



DIGITAL MARKETING

DELIGHT DIGITALS GLOBAL PVT LTD

WWW.DELIGHTDIGITALS.COM



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TOPICS COVERED

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About Us

Delight Digitals Services is a versatile Digital Marketing Agency based in Kerala, India and is exclusively created for people with both big and small sized startups. We understand your goals and business structures and strategize accordingly to produce substantial results. Our employees are professionally trained to offer reliability and trustworthiness along with working as a partner to your company as we believe in nurturing strong relationships with our clients. We offer a range of digital marketing services like Search Engine Optimization, web development, social media marketing, technical SEO reports, search engine marketing and driving organic traffic to your website ensuring greater recognition of your brand.





Human Centric Approach

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- Our approach is to make the website links appear natural to a user
- Boost the user experience without cheating search engines
- Content marketing with emphasis on quality content density in pages
- Unlimited high quality keyword additions and web analytics
- Streamlined coding to boost page loading time



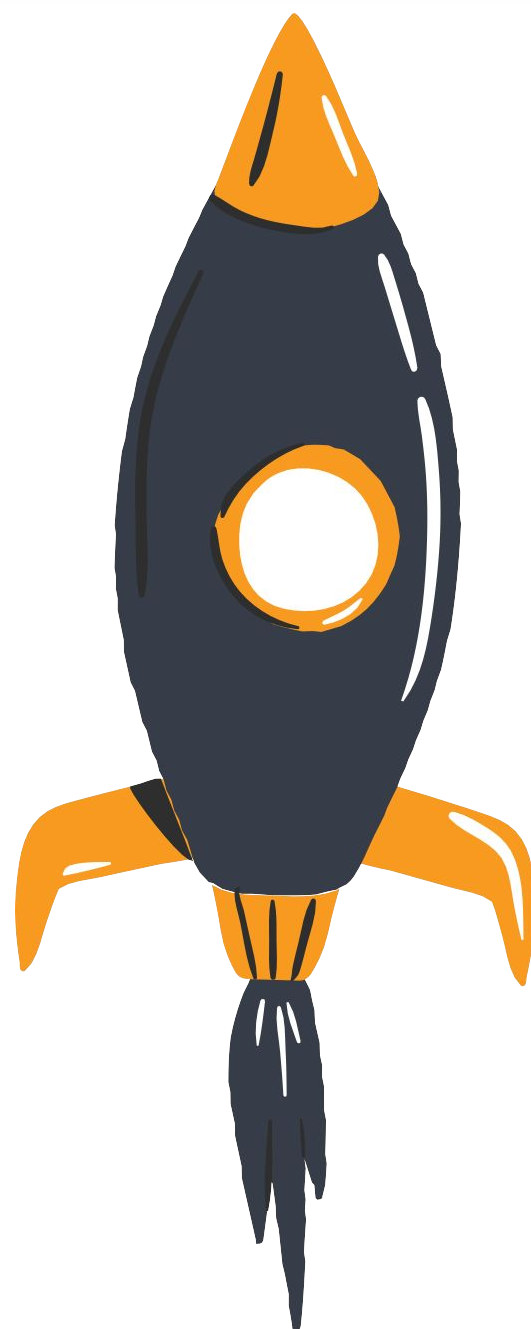
SEO Program Specification

Our SEO Program is designed to address search engine algorithms of all main search engines and to accommodate even the latest updates and changes to the algorithms. The scope of the SEO Program is customized according to the needs of the website, the target audience it addresses, and the online competition associated with it.

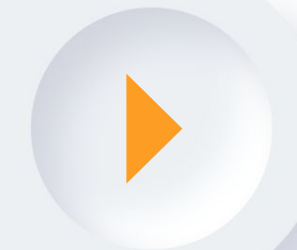




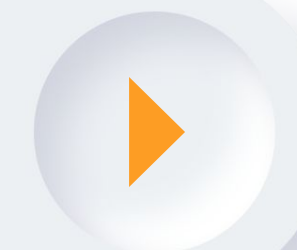
Benefits Of SEO



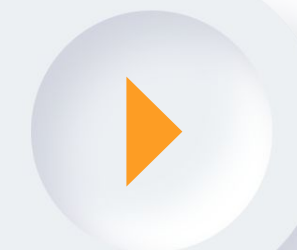
Increase
Website Traffic



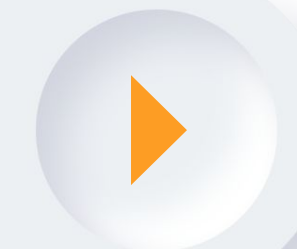
Improved
Rankings



Branding
Benefits



Qualified
Leads





Website Audit

This audit will help identify technical issues & areas of enhancement on the website.

- Site URL structure evaluation
- Canonical URLs, pagination, dynamic parameters, 301 redirects, URL mapping
- Sitemap generation & updation
- Robots.txt updation & blocking URLs
- Http status header checks
- Top menu & footer navigation checks
- Broken link checker
- Mobile seo compliance
- Duplication checks
- Html & CSS validation checks



Keywords Analysis

On Page Activities

Identify the primary keyword universe for the site.

- Extensive keyword analysis to determine priority keywords important to business.
- Identify category, subcategory, brand, non-brand terms.
- Use GSC, GA data to identify queries



Website Architecture

Determine user behaviour, on site journey through the website, navigational issues etc.

- Site architecture Creation and analysis
- UX/UI Designers
- Landing page recommendations

Check for elements that are not search engine friendly

- Usability review
- Navigation, Header & Footer
- Mobile responsiveness & parity checks
- Insights from site audit tools

Document handling & naming conversion



Content Optimization

- Content ideation for blog section on site
- Content peg suggestions Duplication & readability checks
- Content gap analysis & pillar identification Hub & spoke model
- E.A.T model, YMYL analysis Topic identification & suggestions
- Content peg suggestions
- Duplication & readability checks



Technical Activities

- Internal linking strategy covering recommendations to incorporate a natural link building scheme & resolving broken link issues, anchor text, linking pages & URLs
- Identify strategies competitors are using to rank for organic search results (upto 3 competitors)
- Competitor keyword ranking comparison
- One to one comparison of SEO domain metrics, on site content & site structure
- Identify opportunities to integrate structured markups on sections across the site
- FAQ, breadcrumbs, organization Google
- search console core vitals report
- Gtmetrix Page Speed Report



Thank you!

Contact us if there are any questions.



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