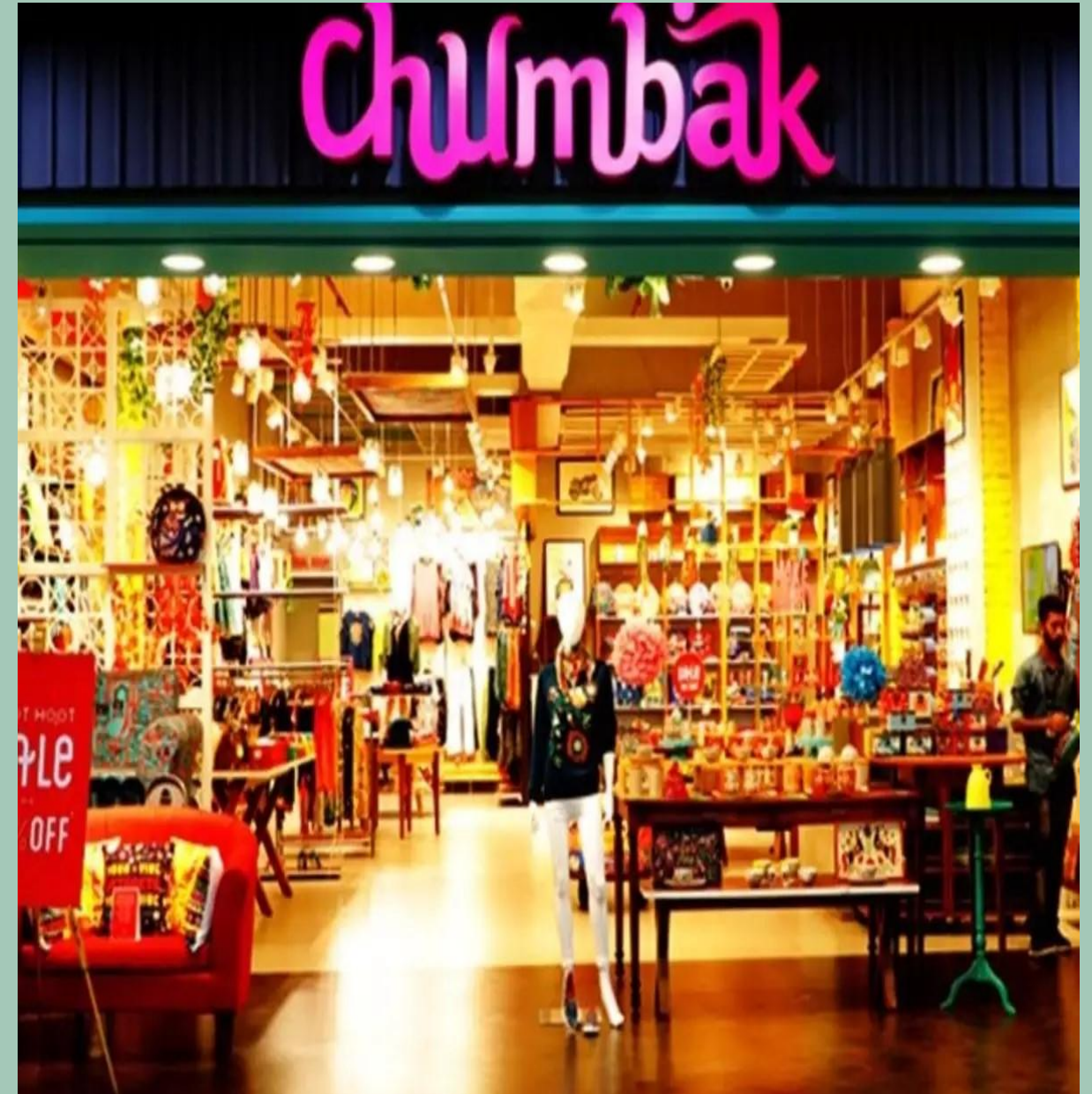


# Building an Online Presence for a brand



Started in March 2010 by Vivek Prabhakar and Shubhra Chadda with an idea to create Indian souvenirs, Chumbak has grown into a globally inspired brand, creating joyful products in categories across home decor, fashion, accessories, and personal care. Its products and designs are inspired by cultures and art forms from around the world, blended with a fun, colorful, and modern aesthetic that is joyful and uplifting.



# TASK 1: BRAND AUDITING

# SEO and Website Design Analysis

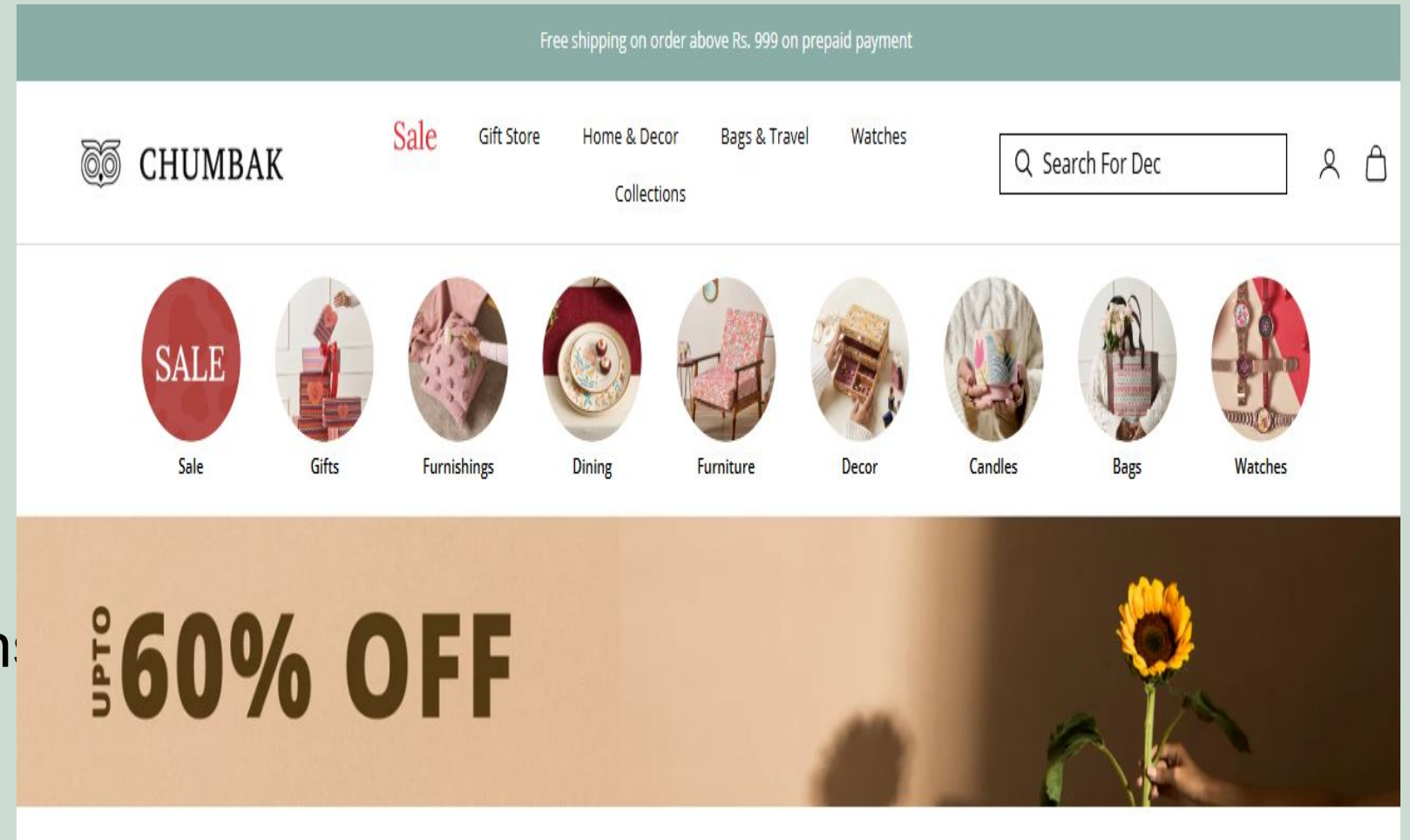
## Website Design Analysis:

**Home page design:** Home page looks visually appealing featuring product images.

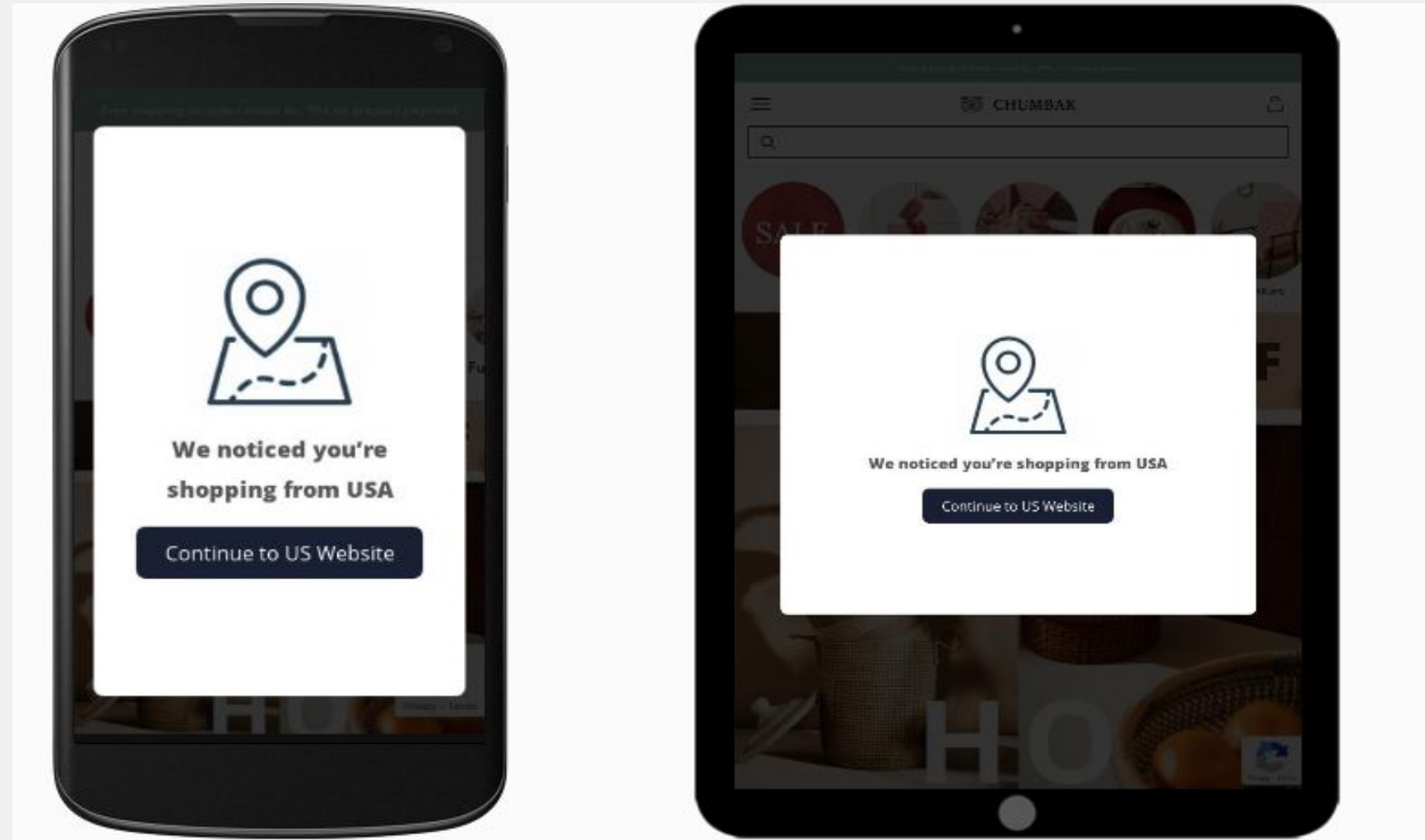
**Navigation:** The main menu is clearly divided into the categories such as -gifts, furnishing, Dining, furniture etc. This helps the user to access different sections easily.

**CTA(Call-to-Action):** CTA buttons like 'add to cart', 'buy now' buttons are present to guide users to make a purchase.

**User friendly:** The website offers navigation with well defined categories and sub-categories making it easy for the users.



**Responsiveness:** The website's responsiveness could be better. The page speed, usability is slower in Mobile and Tablets than in Laptop or Desktop.

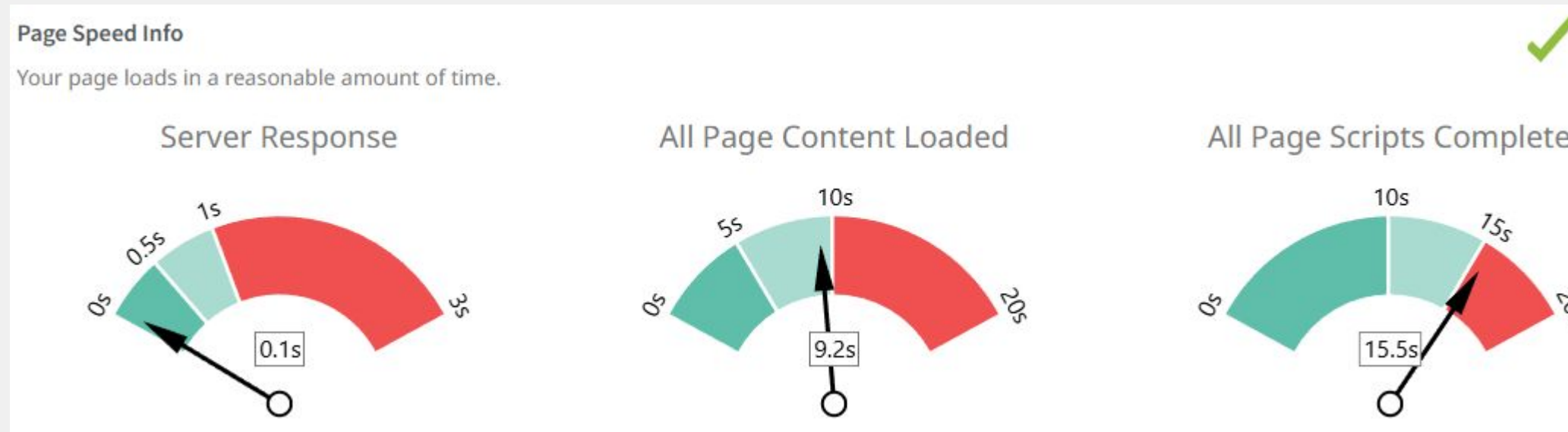


**Internal Links:** The home page, product page have internal links to related products and categories for users to explore further.



**Features:** filters like sort by price,availability,occasion,category,discunts,collection,colour etc are well defined.

**Page Speed:** The website performs well in terms of speed,pages loads in reasonable time.



**Broken Links:** There are no broken links to this site.



**User Experience:** Search bar,internal links,product categories with filters are the interactive features for making the user experience better.

## **Strengths:**

- The site is visually appealing with lots of high quality pictures and bright colour palette.
- Navigation is well round and user friendly.
- Product categorization is clear with detailed description on the product page.
- CTA buttons on the product page are well placed for a inclusive user experience.
- Filters like sort by price,availability etc helps user to find what they need quickly.

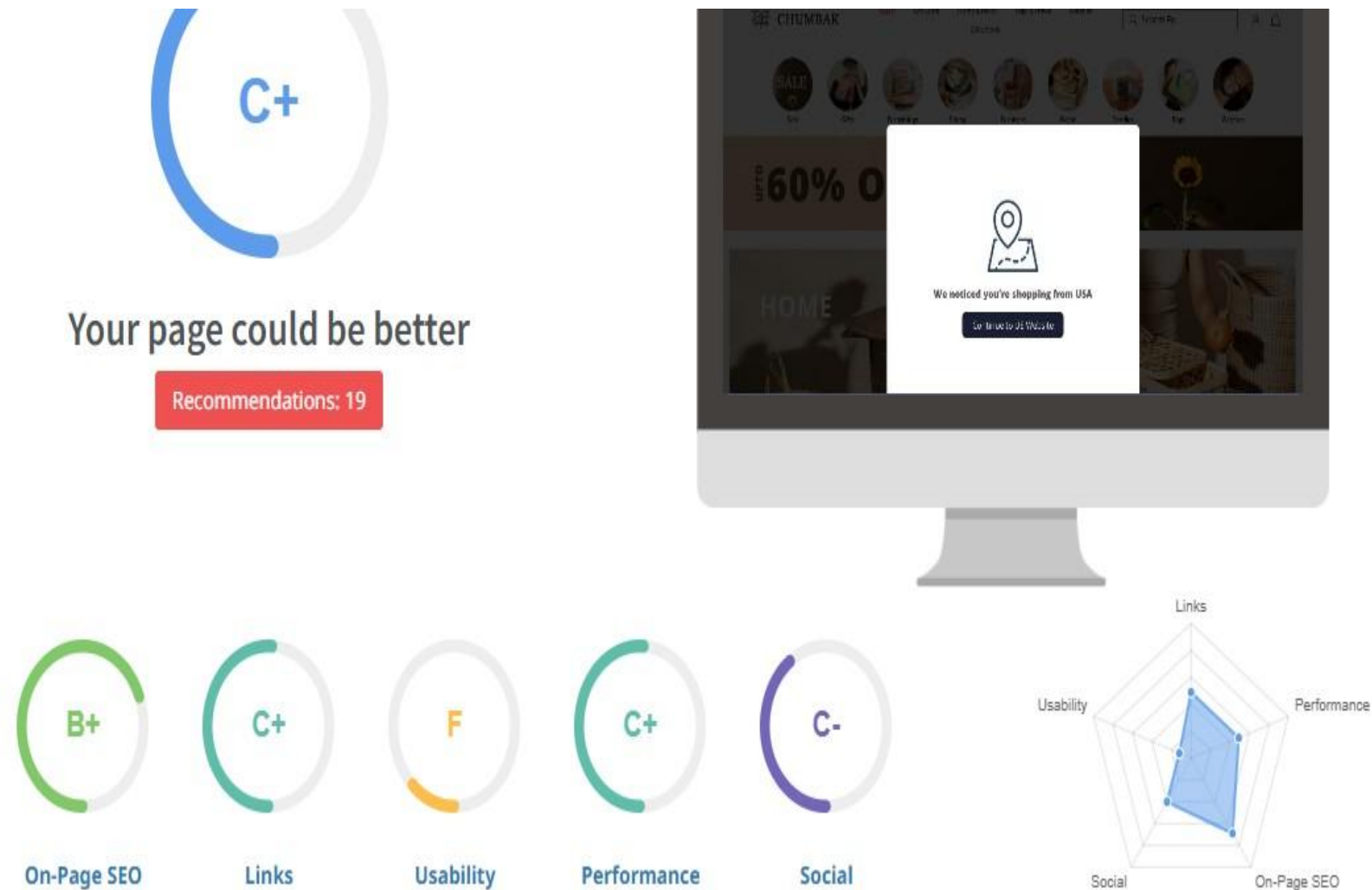
## **Weakness:**

- Page sizes are too large which can result in slow page speed.
- Features like 'best selling' 'trending now' are missing.
- Personalized recommendations are very minimal in the site.
- Some images takes too much time to load.

## **Recommendations:**

- Compress images to enhance page load speed.
- Reduce page size to ensure the page to run smoothly.
- Add personalized recommendations for a better experience for the users.
- Add 'best selling', 'trending now' features on the product pages.

# SEO Analysis:



**Overall Audit result:** overall grade is C+ for the website which is good but there is a lot of room for improvement.



## On Page SEO:

Audit Results for chumbak.com



### **On page SEO could be better**

The page has some level of On-Page SEO optimization but could be improved further. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and align text content to target keywords.

## Website Structure and Navigation

URL structure is clean and descriptive, supporting both user experience and search engine crawling

# Meta Tags:

## Title Tag



You have a title tag, but ideally it should be between 50 and 60 characters in length (including spaces).

Chumbak | Modern Indian Design

Length : 30

Title tags are very important for search engines to correctly understand and categorize your content.

## Meta Description Tag



Your page has a meta description tag however, your meta description should ideally be between 120 and 160 characters (including spaces).

Choose from a wide range of products across the categories like Furniture, Bed & Furnishing, Decor, Kitchen & Dining under Home and Bags & Wallet, Watches and Beauty & Fragrance under Lifestyle.

Length : 210

A meta description is important for search engines to understand the content of your page, and is often shown as the description text blurb in search results.

# SERP Snippet Preview:

## SERP Snippet Preview

This illustrates how your page may appear in Search Results. Note, this is intended as a guide and Search Engines are more frequently generating this content dynamically.

<https://www.chumbak.com>

Chumbak | Modern Indian Design

Choose from a wide range of products across the categories like Furniture, Bed & Furnishing, Decor, Kitchen & Dining under Home and Bags ...

# Header Tag Usage

Proper use of Header Tags structures the content effectively, enhancing readability and SEO.

## H1 Header Tag Usage

Your page has a H1 Tag.

Tag	Value
H1	Chumbak

Hide details

## H2-H6 Header Tag Usage

Your page is making use multiple levels of Header Tags.

Header Tag	Frequency
H2	1
H3	5
H4	9
H5	1
H6	0

# Keyword Consistency:

- Your page's main keywords are not distributed well across the important HTML tags.
- Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.

Individual Keywords					
Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
women	×	×	✓	13	<div></div>
decor	×	✓	✓	8	<div></div>
watches	×	✓	✓	8	<div></div>
gifts	×	×	×	6	<div></div>
items	×	×	✓	6	<div></div>
watch	×	✓	✓	6	<div></div>
gift	×	×	✓	5	<div></div>
home	×	✓	✓	5	<div></div>

# Content Quality:

## Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
home decor	×	×	✓	5	<div></div>
strap watches	×	×	×	4	<div></div>
handbags for women	×	×	✓	4	<div></div>
gift under	×	×	×	3	<div></div>
items home	×	×	×	3	<div></div>
decor items	×	×	✓	3	<div></div>
smart watch	×	×	×	3	<div></div>
items home decor	×	×	×	3	<div></div>

### Amount of Content

Your page has a low volume of text content which search engines can interpret as 'thin content'.

Word Count: 333





## Image Alt Text:

### Image Alt Attributes

You have images on your page that are missing Alt attributes.

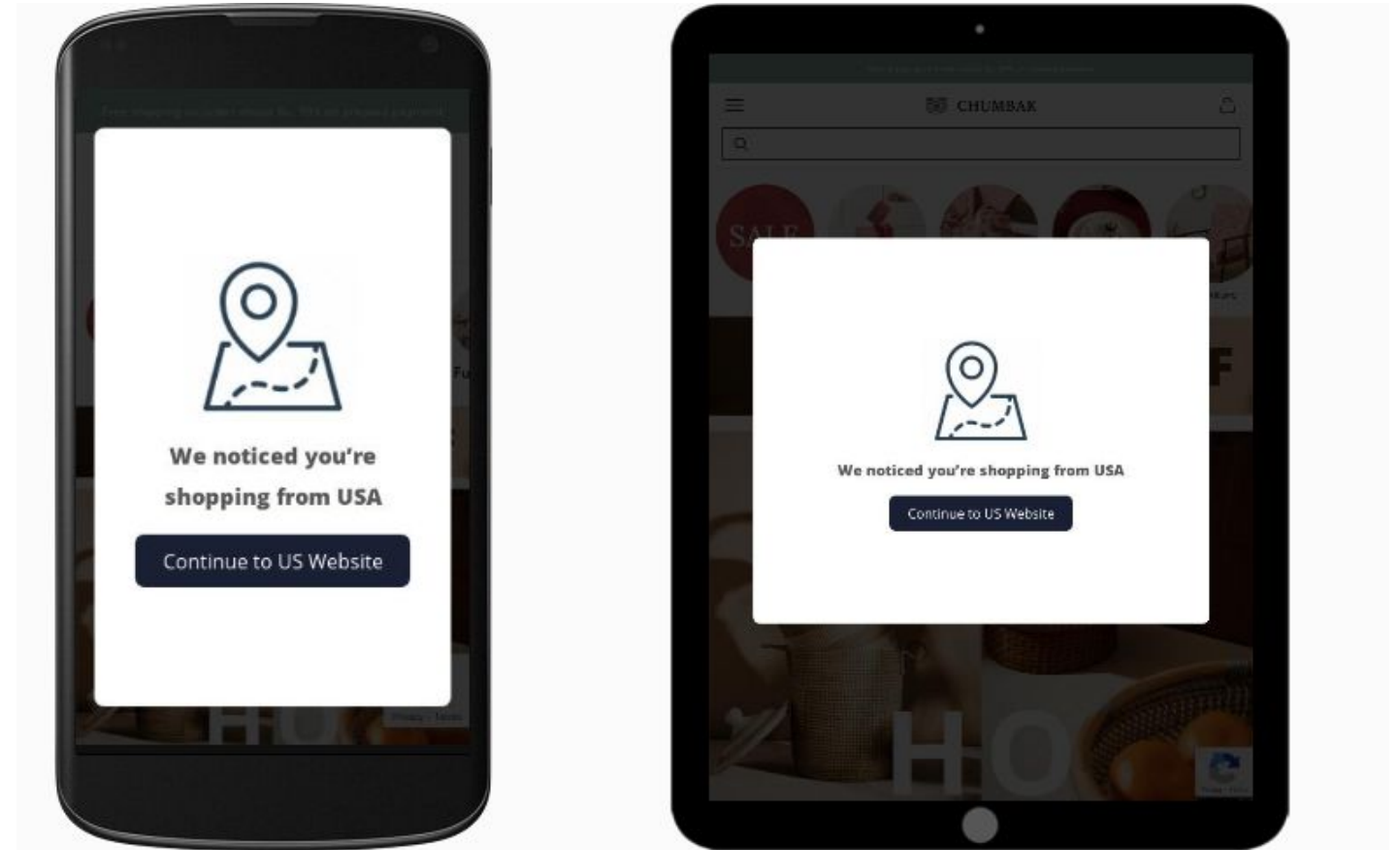
We found 138 images on your page and 35 of them are missing the attribute.

Alt attributes are an often overlooked and simple way to signal to Search Engines what an image is about, and help it rank in image search results.



## Responsiveness:

Site responsiveness could be better. It takes more time to load in Mobile and Tablet than in Desktop/Laptop.



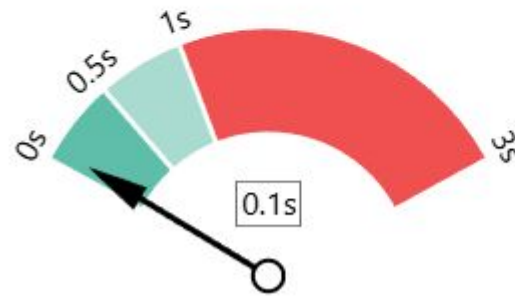
# Page Load Speed:

- Page speed is very good.
- The page has performed well in the test which means the page loads in a reasonable time.
- Page's file are quite which regardless other optimization can reduce load speed and can impact user experience.

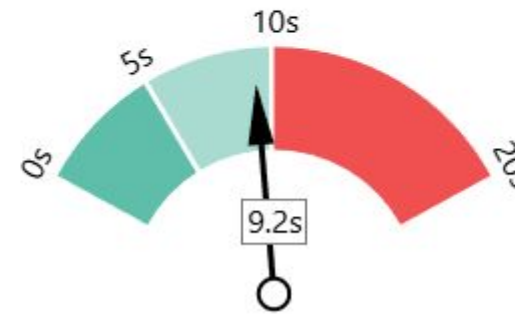
## Page Speed Info

Your page loads in a reasonable amount of time.

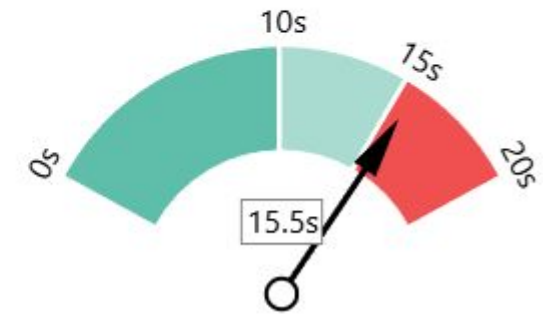
### Server Response



### All Page Content Loaded



### All Page Scripts Complete

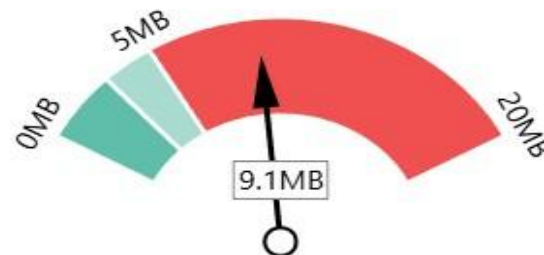


## Download Page Size

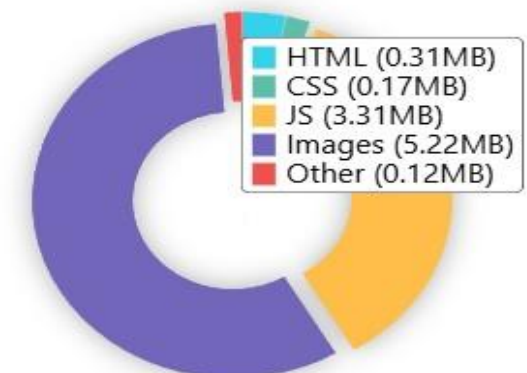
Your page's file size is quite large which, regardless of other optimizations, can reduce load speed and impact user experience.

A general rule is to keep your page under 5MB in total file size.

### Download Page Size



### Download Page Size Breakdown



**Total 9.13 MB**



## **Strengths:**

- URL structure is clean and descriptive, supporting both user experience and search engine crawling.
- Proper use of Header Tags structures the content effectively, enhancing readability and SEO.
- Page speed is very good.
- The page has performed well in the test which means the page loads in a reasonable time.

## **Weakness:**

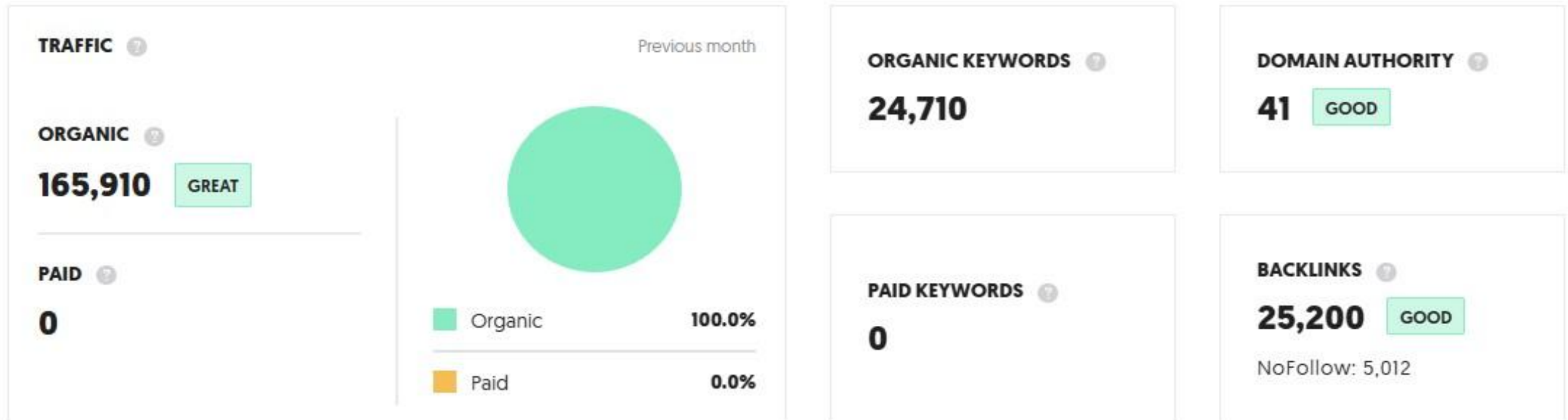
- Title tag is too short.
- Meta description exceeds the 160 character limit and is too large.
- Keyword consistency is not good. Keywords are not well distributed around the site.
- Page lack in sufficient amount of content.
- Page has too many large files which results in slow download speed which impacts the user experience as well as the on page SEO of the website.

## **Recommendations:**

- Add a title with 50-60 characters, also add relevant keywords to the title.
- Write concise, unique meta description within 150-160 characters.
- Add relevant keywords evenly distributed throughout the website.
- Compress images to reduce the file sizes so the page load speed and the download speed is reduced.
- Add more content and update the content of the page regularly.

# Off Page SEO:

**Traffic Overview** ? : <https://www.chumbak.com/>



- This site has great organic traffic and has acquired backlinks from reputable source enhancing domain authority.



## Social Media Presence:

### Social Results



#### Your social could be better

You do not appear to have a strong social presence or level of social activity (or we may just not be able to see your profiles!). Social activity is important for customer communication, brand awareness and as a marketing channel to bring more visitors to your website. We recommend that you have all of your profiles listed on your page for visibility, and work to build a following on those networks.

## Local SEO:

### Local SEO

#### Local Business Schema

No Local Business Schema identified on the page.



## **Strengths:**

- The website has very strong backlinks.
- Domain authority is very good.
- The website has very good organic traffic.

## **Weakness:**


- Social media presence is very weak.
- No local business schema is found.
- There is usability issues across device for the website.

## **Recommendations:**

- Engage with customers through social media, generate user-generated content.
- Encourage customers to leave reviews for better credibility.
- Build local business schema, add NAP and make sure to add one NAP across all the platforms.

# TASK 2: WEBSITE CREATION

# Home Page




[About Us](#) [Product](#) [Blogs](#) [Contact Us](#) [@](#) [f](#) [X](#)


## Add A Little Quirk To Your Life

Explore Our Wide Range of Quirky,Aesthetic,Lively Product


[Explore](#)




DRINKWARE



GIFTS



BAGS




### Our Story

It all began (like all good things do) over a (good) bottle of wine. Vivek and Shubhra were tired of all the random souvenirs that India had to offer. They set out to start a company that would go on to sell souvenirs that depicted India, the way you and I saw it. Mad, Crazy. Colourful. In 2010, they founded Chumbak. Over the years, we grew from a company selling just souvenirs to some of the nicest homeware and accessories you'll find anywhere.

### Brand Pillars

Based in Bangalore, we're known for our unique and fun aesthetic that celebrates Indian Design, created for a modern – global lifestyle. Everything we create at Chumbak is true to our 6 brand pillars of Wit, Warmth, Honesty, Creativity, Spontaneity & Community.

[Learn more](#)



[f](#) [X](#) [v](#) [@](#)

Copyright © 2025 Chumbak



# About Us:

<https://titas.growthmonkey.in/>



## Our Story



It all began (like all good things do) over a (good) bottle of wine. Vivek and Shubhra were tired of all the random souvenirs that India had to offer. They set out to start a company that would go on to sell souvenirs that depicted India, the way you and I saw it. Mad, Crazy. Colourful. In 2010, they founded Chumbak. Over the years, we grew from a company selling just souvenirs to some of the nicest homeware and accessories you'll find anywhere.

## Brand Pillars

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## Our Manifesto

Made of the little things: the fleeting thrill of an approaching get together, the irreplaceable feeling of having your bags packed and ready for a holiday, binge-watching a show with the best snacks (and not much else), and finding a book so good, you slow it down to make it last.

At Chumbak, we celebrate these moments that make life worth living. It is these times that the challenge of adulting becomes a little less daunting, and a fun, spontaneous spirit takes over. It is these moments that we savour, and that keep us going.

# Product Page:

## PRODUCT 1



### + Description

This eco-friendly, BPA-free water bottle features vibrant, nature-inspired designs that capture the essence of the Sundarbans. Durable and leak-proof, it's perfect for keeping you hydrated through the day. The ergonomic design and easy-to-use flip-top lid makes it ideal for the outdoors.

### Product Information & Care

## Sundarbans Gondh Sipper

MRP : ₹ 795 ₹ 1,220  
Inclusive of all taxes

- Free delivery
- Hassle free Returns
- Secure payments
- Cash on delivery

– 1 +

### Delivery Date

Enter pincode to check

CHECK

Next day delivery available in select locations!

Buy Now

## PRODUCT 2



## Sage Quilted Handbag with Scarf | Sage Green| Best stylish office bags for women

MRP : ₹ 2,397 ₹ 3,995  
Inclusive of all taxes

- Free delivery
- Hassle free Returns
- Secure payments
- Cash on delivery

– 1 +

### + Description

Say hello to your new BFF - The ultimate multitasker, just like you. It carries all your essentials handy. Whether it's meetings, coffee runs, or after-work plans, this bag has your back.

### Product Information & Care

### Delivery Date

Enter pincode to check

CHECK

Next day delivery available in select locations!

Buy Now



# Contact Us:

## WHATSAPP SUPPORT

+91-9980127955

(10 AM – 6 PM, Monday to Saturday)

## EMAIL SUPPORT

help@chumbak.in

## CORPORATE ADDRESS

Chumbak Design Pvt. Ltd.,  
515, CMH Road, Indiranagar, 1st Stage,  
Bangalore – 560038

## WAREHOUSE ADDRESS ( FOR RETURNS )

Chumbak Design Private Limited,  
SY No. 98/2, Adur Village, Hobli, Bidarahalli

## WAREHOUSE ADDRESS ( FOR RETURNS )

Chumbak Design Private Limited,  
SY No. 98/2, Adur Village, Hobli, Bidarahalli  
Behind Prestige Augusta Golf Village, Begur  
560049

## Have any advice for us? Leave a message!

Name \*

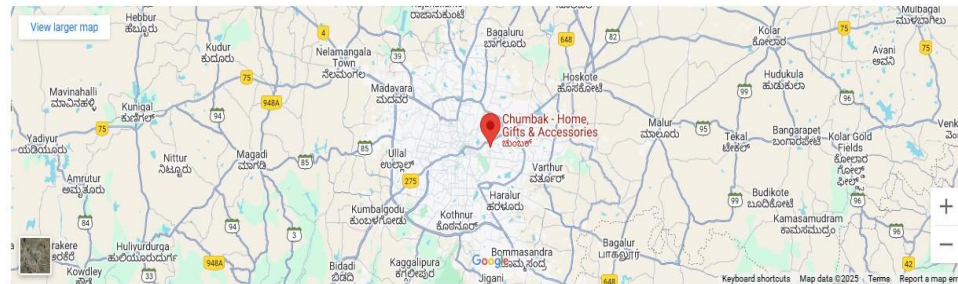
First

Last

Email \*

Comment or Message

Submit



# Blog 1:

## 5 Type Of Bags You Need In Your Closet

Bags are an essential in a woman's wardrobe, be it some occasion or workplace a good handbag can elevate your look to the next level and obviously you need a bag to carry your essentials so why not choosing a bag that can both meet your need and make you look like a diva at the same time. Here's top five type of bags every woman should have in their wardrobe, from everyday tote bags to stylish sling bags, to the hands free crossbody bags or the ultimate comfort-Backpacks .

## Tote Bags– The everyday essential

Totes bags are the must have for every woman. Be it for office or running errands



If you have these 5 types of bags in your wardrobe, you are almost sorted for any occasion. Having these 5 types of bags covers almost all the bases and makes you prepare for any occasion. It will make you look stylish and will also help you carry all the things you need. Here's our collection of bags that you can check out-

Leave a Comment

# Blog 2:

## Best 5 types of sippers that will make drinking water fun!

Water is the most important element of our life. We need to stay hydrated at all times but doesn't it gets a little monotonous to drink it from the same old plain water bottle? It does right? So why not replace it with a cool and fun sipper? In this blog, lets look into 5 types of the trendiest and the most functional sippers that will keep you hydrated and also will make you look very cool.

In recent years, the traditional old water bottles have been gradually replaced by the cool water sippers. Sippers come in different shapes, sizes, materials and even in different designs which is not available in the traditional water bottles. From insulated sippers that will keep your drinks hot or cold for hours to collapsible sippers that can be folded up and stored in a pocket or bag, there's a perfect sipper for everyone.

### Insulated Sippers

These sippers keep the drink either hot or cold for hours. If you like to keep your coffee or tea hot or your water cold this sipper is for you. These sippers are generally made of steel to keep the temperature of the drink regulated.



### Collapsible Sippers

These sippers can be folded up and stored in a pocket or bag, making them perfect for outdoor enthusiasts, travelers or students. This can save space and reduce waste.



### Smart Sippers

These high tech sippers track your water intake, monitor your temperature and even alert you when it's time to drink water. This can be your go to sipper if you are someone who often forgets to keep yourself hydrated.



### Eco friendly Sippers

For all the environment concious people, these sippers are the one for you. These sippers made from, sustainable steel, or glass and designed to reduce waste and minimize environmental impact.



Whether you are looking for a stylish accessory or a functional hydration companion or an eco-friendly alternative, there's a cool sipper out there for you. Choose the one that is best suited for you and sip in style!

← PREVIOUS  
5 Type Of Bags You Need In You...

#### Leave a Comment

Logged in as titasanguly99@gmail.com. [Logout](#)

Type here..

Required fields

# TASK 3: KEYWORD RESEARCH AND SEO IMPLEMENTATION



# Home Page

## Keywords:

Keywords	Volume	SD	Competition	Competition Index	Low Top Page Bid	High Top Page Bid
chumbak store near me	3600	27	LOW	30	0.02	0.04
Chumbak online	3600	37	HIGH	96	0.02	0.11
chumbak india	1000	32	MEDIUM	61	0.03	0.21
chumbak online store	880	32	HIGH	100	0.02	0.13
home decoration ideas	550000	49	HIGH	93	0.03	0.51
diy home decor	60500	63	LOW	20	0.01	0.04
aesthetic decor	1900	51	HIGH	94	0.02	0.18
home decor shop near me	27100	60	MEDIUM	52	0.06	0.54
chumbak gifts	720	15	HIGH	99	0.02	0.14
furniture ideas	1600	69	MEDIUM	40	0.06	0.28
indian furniture	5400		MEDIUM	66	0.07	0.5

# Product Page

## Keywords:

### Product 1

Keyword	Search Volume	SEO Difficulty
bags for women	1,35,000	49
stylish bags for women	3,600	37
office bags for women	60,500	54
stylish hand bags for women	6,600	1
office hand bags for women	5,400	37
bags for women work	2,400	36
bags for women online	1,300	36
best office bags for women	720	36
stylish bags for travel	590	36
bags for women stylish	480	35

### Product 2

Keyword	Search Volume	SEO Difficulty
water sippers	2,900	30
water bottles	3,01,000	47
water bottle 1 liter	40,500	38
water bottle office	14,800	56
water bottle steel	9,900	34
sipper water bottle	9,900	16
water bottles for women	2,900	41
cute sipper bottle	2,400	15
cute sipper	2,400	17

## On Page SEO Implementation:

Home Page:

Meta Title: Chumbak India|Modern Indian Design|Home, Gifts & Accessories

Meta Description: Choose from wide range of products at Chumbak India across the categories like Home Decor, Gifts, Watches and Beauty & Fragrance.

Preview



76 / 100

<https://titan.growthmonkey.i...>

**Chumbak India|Modern ...**

Choose from wide range of products at Chumbak India across the categories like Home Decor, Gifts, Watches and Beauty & Fragrance.

Edit Snippet

Focus Keyword  Content AI 

★ chumbak india ×

home decor ×

chumbak store near me ×

furniture ×

## About Us Page:

Meta Title: About Us - Chumbak| Modern Indian Home Decor,Accessories

## Permalink:

chumbak-india-best-home-gifts-accessories-3

Meta Description: One stop solution for best modern Indian home decor, gifts, accessories.

Preview

67 / 100

<https://titas.growthmonkey.i...>

About Us - Chumbak| M...

One stop solution for best modern Indian home decor, gifts, accessories.

Edit Snippet

Focus Keyword  Content AI

★ home ×

decor ×

accessories ×

Example: Rank Math SEO



Product 1 Page:

Meta Title: Sundarbans Gondh Sipper -  
Chumbak| Modern Indian Home

Permalink:

chumbak-india-best-home-gifts-accessories

Meta Description: One stop solution for  
best modern Indian home decor, gifts,  
accessories.

Preview

67 / 100

<https://titas.growthmonkey.i...>

Sundarbans Gondh Sipp...

One stop solution for best  
modern Indian home decor, gifts,  
accessories.

Edit Snippet

Focus Keyword ? Content AI



★ home x

decor x

accessories x

Example: Rank Math SEO

Product 2 Page :

Meta title: Sage Quilted Handbag with Scarf | Sage Green - Chumbak|

Permalink:

chumbak-india-best-home-gifts-accessories-2-

Meta Description: One stop solution for best modern Indian home decor, gifts, accessories

Preview

70 / 100

<https://titas.growthmonkey.i...>

**Sage Quilted Handbag** ...

One stop solution for best modern Indian home decor, gifts, accessories.

Edit Snippet

Focus Keyword



Content AI



★ home ×

accessories ×

bags for women ×

handbag ×

bags ×





Blog Post 1:

Meta Title: 5 Type Of Bags You Need In Your Closet - Chumbak

Permalink:


5-type-of-bags-you-need-in-your-closet



Meta Description: Here's top five type of bags every woman should have in their wardrobe, from everyday tote bags to stylish sling bags,



74 / 100

@ 0 / 100






Rank Math

Preview

<https://titas.growthmonkey.in/5-typ...>  
**5 Type Of Bags You Need In ...**  
Here's top five type of bags every woman should have in their wardrobe, from everyday tote bags to stylish sling bags,

Edit Snippet

Focus Keyword

★ bags ×

bags for women ×

essentials ×

Example: Rank Math SEO


Blog Post 2:


Meta Title: Best 5 types of cool and fun water sippers-Chumbak


Permalink:


best-5-types-of-cool-water-sippers


Meta Description: whether you're looking for a stylish accessory or a functional hydration companion or an eco-friendly alternative there's a cool sipper for everyone.

 69 / 100



 0 / 100








Rank Math

<https://titas.growthmonkey.in/best-...>

**Best 5 types of cool and fun w...**

whether you're looking for a stylish accessory or a functional hydration companion or an eco-friendly alternative there's a cool sipper for everyone.



Contact Us Page:

Meta Title: Contact Us - Chumbak

Permalink:contact-us

Meta Description: Chumbak Design Pvt. Ltd., 515, CMH Road, Indiranagar, 1st Stage, Bangalore - 560038

<https://titas.growthmonkey.i...>



Contact Us - Chumbak


Chumbak Design Pvt. Ltd., 515  
CMH Road, Indiranagar, 1st  
Stage, Bangalore - 560038

# Technical SEO and Off-Page SEO Recommendations:

## Sitemap

Sitemaps > /sitemap\_index.xml OPEN SITEMAP

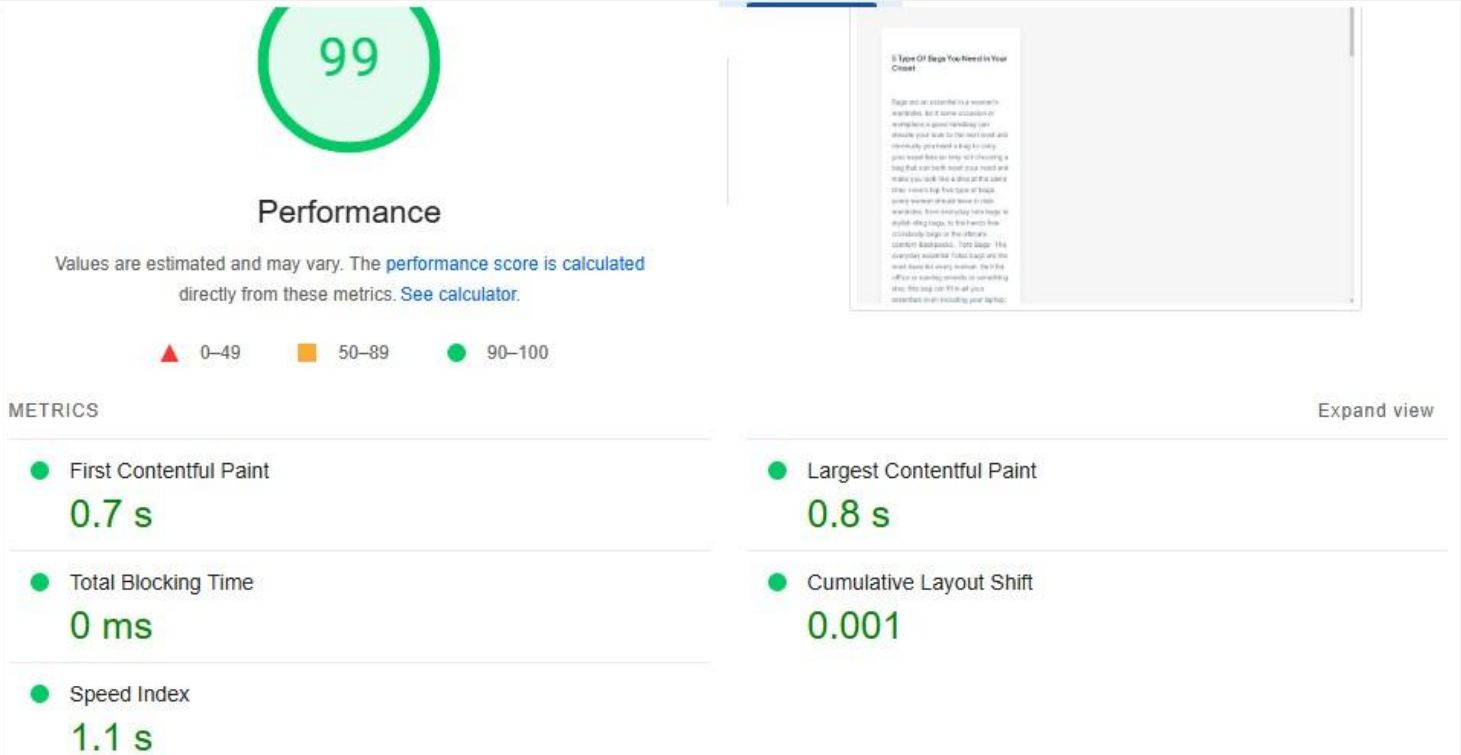
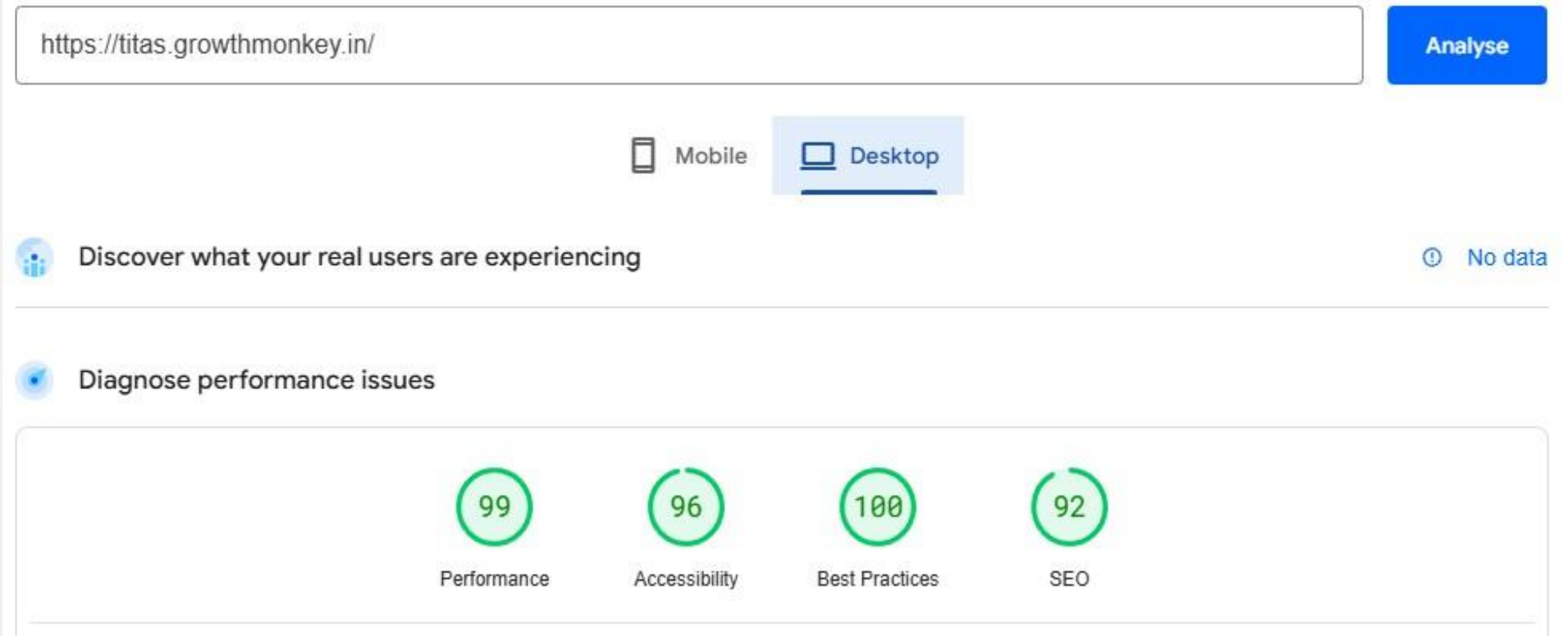
Last read	Discovered pages	Discovered videos	
26/02/2025	0	0	 SEE PAGE INDEXING
			 SEE VIDEO PAGE INDEXING

 Sitemap index processed successfully

## Robots.txt

```
User-agent: *  
Disallow: /wp-admin/  
Allow: /wp-admin/admin-ajax.php  
  
Sitemap: https://titas.growthmonkey.in/sitemap_index.xml
```

# Website Speed Analysis



99/100: Website has very good loading speed, interactivity, and visual stability. It means that that the site offers a generally positive user experience.

## Off-Page SEO Recommendations:

1. [www.weddingbazaar.com](http://www.weddingbazaar.com)

DA: 42| Spam score: Low

Wedding Bazaar is a leading website for wedding related contents. Since the brand also has gifting category so creating a backlink on this website will be beneficial for this website.

2. [architectureplusdesign.in](http://architectureplusdesign.in)

DA: 20| Spam score: Low

This is a website that is basically on architecture. It provides users with updates on architecture. Linking backlink here can increase visibility.



3. [www.wix.com/blog](http://www.wix.com/blog)

DA: 95 Spam score: Low

This website has very good domain authority so linking backlink to this website will increase the visibility.

4. [www.wearegurgaon.com](http://www.wearegurgaon.com)

DA: 27 Spam score: Medium

This website provides updates on local businesses and have decent domain authority.

5. [www.dressyourhome.in](http://www.dressyourhome.in)

DA: 27 Spam score: Medium

This is a homeware design blogs linking the website here will increase the website visibility.

# Task 4: SEO Strategy (3-month SEO Strategy and Action Plan)

## Objective:

To improve the website's search engine rankings, increase organic website traffic and boost conversion rate.

## Goals:

Month 1: Improve on-page SEO for targeted keywords such as 'home decor online', 'office bags for women'

Month 2: Improve website performance and enhance user engagement.

Month 3: Optimise off page SEO such as acquiring backlinks, guest blogging.

## Key Performance Indicators (KPIs):

### **1. Keyword ranking**

- Achieve top 10 ranking in at least top 5 targeted keywords.
- Higher ranking will increase visibility which will increase the website traffic.
- Monitor keyword rankings on tools like SEMRush,Ahrefs.

### **2. Organic traffic**

- Increase website traffic by 25% in 3 months.
- Monitor traffic using Google analytics.

### **3. Backlinks**

- Acquire backlinks from 10 reputable websites.
- Acquiring backlinks from high domain authority will help boost search engine rankings.
- Make sure to check Domain Authority,Page Authority and Spam Score for the linking backlinks.

## **4. Responsiveness**

- Ensure 100% responsiveness on all the devices.
- Increasing responsiveness will enhance the user experience.
- Use Google Web Core Vitals to monitor this.

## **5. Content performance**

- Increase social media engagement and monitor it daily.
- Increase blog page view and share by 15%.
- Use Google Analytics to track page view.



Week	Content focus	Action
Week 1	Blog “Top 5 types of bags for women”	Publish with relevant keywords.
Week 2-3	Social media post: Behind the scenes video of the brand manufacturing process,fun story telling about the brand.	Promote with relevant keywords.
Week 4	Acquire backlinks	Publish and monitor the traffic.
Month 2	Website enhancement	Optimize images,reduce page loading speed
Month 3	Guest posting	Acquire a guest blog in a reputable website

# Step-by-Step Action Plan:

## **Month 1: SEO Optimization**

### Keyword research

1. Use tools like Google keyword planner, SEMrush, Ubersuggest to conduct a keyword research;
2. Refine keywords relevant for the brands.

### Content Optimization

1. Optimize existing pages with targeted keywords, include the keywords in meta title, meta description, permalink.
2. Include internal links, alt text on the pages.

### Content creation

1. Publish 2-3 blogs every week.
2. Post regular updates from the social media.

## **Responsibility Allocation**

SEO Analyst- Keyword research

Content team- Content creation

## **Month 2: Technical enhancement and monitoring**

### Page speed optimization

1. Enhance page speed by optimising images making sure Page load speed is under 2 seconds.

### Responsiveness

1. Improve website responsiveness in all the devices.

### Analytics and Monitoring

1. Use Google Analytics to track website traffic and to monitor it.
2. Monitor Keyword rankings using SEMrush,Ahrefs etc.

## **Responsibility Allocation**

Web Developer: Enhancing website performance.

SEO Analyst: Optimising and monitoring Keyword rankings

## **Month 3: Backlink acquisition and off page SEO**

### **Guest post**

- 1.Target reputable website with good domain authority.
2. Pitch blog ideas to them and provide high quality guest blog.

### **Social media**

1. Give regular updates on social media,keep users engaged.

## **Responsibility Allocation**

Guest Blogger: High quality blog writing.

Social Media Manager: Updating and monitoring social media daily.

KPI Strategy video link-

[https://drive.google.com/file/d/1cYoLS8uJU88hlcSSNA\\_AG123YB2Ouoyyp/view?usp=drive\\_link](https://drive.google.com/file/d/1cYoLS8uJU88hlcSSNA_AG123YB2Ouoyyp/view?usp=drive_link)