



Website & Media Committee 2023-2024

Committee Members

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Date: 28/10/23

1. Regular Content Updating for Branding

- Use the website and social media to promote the organization
- Establish mechanisms for collecting and analyzing feedback from users
- Regularly report on the key performance indicators (KPIs) related to the website and online media

2. Enhance Website User Experience (UX) Design

- Improve website navigation and layout to make it more user-friendly.
- Optimize page load times and ensure mobile responsiveness.
- Conduct user research and testing to identify areas for UX enhancement.
- Implement clear and intuitive calls to action (CTAs) for a better user journey

3. Optimize SEO

- Conduct keyword research and analysis to identify relevant target keywords
- Build high-quality backlinks to improve website authority.
- Optimize on-page SEO elements, including meta titles, descriptions, and header tags
- Monitor and track keyword rankings and organic traffic using SEO tools.

Plan of action

- Set Clear Goals
- Audit Existing Content
- Prepare Content Calendar
- Set Quality Control Parameters
- Performance Monitoring and Actions
- Set up feedback and Improvement Mechanism
- Collaboration with stakeholders
- Improve On-Page SEO
- Improve Keywords
- Monitor and Analyze
- Plan Social Media Integration
- Plan Mobile Optimization



THANK
YOU