

Why is SEO

important to grow your

BUSINESS?



1

ORGANIC SEARCH



It provides long-term visibility, improves brand awareness, enhances credibility, and attracts engaged visitors to the website. It is a cost-effective strategy as it does not require payment for clicks or impressions, and the traffic generated through organic search has staying power.



2

BRAND VISIBILITY

Increased visibility in search engine results can lead to more website traffic, brand awareness, and ultimately, higher conversion rates. A strong SEO strategy helps your business establish your brand authority and credibility online, making them more likely to attract and retain customers in a competitive digital landscape.



INCREASE ENGAGEMENT

By optimizing a website for search engines, businesses can improve their ranking in search results, making it easier for potential customers to find them when searching for relevant products or services.



CONVERSIONS

By increasing a website's search engine ranking, SEO enhances the visibility of your business, making it more likely for potential customers to find the products or services they are seeking. This heightened visibility can lead to increased website traffic, which, when coupled with the other benefits of SEO, can result in higher conversion rates for your business.



WEB TRAFFIC

Google values user experience and factors such as website speed and mobile optimization that contribute to improving SEO rankings and ultimately increase website traffic. Considering website speed and mobile optimization can lead to a significant increase in website traffic due to SEO efforts.

FEW, YET



EFFECTIVE

TIPS BENEFICIAL FOR YOUR BUSINESS GROWTH

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DISCOUNT

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IT'S TIME FOR *GIVEAWAY*



FOLLOW



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Winner will be announced

20th Sept



MEHENDI CEREMONY



Mark the start of our journey with vibrant hues.
Scribble your blessings on our hand.



Time: 4 pm onwards
Fun & Dinner : 7 pm- 10 pm



welcome to

the wild adventure of animal Kingdom to
celebrate **VIHAAN'S** special day!

YOU'RE INVITED TO ROAR, CHIRP, AND GROWL
YOUR WAY INTO VIHAANS ANIMAL KINGDOM
BIRTHDAY BASH!

Location: Lotus Lawns,
MahaKali Caves Road, Subhash
Nagar, Andheri East, Mumbai,

24 March
From 6pm onwards





Roy family cordially invited you to attend the engagement of

Siddharth Roy

S/o Mr Prabhakar Roy & Mrs Sunita Roy

&

Ritika Batra

D/o Mr Pravin Batra & Mrs Pooja Batra

Dec / 25 / 2023

Dinner; 25/12/2023 | 7.30 pm onwards
Venue; Hotel The Gordan House, Mumbai



Dr Pawar Veterinary Clinic, Pet Shop & Grooming Centre presents

**Free Anti rabies Vaccination
Camp on the occasion of 4th
Anniversary on 26 January 2024**

**Timing:
Morning 10.30
to Evening
8.30**



Branch 1 Neha sagar HSG, near Parivar hotel.
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KEYWORDS IN SEO



LONG TAIL KEYWORD

A long tail keyword is a phrase that is generally made from three to five words. Since these keywords are more specific than generic terms, they allow you to target niche demographics.

SHORT TAIL KEYWORD

Short-tail keyword is general search term that typically contains 1-3 words & covers a broad topic.

EXACT MATCH KEYWORD

An exact match keyword indicates that your target keyword exactly matches a search query, anchor text in a link, or domain name.

NAVIGATIONAL KEYWORD

These keywords are valuable for businesses as they indicate a user's familiarity with their brand. These requests establish that the user wants to visit a specific site or find a certain vendor.

TRANSACTIONAL KEYWORD

Transactional keywords are also referred to as "do" keywords. These are the keywords buyers use when they have already decided to purchase a particular product or service.

PHRASE MATCH KEYWORD

This keyword will match all the searches as the same keyword in an exact match. Phrase match also show the ad if there are extra words before or after the keyword.

BROAD MATCH KEYWORD

Broad match is the default match type that all your keywords are assigned. This helps your ads reach a wider audience without requiring you to build an extensive keyword list.

INFORMATIONAL KEYWORD

Words that help describe what a piece of information is about. They can be used to describe the topic of a piece of writing, the subject of a conversation, or the focus of a research project.



SEO KEYWORDS

What are SEO Keywords? ↓

Keywords are ideas and topics that define what your content is about. In terms of SEO, they're the words and phrases that searchers enter into search engines to discover content

What is role of Keywords in SEO? ↓

keywords are used to inform website content to increase relevant organic search traffic. Your audience uses them when searching for something related to your brand.

Where to use Keywords for SEO? ↓

The key areas that you should place your primary keywords include: URL, Title tag, Meta description, Page Title, Subheadings, Body of content.

What are types of Keywords? ↓

- Short-tail keywords.
- Mid-tail keywords.
- Long-tail keywords.
- Informational keywords.
- Transactional keywords.
- Navigational keywords.
- Broad match keywords.
- Phrase match keywords.
- Exact match keywords.



@youcarelifestyle

WHAT'S MISSING
FROM YOUR HAIR
CARE ROUTINE?



@youcarelifestyle



You're doing your hair care routine,

BUT

missing out on benefits of
one essential ingredient that

- Stimulates growth
- Reduces breakage
- Enhances shine

“Bhringraj Oil”



@youcarelifestyle



Bhringraj



is considered the "King of Hair Herbs" in Ayurveda due to its numerous benefits for balanceing doshas hair growth, and being natural ingredient.



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NATURE'S BEAUTY SECRET



Transform your haircare with our eco-friendly routine!
Organic B Bhringraj Oil routine combines eco-friendly
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Mr & Mrs. Thomas request the honor of your presence
at their daughter's wedding

Anna Thomas

— v — TO — v —

Jackson Ferns

Son of Mr & Mrs. Hanna Ferns

SATURDAY, 22 APRIL 2024

at 6.00 pm in the evening

St. Joseph Church,
Artist Village, Belapur CBD, Navi Mumbai

