google Analytics Tracking & analyzing stats Configuring Goals	<ul style="list-style-type: none"> • •
Manual Directory Submission Submitting the website in various web-directories for better visibility and links from relevant categories	30-50 per month
Keywords Focused Articles & Blog Posts Creation We will write keywords focused articles and blog posts to do off-page promotion	4-8 per month
Business Listings We will submit the website in relevant business listing websites.	10-15 per month
Blog commenting We will comment on relevant industry specific blog to get the benefit of back links.	5-10 per month
Social Bookmarking We will bookmark content on relevant websites	25-50 per month
Other content based marketing activities	30-60 per month

*Above listed activities may increase/decrease month to month based on strategy of the project. Content production starts after on-boarding phase

● Costs and Billing

Items	Description	Cost
Organic SEO + Content Management On Page/ Off Page/Guest Posting/	Keywords + Off-page/On-page Content Creation and Marketing	25000 +5000=30,000 Rs per Month
Social Media Marketing	Social media marketing on all social platforms	5000 Rs per Month
Paid Media Execution Service Fees	Yield Optimization, Google AdWords Campaigns and Budget Management	20% of 1000 to 50000 Rs Media Spend/Month 15% of 50000 to 100000 Rs Media Spend/Month 10% of 100000 Rs+ Media Spend/Month