**Monthly Report: 15 June 2024 to 15 July 2024**

**Overview**

This month, our focus was on enhancing the SEO and user experience of Project Virasat. We conducted off-page SEO activities, finalized keywords, performed a comprehensive competitor analysis, and identified several areas for improvement on the website. Below is a detailed breakdown of our activities and findings.

**Performance Metrics from Google Search Console**
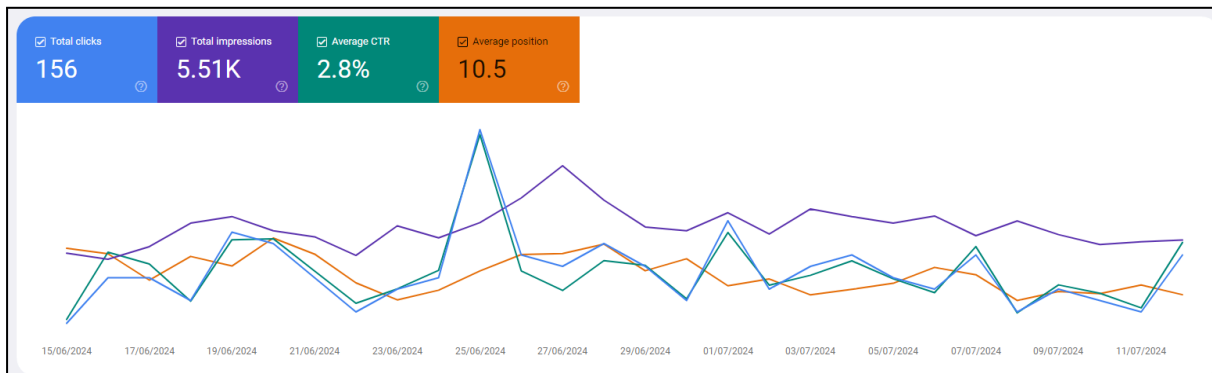


Period: 15 June 2024 to 15 July 2024

Total Clicks: 156

Total Impressions: 5.51K

Average CTR: 2.8%

Average Position: 10.5

**Key Activities**

1. **Off-Page SEO Activities:**
   - **Link Building:** We focused on building high-quality backlinks from relevant and authoritative websites. This included reaching out to bloggers, influencers, and websites in the same niche to get our content linked.

     🟩 Project Virasat_Off Page

2. **Keyword Finalization:**
   - **Research:** Conducted extensive keyword research to identify the most relevant and high-performing keywords for our niche.

     🟩 ProjectVirasat_Keywords

3. **Competitor Analysis:**
   - **Identification:** Identified top competitors in the market and analyzed their websites, content strategies, backlink profiles, and social media presence.
   - **SWOT Analysis:** Conducted a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) to understand the competitive landscape and find opportunities for differentiation.
   - **Benchmarking:** Benchmarked our website's performance against competitors to identify gaps and areas for improvement.

**Findings and Recommendations**

1. **YouTube Channel Creation:**
   - **Objective:** Establish a dedicated YouTube channel to leverage video marketing and reach a broader audience.
   - **Content Plan:** Develop a content plan that includes product showcases, behind-the-scenes looks, customer testimonials, and educational videos about the cultural significance of our products.
2. **Website Improvements:**
   - **Mega Menu:**
     - **Implementation:** Create a mega menu to improve navigation and make it easier for users to find products and information.
     - **Benefits:** Enhances user experience, reduces bounce rates, and increases time spent on the website.
   - **Footer Creation:**
     - **Content:** Include important links such as contact information, social media links, privacy policy, terms of service, and popular product categories.
     - **Benefits:** Provides users with easy access to essential information and improves site structure.
   - **Product Clear CTA:**
     - **Design:** Ensure that Call-To-Actions (CTAs) on product pages are clear, compelling, and prominently displayed.
     - **Benefits:** Drives conversions by encouraging users to take action, such as adding products to their cart or making a purchase.
   - **Blog Page:**
     - **Content Strategy:** Create a dedicated blog page to publish articles about the products, their cultural significance, customer stories, and industry trends.
     - **SEO Benefits:** Improves SEO by regularly adding fresh content and targeting long-tail keywords.

**Action Plan for Next Month**

1. **YouTube Channel Launch:**
   - Create and optimise the YouTube channel.
   - Develop and upload the first set of videos.
   - Promote the YouTube channel on the website and social media platforms.
2. **Website Enhancements:**
   - Implement the mega menu and footer.
   - Redesign product pages to feature clear CTAs.
   - Develop and launch the blog page.
3. **Continued SEO Efforts:**
   - Monitor the performance of the newly implemented keywords.
   - Continue building high-quality backlinks.
   - Increase social media engagement and promote new content.
4. **Performance Monitoring:**
   - Use Google Analytics and Search Console to track the performance of implemented changes.
   - Adjust strategies based on data and insights.

**Conclusion**

This month's activities have set the stage for significant improvements in Project Virasat's online presence. By implementing the recommended changes and continuing our SEO efforts, we anticipate increased user engagement, better search engine rankings, and higher conversion rates.