

# **SEO & Social Media Marketing – Initial Activity & Execution Plan**

# Project Overview

This document outlines the current status, planned execution strategy, and required inputs for SEO, Social Media Marketing, and Analytics implementation for the SolveAlservices website.

The objective is to build a strong organic presence, improve brand authority, and generate quality inbound leads through structured SEO and social media efforts.

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## 1. Search Engine Optimization (SEO)

### 1.1 On-Page SEO – Status

#### Completed (Previously Implemented)

- Meta titles & meta descriptions
- Heading structure (H1–H6)
- Page content optimization
- URL structure & internal linking

#### Note:

- **Daily blog publishing** will also be part of **on-page SEO activities** and will be executed on a regular basis to target search-driven and customer-centric queries.
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### 1.2 Off-Page SEO – Planned Strategy

The off-page SEO strategy is designed to **increase domain authority, brand credibility, and quality backlinks** through ethical and sustainable methods.

#### Planned Activities:

##### 1. Article Publishing

- Blogger, Medium, and LinkedIn articles
- Brand-focused and educational AI content

##### 2. Guest Posting (Twice per Week)

- Publishing on relevant, high-quality industry websites
- Focus on niche authority and contextual backlinks

### 3. Community Building & Forum Submissions

- Participation in AI, technology, and developer communities
- Quality backlinks through meaningful engagement

### 4. High DA Blog Publishing

- Content publishing on platforms such as WordPress and Wix blogs
- Focus on authority building and referral traffic

#### Execution Frequency:

- Off-page SEO activities will be performed **daily** with a focus on quality over quantity.
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## 1.3 Local SEO (Google Business Profile)

To strengthen local credibility and trust signals:

#### Action Required:

- Please confirm whether a **Google Business Profile (GMB)** is already created.
  - If **yes** → Kindly share access for optimization.
  - If **no** → Approval is required to create and optimize a new profile.

#### Planned Optimization Includes:

- Profile optimization
  - NAP consistency
  - Business description & category optimization
  - Regular updates and trust signals
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## 2. Social Media Marketing (SMM)

#### Planned Platforms

- Facebook
- Instagram
- Twitter (X)

- LinkedIn
- YouTube
- Pinterest

#### **Content Strategy Includes:**

- Informative & educational AI content
- Promotional content (soft CTAs)
- Carousels, posters, short videos, and visual explainers
- Content aligned with realistic customer queries and engagement behavior

#### **Action Required**

Please confirm:

- Are these social media platforms **already created**?
    - If **yes** → Kindly share access credentials.
    - If **no** → Approval is required to create official profiles.
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### **3. Analytics & Tracking Setup**

#### **Status**

##### **Completed Today**

- Google Analytics 4 (GA4) integrated
- Google Search Console integrated
- Website tracking enabled

 This setup ensures:

- Accurate traffic tracking
  - Keyword and search query insights
  - Performance measurement for SEO & SMM activities
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#### **Next Steps (Post Approval)**

- Begin daily blog publishing and off-page SEO execution

- Finalize social media platforms and start structured posting
  - Optimize Google Business Profile
  - Monitor analytics and performance trends
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### **Client Inputs Required for Execution**

1. Google Business Profile access or creation approval
  2. Social media platform status and credentials
  3. Approval to proceed with planned SEO & SMM execution
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