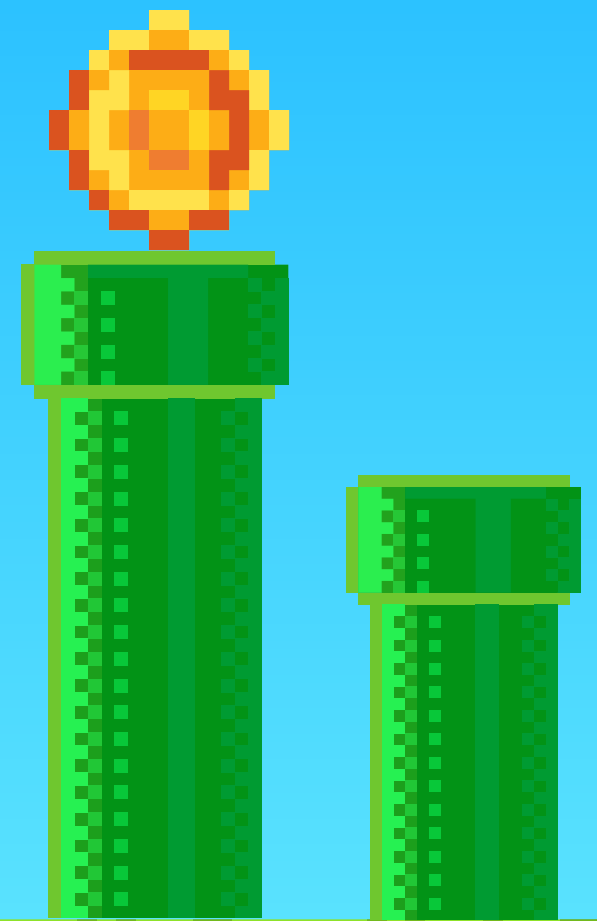
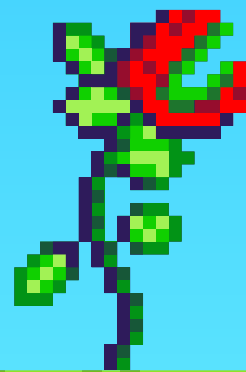
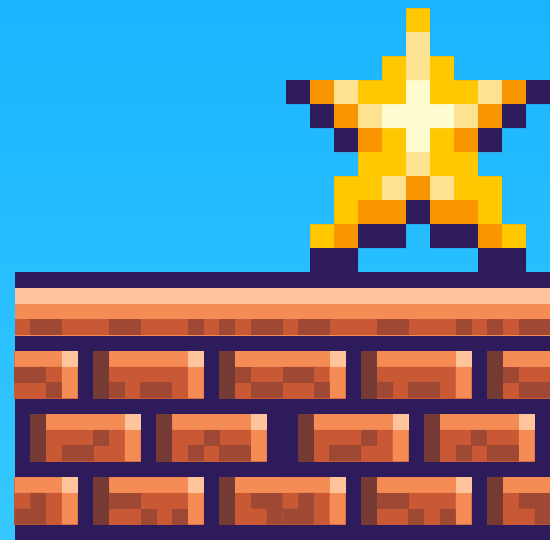


CRD & SEO

ALFIE'S PRESENTATION



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What is CRO ?

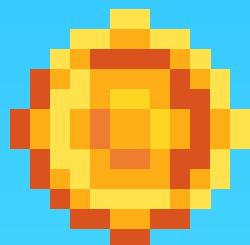
What is SEO ?

How to
Optimize?

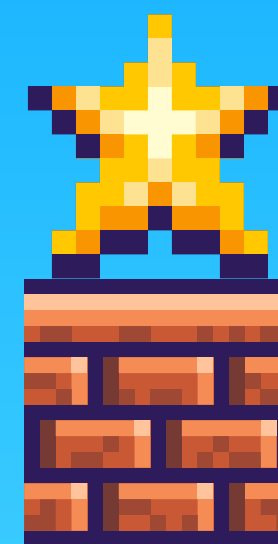
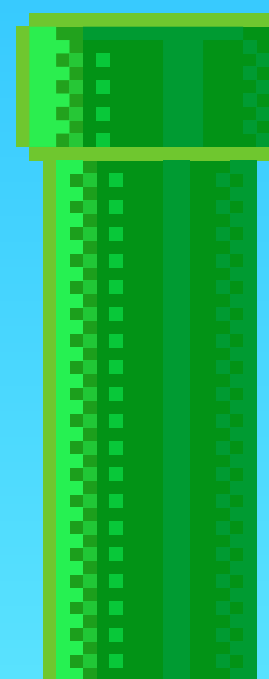
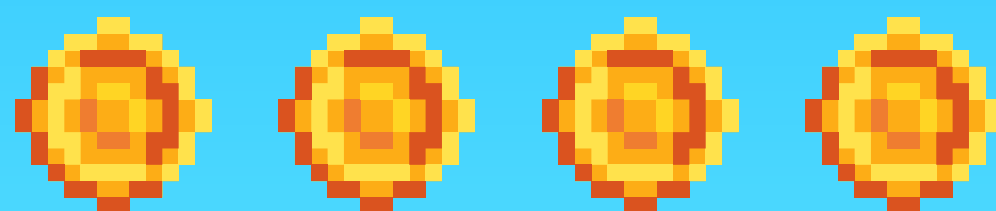
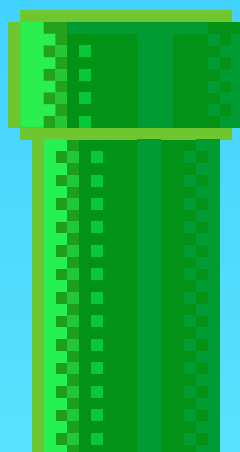
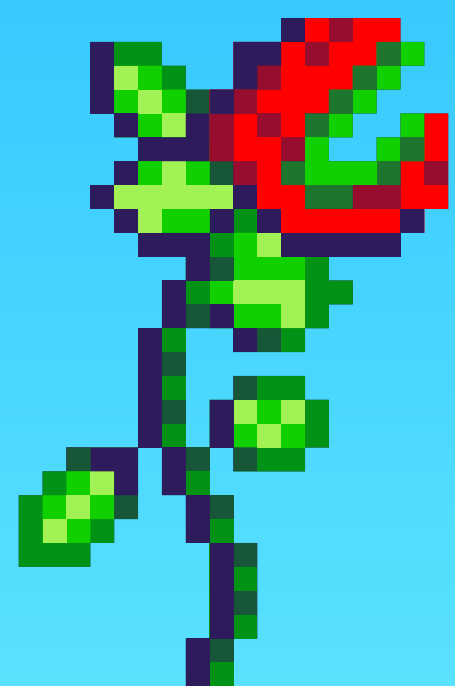
Landing
Pages

Keyword
Strategy

Conclusion

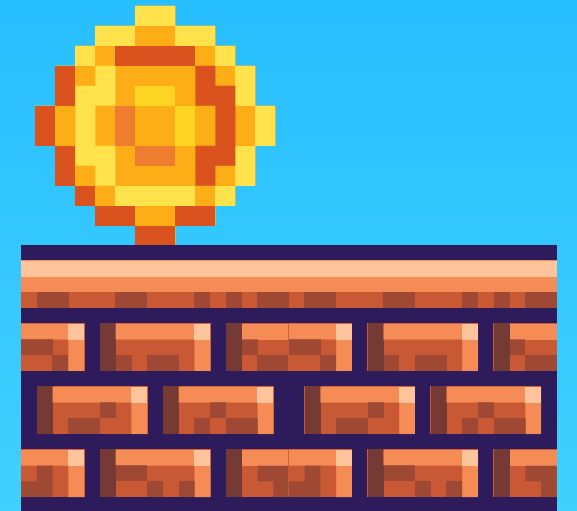
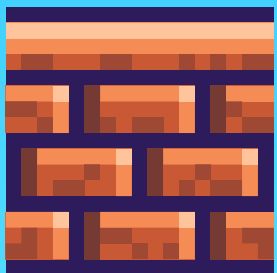


ARE YOU
READY?



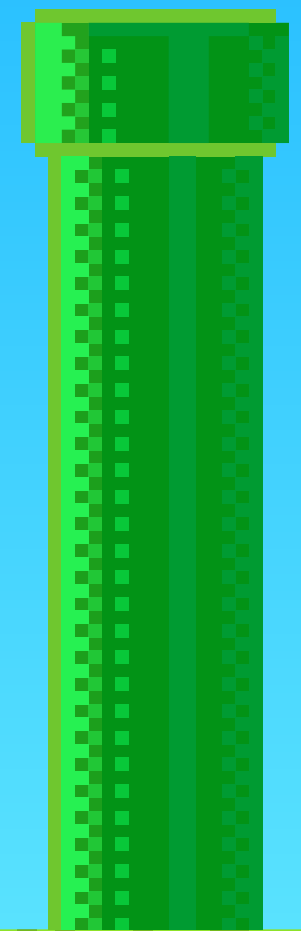
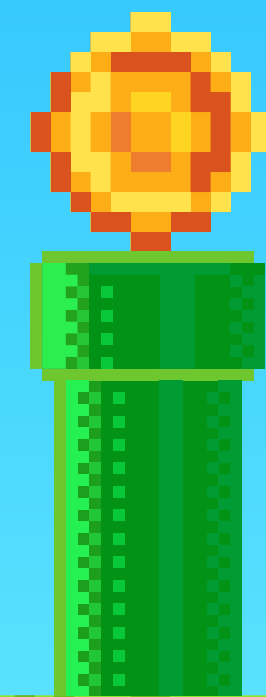
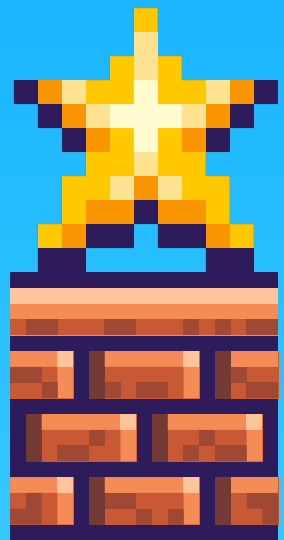
What is CRO ?

CRO (Conversion Rate Optimization): CRO is the process of increasing the percentage of website visitors who take a desired action, such as making a purchase, filling out a form, or signing up for a newsletter.



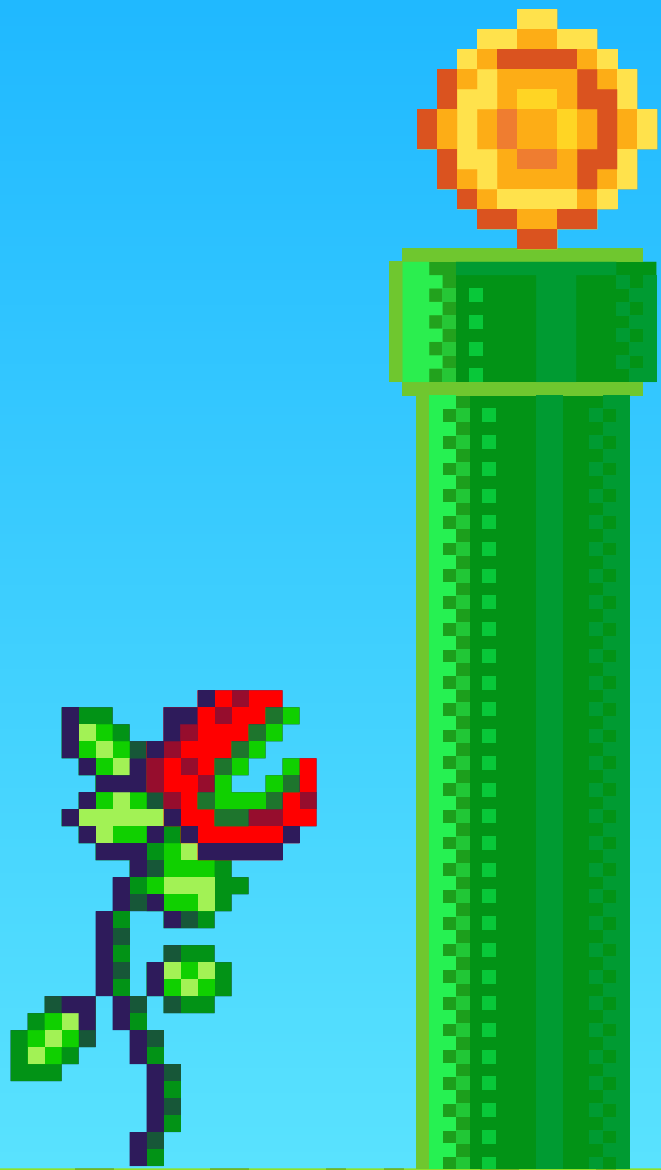
Examples of CRO

- A/B Testing:
 - Comparing two versions of a webpage to see which performs better.
- User Experience (UX):
 - Enhancing usability and accessibility to make the site easier to navigate.
- Persuasive Design and Copywriting:
 - Creating compelling content and design elements that encourage actions.
- Analytics and Feedback:
 - Using tools like Google Analytics to gather insights and identify areas for improvement.



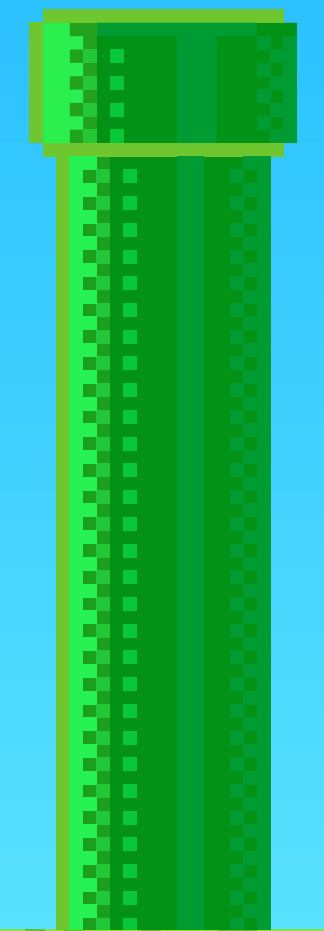
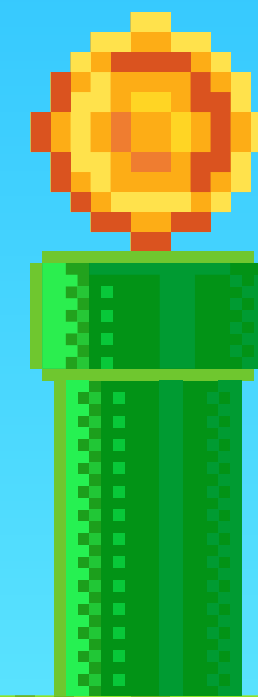
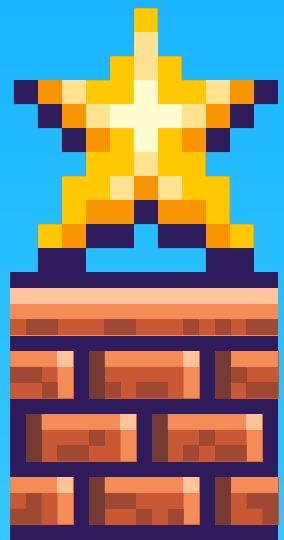
What is SEO ?

SEO (Search Engine Optimization):
SEO is the practice of optimizing
your website to rank higher in
search engine results pages
(SERPs). The goal is to increase
the quantity and quality of
organic (non-paid) traffic to your
site.



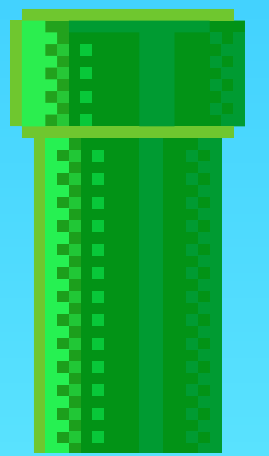
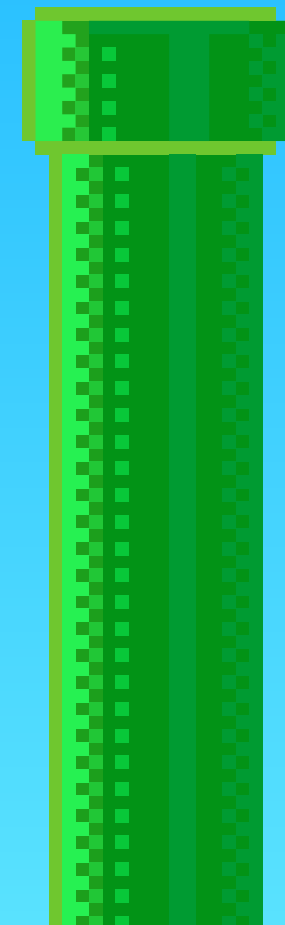
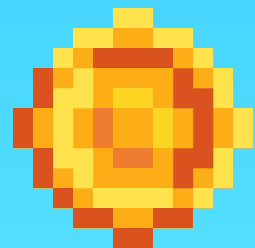
Examples of SEO

- Keyword Research:
- Identifying keywords that potential customers use in search engines.
- On-Page SEO:
- Optimizing content, meta tags, headings, and URLs for relevance and readability.
- Technical SEO:
- Improving site speed, mobile-friendliness, and ensuring search engines can crawl your site.
- Off-Page SEO:
- Building backlinks from other reputable sites to improve authority and ranking.



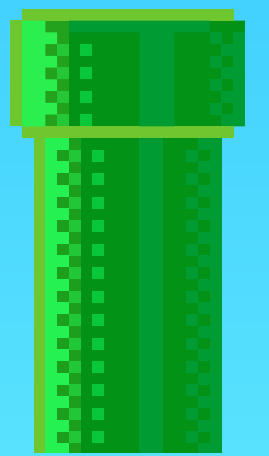
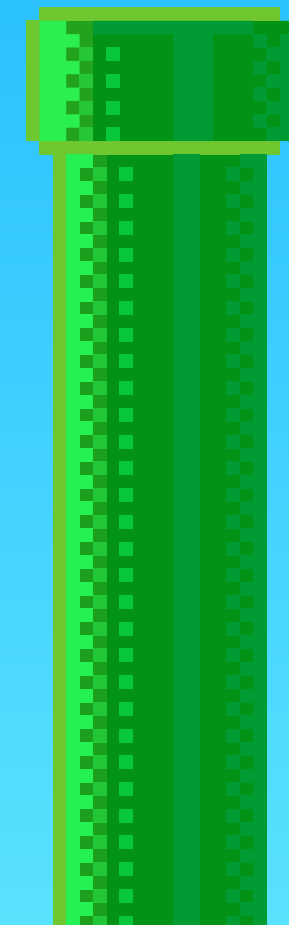
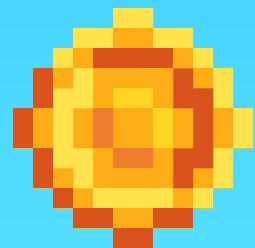
How to Optimize

Optimizing isn't a one size fits all, every company should have a different marketing strategy. A company that sells fish would definitely have a different marketing than someone who sell paints. It's up to the marketer how to execute it properly.



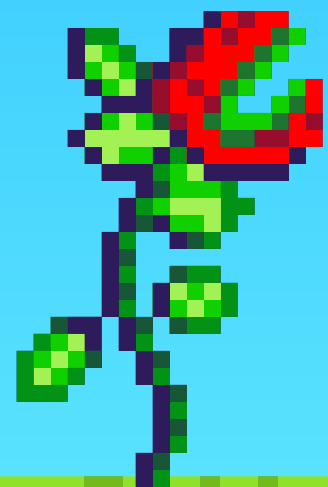
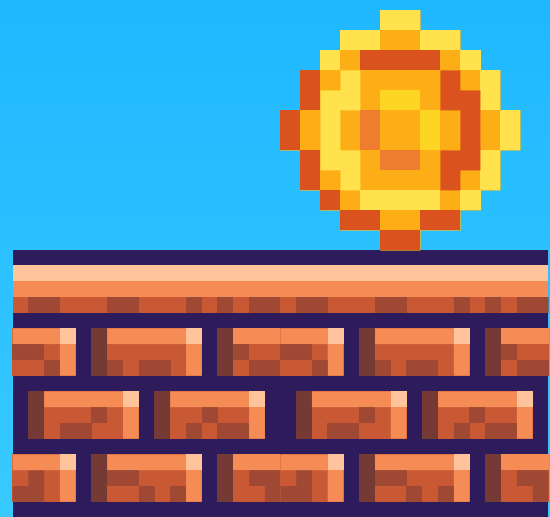
Keyword Strategy

To optimize keyword research, start by identifying relevant keywords that your target audience uses. Utilize tools like Google Keyword Planner, Ahrefs, or SEMrush to find high-volume and low-competition keywords. Focus on long-tail keywords, which are more specific and often have higher conversion rates. Analyze your competitors' keywords and consider user intent to ensure you attract the right audience to your site.



Landing Pages

FOR BETTER LANDING PAGES, ENSURE THEY ARE FAST-LOADING, MOBILE-FRIENDLY, AND VISUALLY APPEALING. ALIGN THE CONTENT WITH THE AD COPY AND THE USER'S SEARCH INTENT TO PROVIDE A CONSISTENT AND RELEVANT EXPERIENCE. USE CLEAR AND CONCISE HEADLINES, PERSUASIVE CTAS, AND HIGH-QUALITY IMAGES OR VIDEOS. INCORPORATE SOCIAL PROOF, SUCH AS TESTIMONIALS OR AWARDS, TO BUILD TRUST AND CREDIBILITY. REGULARLY PERFORM A/B TESTING TO REFINE AND IMPROVE PAGE ELEMENTS BASED ON USER BEHAVIOR AND FEEDBACK.



CONCLUSION & FINAL TALKS

END

