

Contacare Eye hospital Digital Marketing Strategy



- **FB posts boosts**
- **Google adwords**

Digital marketing

1. Search Engine Optimization (SEO)
 2. Search Engine Marketing (SEM)
 3. Content Creation
 4. Social Media Marketing (SMM)
 5. Digital Display Advertising
 6. Retargeting and Remarketing
 7. Mobile Marketing
 8. Viral Marketing
 9. Email Marketing
 10. Affiliate Marketing
- Digital marketing

SEARCH ENGINE OPTIMIZATION

Planning a Web Site for Digital Marketing

- Site map
- Site components
- Meta tags
- Header tags
- Images
- Tools

On-Page Optimization (Onsite)

- Basics of Website Designing / Development
- Onsite Optimization
- Keyword Analysis
- Keyword Optimization
- Title Tag Optimization
- Meta Tags Optimization
- Headers Optimization

- SEO Content Writing
- Anchor Links Optimization
- Internal Link Strategy
- Image Tag Optimization
- Footer Optimization
- URL Rewriting Techniques (301, 302)
- Robot.txt File
- Cross Linking
- Geo Tagging
- Canonicalization
- Fav icon
- Creating an HTML and XML sitemaps
- Sitemap hosting

Off-Page Optimization (Offsite)

- Submission to search engines
- Directory Submissions for SEO – (Daily submissions in High Pr websites-5)
- Social Bookmarking (Daily submissions in High Pr websites-5)
- Local Business Listing (Local SEO) (Daily submissions in High Pr websites-5)
- Classifieds Posting (Daily submissions in High Pr websites-5)
- Forum Creations and Commenting (Daily submissions in High Pr websites-5)
- Blogs Creations for SEO (Daily 3)
- Blog Commenting –(Daily submissions in High Pr websites-5)
- Press Release Submission-(Daily submissions in High Pr websites-5)
- Article Submissions-
- Web 20 Site Submission-(Daily submissions in High Pr websites-5)
- Link Chain
- Deep Linking
- Google business map Creation

Google WebMasters Tools

- Adding a Site and Verification Process
Configuration
- Settings

- Geographic Settings
- URL Parameters
- Site Links
- **Traffic**
- Search Queries
- Links to Site / Internal Links
- **Optimization**
- Sitemaps
- Remove URLs from index
- HTML Suggestions
- Content Keywords

Keywords Research and Analysis

- Keyword Research
- Product Analysis
- Keywords Analysis Tools
- Competition Analysis
- Preparing a Keyword List
- Localized Keywords Research

Position Monitoring

- Monitoring website Ranking With Different Keywords
- Renewal Of Expiry Trade Leads And Posting New Trade Leads
- Website Position Analysis
- Visitors Reports
- Geographic Reports
- Traffic Sources Reports
- Keywords Reports
- Goals and Conversions
- Google Algorithm Updates
- Web 2.0 Submissions
- Infographics

SOCIAL MEDIA OPTIMIZATION (SMO):

Facebook marketing: (increase the likes, posting posts, content marketing, blog posts shared in all related groups, joining groups)

YouTube marketing(adding interview, events videos)

Twitter marketing (Increase the followers, tweet the other posts, engaging people for liking the posts)

Google+ marketing (Joining in related communities,Google my business Adding map Locations, increase the followers, smo posts postings)

LinkedIn marketing: Inviting people to increasing connections ,joining the groups, blog posts, smo posts Posting)

Content Marketing

- Article marketing
- Social media content
- Web site and email content

SEARCH ENGINE MARKETING

Search Engine Marketing

- search engine marketing (SEM)
- Paid search
- Local search
- Link building In-depth

SOCIAL MEDIA MARKETING

Social Media Marketing (PAID)

- Social media, social networking,
- Boost Posts
- Social networking
- Video sharing
- Social bookmarking
- Social events

EMAIL MARKETING

