



ASSIGNMENT

- a) Conduct a comprehensive SEO audit for [MamaEarth](#), a renowned brand in the natural and organic beauty and personal care industry.
- b) Develop a comprehensive SEO strategy to substantially boost organic traffic from 10,000 to 1,00,000 for a brand operating within the same niche as **MamaEarth**, with existing monthly traffic below 10,000.

Assignment Instructions:

Your assignment should include the following components.

1. Initial Website Analysis

- Conduct a thorough website audit to identify existing SEO strengths and weaknesses.
- Analyze the current keyword rankings, on-page optimization, and technical SEO aspects.
- Identify top competitors in the organic beauty and personal care industry.
- Keyword Research and Strategy
- Perform extensive keyword research to identify high-value, relevant keywords with substantial search volume.
- Prioritize keywords based on relevance, search volume, and competition.
- Develop a comprehensive keyword strategy, including primary and long-tail keywords.

2. On-Page SEO Optimization

- Propose on-page optimization recommendations to improve the website's content, meta tags, and internal linking structure.
- Ensure that each page is optimized for the selected target keywords.
- Recommend improvements for mobile-friendliness and page loading speed.

3. Content Strategy

- Create a content plan that includes blog posts, articles, videos, and other types of content that align with brand values.
- Suggest topics, content formats, and a content calendar.
- Highlight the importance of creating high-quality, informative, and engaging content for both users and search engines.

4. Link Building and Outreach Strategy

- Develop a link-building strategy to acquire high-quality backlinks from reputable websites.
- Outline a plan for outreach to potential link partners, influencers, and industry publications.
- Emphasize ethical and sustainable link-building practices.

5. Technical SEO

- Address technical issues on the website, such as site speed, mobile-friendliness & schema markup.
- Ensure that the website is easily crawlable and indexable by search engines.

6. Monitoring and Reporting

- Describe how you will monitor the progress of the SEO strategy.
- Set up key performance indicators (KPIs) and reporting schedules.
- Discuss tools and analytics platforms that will be used for tracking and reporting.

7. Ethical Considerations

- Discuss ethical SEO practices and the importance of maintaining brand integrity.
- Highlight the significance of compliance with search engine guidelines and algorithms.

8. Conclusion and Timeline

- Summarize the key points of your strategy.
- Provide an estimated timeline for the implementation of your SEO plan, breaking it down into phases.

9. Assignment Submission:

- Submit a detailed report outlining your SEO strategy for increasing organic traffic from 10,000 to 100,000 monthly visitors. Be sure to provide a well-structured, organized, and professionally written document.

10. Grading:

- This assignment will be graded based on the quality, depth, and feasibility of your proposed SEO strategy. Ensure that your plan is actionable and aligns with brand values and mission.

Note - These are guidelines, you can come up with your own strategy and elements to cover in the document.

Company Profile:

[Zoringa](#) : Founded in November 2022, Marketing Agency Based in Bangalore and Kolkata. Team of 30+ power packed talents. Having clients worldwide into organic food, business, lifestyle, healthcare, finance and consulting - national and international.

We specialize in SEO, Paid Advertising and Social Media Marketing. With SEO expertise we guide businesses to the top of the search results, while our paid ad mastery ensures that every click turns into profit.

Across Social Media, we amplify the brand message, forging genuine connections with the audience. We blend data driven strategies with creative excellence and prioritize transparency, collaborative partnerships.

We kindly request that you submit both assignments (a) & (b) by the specified deadline to be considered for the role.