

MEETING POINTS

Meeting with SEO Team

Current Clients:

- ARSN
- Dingomo
- ITAdOn
- Intellivision
- Fresh Street
- Elite Aesthetics

SEO Process Overview:

1. **Initial Phases (First 2-3 Months):**
 - Work on benchmarking and site structure begins.
 - Keyword research is conducted, and page plans are created
 - Progress reports are delivered to clients.
2. **On-Page SEO:**
 - After the initial research and planning, the focus shifts to on-page SEO.
 - This includes optimizing the website's content, meta tags, and internal linking.
3. **Off-Page SEO:**
 - Following on-page optimization, off-page SEO efforts are initiated, primarily focusing on building backlinks.

Benefits of SEO:

- **Increased Visibility:** SEO enhances the website's ranking on search engines, making it easier for potential customers to find.
- **Higher Traffic:** Improved visibility leads to increased organic traffic without the need for paid advertising. However, while SEO can drive traffic to the website, it does not guarantee sales. To achieve higher conversions and sales, running targeted ads is necessary.
- **Improved User Experience:** Optimizing site content and structure results in a more user-friendly experience, with easier navigation and faster load times.
- **Long-Term Results:** SEO provides sustained benefits, with ongoing efforts leading to continued visibility and traffic.

Industry-Specific SEO:

- We analyze the top websites within the client's industry and focus on the keywords they target.

- Once a website's SEO is properly established, we transition to monthly maintenance to sustain performance.
-

Meeting with Designing Team

Discussion with Abdullah and Hamza:

1. Creative Design Focus:

- Emphasize creativity in designs.
- Pay attention to minor details such as color combinations and choices, font selection, and iconography.
- Always review content before starting the design process to ensure alignment with the message.
- Do brainstorming sessions to generate innovative ideas.
- Review designs before sending for final approval to ensure quality and creativity.

Discussion with Naveed and Taha:

1. Skill Development:

- Focus on learning more about core design concepts.
- Practice design skills daily to enhance creativity.

2. Content-Driven Design:

- Similar to Abdullah and Hamza, emphasize the importance of reading content before designing.

3. Brainstorming and Use of Templates:

- Use brainstorming techniques to generate ideas.
- Utilize templates for inspiration but ensure originality in the final designs.

4. Feedback and Resources:

- Provided feedback on their designs, highlighting mistakes and offering solutions.
 - Shared a video resource to improve their design knowledge.
-

Meeting with Web Development Team

Current Projects and Remaining Tasks:

- **Kamran Computer:** Pricing details need to be finalized.
 - **Intellivision:** Ongoing work on specific pages.
 - **ITAdOn:** Focus on blog development.
 - **Dr. Shahid:** Completed work
- All tasks for these projects are expected to be completed on the same day.

Web Development Process:

1. **Initial Steps:**
 - Purchase the domain and set clear goals for the website.
 - Select a template that aligns with the client's industry, whether for e-commerce or service-based websites.
2. **Theme and Content Strategy:**
 - Choose an appropriate theme.
 - Develop a content strategy to determine what material will be added to the website.
 - As clients provide data, the website is continuously updated.
3. **Bug Resolution:**
 - Common bugs are resolved by the team through research, often using YouTube as a resource.
4. **Development Timeline:**
 - A basic version of the website can be completed within two days, though additional details continue to be added.
5. **Design and Image Search:**
 - Work on designs and search for suitable images to complement the content.