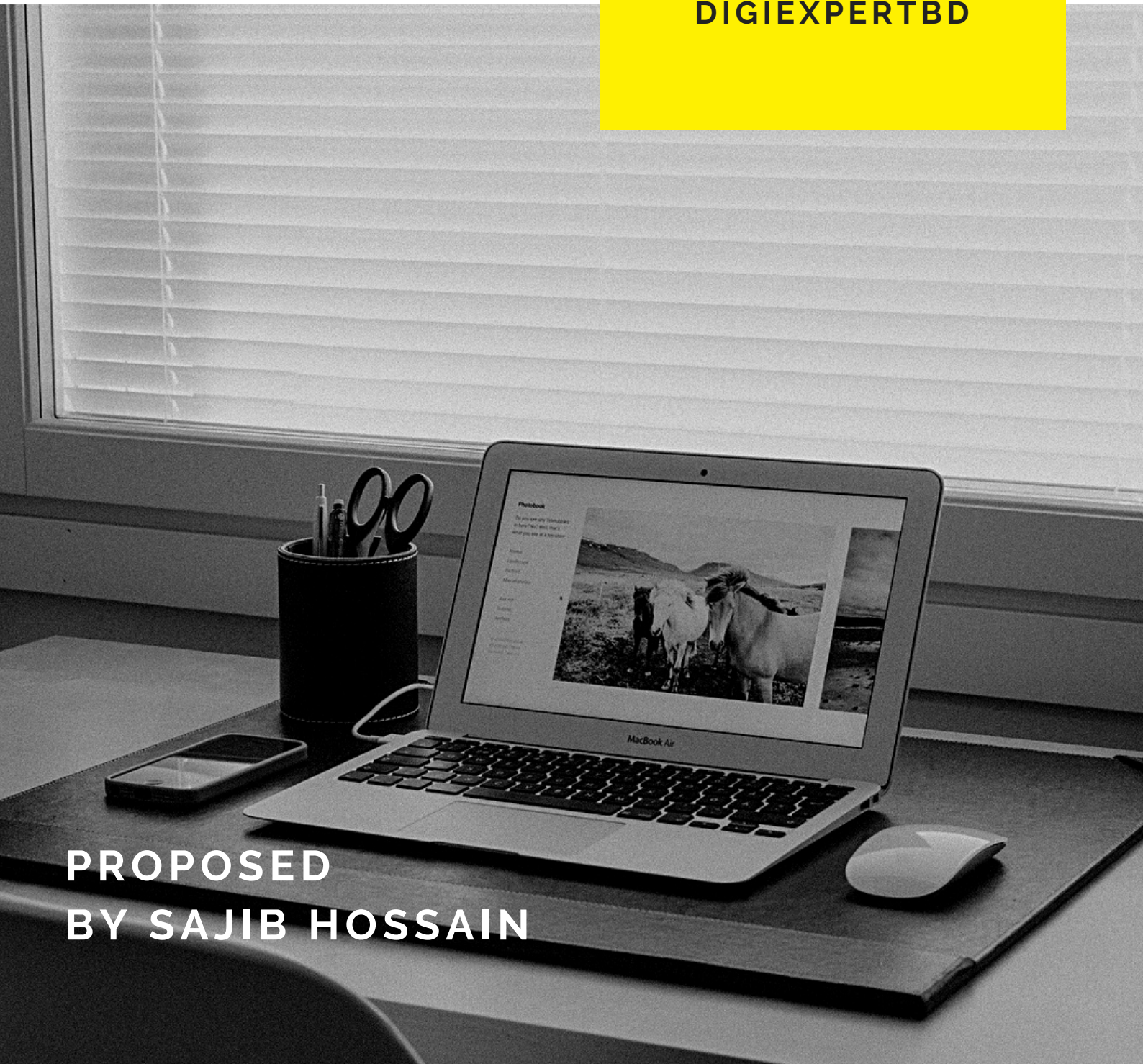


BLOG MANAGEMENT PROPOSAL



DIGIEXPERTBD

PROPOSED
BY SAJIB HOSSAIN



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EXECUTIVE SUMMARY

SAJIB HOSSAIN

It is difficult to find qualified people to manage a blog because managing a blog requires knowledge of many things related to the web and marketing. In general, managing a blog requires a versatile person who can manage all things at once.

As a freelance digital marketing strategist, blogger, and affiliate marketer. I have been successfully managing my Amazon affiliate blog for the last 2 years. as well as working on WordPress website design, search engine optimization, and social media marketing for the last 5 years. With prior experiences, I will be able to manage your blog successfully.

WHY CHOOSE ME

I'll provide you one-stop blog management service. My services are website or blog design, website security, developing a content strategy, managing a blogging calendar, technical SEO, On-page SEO, blog promotion through link-building, and social media marketing.



GOALS



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1. Increase public awareness
2. Build relation with audience
3. Increase post engagement
4. Build website authority
5. Boost website traffic

DUTIES AND RESPONSIBILITIES



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Developing a content strategy and prioritizing blog topics

Managing a blogging calendar (make sure posts go out on schedule)

On-page SEO

1. Format & layout
2. Readability
3. Graphics
4. Title and Metadata optimization
5. Image ALT
6. Heading Tag
7. Hyperlinks (interlinking articles)
8. Calls-to-actions
9. Proof read

Technical SEO Optimization

1. Google Search console
2. Google analytics
3. Facebook Pixel
4. Heatmap
5. Website Speed Optimization
6. Robot txt
7. XML sitemap
8. Schema Markup

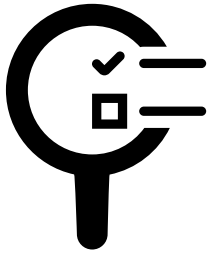
Blog Promotion:

1. Link-building
2. Guest post blogging

Social Media Marketing

1. Facebook
2. Twitter
3. Pinterest
4. Reddit
5. Quora
6. Tumblr

ASSESSMENT



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THANKS FOR
READING

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