

PLAN OF ACTION

07.01.23

To

Leaf Academy

Vazhakkala, Ernakulam



Google Cloud
Partner

MARKETING PLANS - www.leafacademy.in

Google Business Listings

Currently while we search Leaf Academy in Google, the company is not getting displayed in the local address. Instead of that leaf academy Bangalore is getting displayed. Since we are already planning to start offline classes, we need to create new listing under local address as well. We have initiated it.

Since we need to promote the website locally as well we would suggest placing the business in Google, Bing and other business directories.

Search Engine Optimisation

We will work on SEO strategies on the website to enhance the listing in Google search results. We are doing the keyword research on the website and will update the best possible keywords to rank the website on top of Google.

Active on Social Media

We will help you to reach larger audience using social media marketing by choosing the perfect blend of paid and organic promotions. We will be focussing on the best selling points for creating banners to promote in social media websites.

ACCA Course Now At

Offline Training offered by Financial Experts (With Trainers Photos)

2023 Admission Open

Upgrade your career with CMA

Learn ACCA with Mr.....

Looking for a better accounting course for your future?

We will be creating banners for Short time Courses as well.

SSL Implementation

As we have discussed previously in the last meeting we can implement a paid SSL certificate for the domain which give good credibility and ranking benefit when we promote in Google with an additional charge on INR 1200/- annually

Social Media Marketing

Social media Marketing campaigns can be initiated based on the geographical locations, age and demographics. Leads will be given through the Whatsapp group.

Google paid promotion

Google paid promotion can be initiated with additional cost.

STRUCTURAL CHANGES

The main sliders contains text embedded within image. Also the quality is not good. We can modify the slider and text based content can be added to it.

The font colour can be changed. The current one is not noticeable. Also different fonts are added in the same page which can be changed.

META CONTENT

We will be setting meta content for all internal pages along with home page.

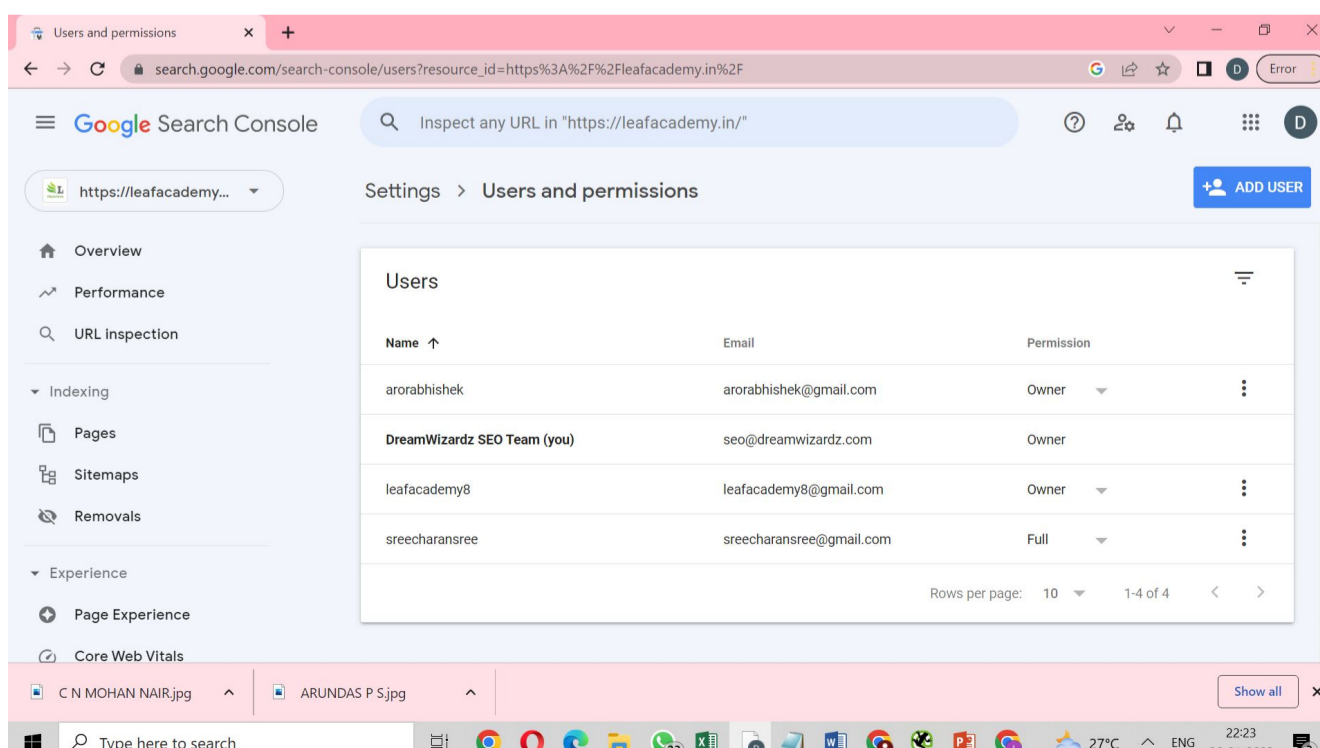
H1 tag

H1 tag will be set for appropriate pages.

Alt Tag

Alt tag will be set for all pages.

Google search console



The following people are added as the user of Google search console. Should we remove any of these?

An Overview of Keywords Research for Google promotion

Best ACCA Institutes in Kerala

ACCA Classroom course in Kochi

ACCA Coaching kerala

ACCA Classes in Cochin

ACCA Coaching Center in kerala

Best ACCA Coaching in kerala

No:1 ACCA Coaching Center in kerala

CA coaching centre in Kochi

CA course in Kochi

ACCA Course Kerala

CMA Courses Kochi

CIMA Certification training Kochi

Finance & Accounting Program Kochi

Coaching Institute for CA-ACCA-CMA India-CMA Usa Kochi

Best acca institutes in kerala

ACCA Certification Courses

ACCA CMA(USA) CA Institute Kochi

Best CMA US Institutes in kochi, Kerala

ACCA CMA(USA) CA Institution

Some of the competitors derived

- <https://kappans.in/>
- <https://lakshyaca.com/>
- <https://www.elancelearning.com/>
- <https://ffacademia.com/>
- <https://course.zelleducation.com/>
- <https://www.proschoolonline.com/>
- <https://phoenixft.in/>
- <https://logiceducation.org/>
- <https://vidya.ac.in/>
- <https://www.northstaracad.com/>
- <https://fmacademyonline.com/home/>
- <https://catalysthub.in/>
- <https://ledgergate.in/>

BLOG SECTION

Blog Section can be integrated. But content should be prepared by the expert hands based on the topics demanded.

Slider Content

Latest Content to be added to the slider.