



SEO Strategic Plan

By Umair Salahuddin

Presentation Outline

01 **SEO Audit**

03 **SEO Growth Opportunities**

05 **SEO Timeline**

07 **Localization Process**

02 **SEO Strategy**

04 **Technical SEO & on-page SEO**

06 **Measure Success**

08 **Needs from Trengo & Manager**

SEO Audit

01

1.1 Sitemap Issues

- 690 urls in sitemap vs 1446
- HTML (2652) indexable pages

Sitemap vs. Crawled Pages



■ Pages in sitemap 690
■ Crawled pages 3,494

Screamingfrog screenshot showing a crawl of https://treno.com/. The interface includes a top navigation bar with tabs like Internal, External, Security, Response Codes, URL, Page Titles, Meta Description, Meta Keywords, H1, H2, Content, Images, Canonicals, Pagination, Directives, Hreflang, JavaScript, AMP, Structured Data, Sitemaps, PageSpeed, and Custom Se. The main table displays crawl results with columns: Address, Content Type, Status Code, Status, Indexability, Indexability Status, and Title 1. The table lists 1446 URLs, all with a status of 200 OK and marked as indexable. The right sidebar shows a summary of the crawl data, including a breakdown of URLs encountered, blocked, and crawled, as well as a detailed list of indexable pages by type (HTML, JavaScript, CSS).

Address	Content Type	Status Code	Status	Indexability	Indexability Status	Title 1
https://treno.com/nl/product/treno-voice-z-u-o-e-telefonieoplossing-voor-uw-organisatie/	text/html; charset=UTF-8	200	OK	Indexable		Treno voice z.u...
https://help.treno.com/en/articles/63812-adding-voice-in-your-treno-inbox	text/html; charset=UTF-8	200	OK	Indexable		Adding Voice in y...
https://help.treno.com/en/articles/64257-voice-messages-greetings	text/html; charset=UTF-8	200	OK	Indexable		Voice messages (
https://treno.com/blog/nl/nieuws/treno-ontvangt-investering-van-bijna-twee-miljoen-voor-groei/	text/html; charset=UTF-8	200	OK	Indexable		Treno ontvangt i...
https://help.treno.com/en/articles/63917-set-up-voice-without-a-twilio-account	text/html; charset=UTF-8	200	OK	Indexable		Set up Voice with...
https://help.treno.com/en/articles/64282-call-overflow	text/html; charset=UTF-8	200	OK	Indexable		Call overflow - Tre...
https://help.treno.com/en/articles/64287-enabling-voicemail-and-logging-missed-calls	text/html; charset=UTF-8	200	OK	Indexable		Enabling Voicema...
https://help.treno.com/en/articles/64247-the-voice-queue	text/html; charset=UTF-8	200	OK	Indexable		The Voice Queue -
https://help.treno.com/en/articles/24865-voice-and-sms/2020-voice-settings	text/html; charset=UTF-8	200	OK	Indexable		Voice and SMS - T...
https://help.treno.com/en/articles/64232-allowing-calls-outside-of-your-business-hours	text/html; charset=UTF-8	200	OK	Indexable		Allowing calls out...
https://treno.com/nl/businesshours	text/html; charset=UTF-8	200	OK	Indexable		Openingstijden T...
https://help.treno.com/en/articles/64192-create-a-personalized-voice-greeting	text/html; charset=UTF-8	200	OK	Indexable		Create a personali...
https://help.treno.com/en/articles/136318-bring-your-own-sip-carrier	text/html; charset=UTF-8	200	OK	Indexable		Bring your own Sif...
https://help.treno.com/en/articles/63902-set-up-voice-with-your-twilio-account	text/html; charset=UTF-8	200	OK	Indexable		Set up Voice with ...
https://help.treno.com/en/articles/24865-voice-and-sms/2025-adding-a-voice-or-sms-channel	text/html; charset=UTF-8	200	OK	Indexable		Voice and SMS - T...
https://help.treno.com/en/articles/64272-outbound-number-or-outgoing-caller-id	text/html; charset=UTF-8	200	OK	Indexable		Outbound number
https://help.treno.com/en/articles/64222-record-calls-in-treno	text/html; charset=UTF-8	200	OK	Indexable		Record calls in Tre...

Summary

URLs	% of T...
Total URLs Encountered	9,241 100%
Total Internal Blocked by r...	80 0.87%
Total External Blocked by ...	2,084 22.55%
Total URLs Crawled	7,077 100%
Total Internal URLs	4,691 66.29%
Total External URLs	4,550 64.29%
Total Internal Indexable U...	2,652 37.47%
Total Internal Non-Indexa...	2,039 28.81%

Crawl Data

Internal

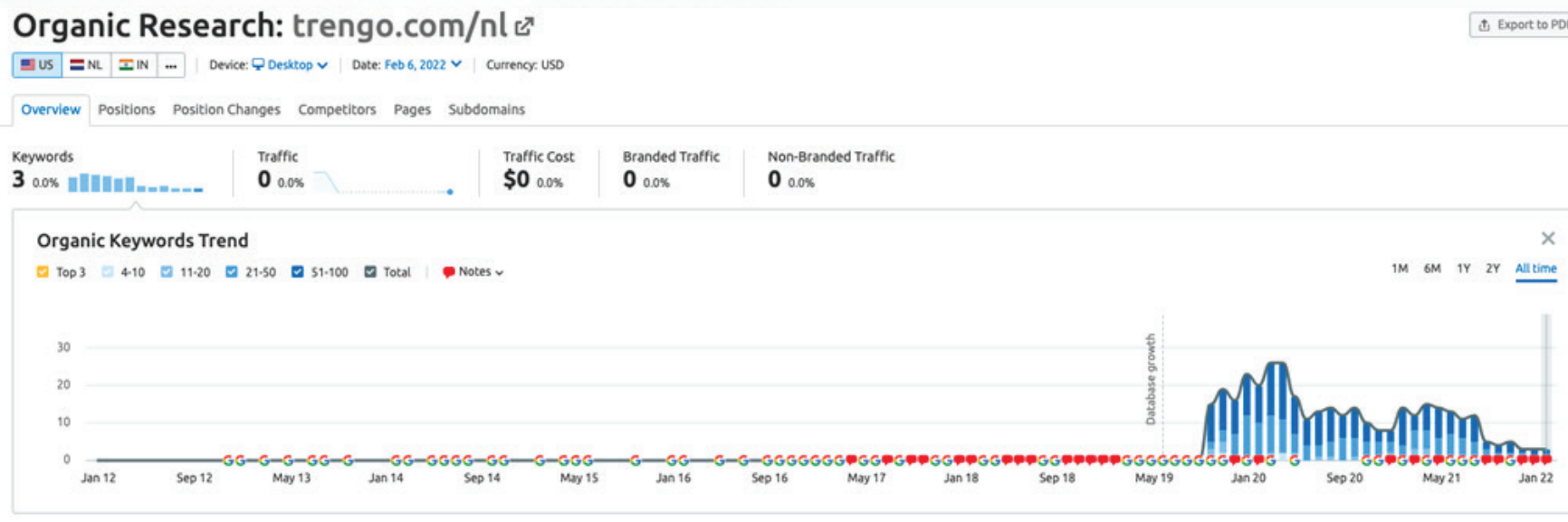
URLs	% of T...
All	4,691 100%
HTML	3,400 72.48%
JavaScript	33 0.7%
CSS	22 0.47%

1.2 URL Issues (Duplicate URLs & Canonical missing)

- Both are accessible and both have no canonical tags

>> <https://trengo.com/nl/>

>> <https://trengo.com/nl/>



■ URL Issues - Long URLs 115 characters

Over 115 Characters		Export	
	Address		
1	https://talk.trengo.com/t/x2htkmg/send-buttonsactions-to-flowbot-from-api-connection-between-your-platform-and-flowbot	1	
2	https://talk.trengo.com/t/x2hk8la/request-for-change-rtc-tab-so-that-anyone-within-your-organisation-can-request-improvements-from-the-admin	1	
3	https://talk.trengo.com/t/p8httzx/adding-a-confirmation-to-the-flowbotchatbot-when-customers-add-emailaddress-after-business-hours	1	
4	https://talk.trengo.com/t/x2hj8cn/api-validation-for-phone-numbers-not-compatible-with-international-phone-numbers-creating-and-updating-c...	1	
5	https://talk.trengo.com/t/83hjp4l/adaptive-url-in-live-chat-when-customer-navigates-to-another-product-during-the-conversation	1	
6	https://talk.trengo.com/t/h7hgg8t/display-a-the-linkinformation-from-facebook-in-trengo-when-a-user-clicks-the-whatsapp-button-in-a-post	1	
7	https://talk.trengo.com/t/35hj8cs/case-sensitivity-of-email-addresses-challenge-when-importing-contacts-via-api-to-gain-overview-of-profile-an...	1	
8	https://help.trengo.com/en/articles/168948-22-connecting-the-whatsapp-business-api-using-360dialog-official-business-partner	1	
9	https://help.trengo.com/en/24515-whatsapp-business/19925-whatsapp-business-via-our-preferred-business-partner-360dialog	1	
10	https://help.trengo.com/en/articles/123962-website-widget-translations-what-do-they-mean-and-which-features-are-related	1	
11	https://talk.trengo.com/t/y4hxm5j/contact-moments-regarding-the-same-email-address-automatically-among-themselves-regardless-the-chan...	1	
12	https://talk.trengo.com/t/m1hfc2q/when-writing-a-message-would-like-to-see-the-edit-text-bar-inscreen-now-have-to-scroll-down	1	
13	https://talk.trengo.com/t/35h60dh/please-do-not-hesitate-to-get-tickets-as-soon-as-they-become-visible-in-for-example-make-them-red-or-bold	1	
14	https://talk.trengo.com/t/g9hm6tw/statistics-closed-tickets-graph-doesnt-show-what-the-help-trengo-page-says-about-it	1	
15	https://talk.trengo.com/t/60hyv7g/flowbot-should-send-conversation-to-chatbot-to-keep-customer-at-chatbot-to-decrease-people-work-hour	1	
16	https://help.trengo.com/en/articles/137380-moving-over-from-a-different-whatsapp-business-partner-to-trengo-360dialog	1	
17	https://talk.trengo.com/t/60hx7xv/add-an-option-for-color-blind-operators-to-change-the-colors-of-notifications-or-statuses	1	
18	https://help.trengo.com/en/articles/166118-12-connecting-the-whatsapp-business-api-using-360dialog-official-business-partner	1	
19	https://help.trengo.com/en/articles/135753-reach-out-to-customers-using-templates-with-our-business-partner-360dialog	1	
20	https://help.trengo.com/en/articles/168948-connecting-the-whatsapp-business-api-using-360dialog-official-business-partner-22	1	
21	https://help.trengo.com/en/articles/135503-verify-your-facebook-business-account-to-get-access-to-unlimited-whatsapp-messages	1	
22	https://help.trengo.com/en/articles/166118-connecting-the-whatsapp-business-api-using-360dialog-official-business-partner-12	1	
23	https://talk.trengo.com/t/35hzb6p/when-click-the-x-to-delete-contact-name-should-revert-to-original-phone-instead-of-blank	1	

■ URL Issues - Spaces

1	https://trego.com/en/resources/Webinar%20Tips%20and%20Tricks
2	https://trego.com/en/integrations/WhatsApp%20Business
3	https://trego.com/en/integrations/Facebook%20Messenger
4	https://trego.com/nl/resources/Webinar%20Tips%20and%20Tricks
5	https://trego.com/nl/integrations/WhatsApp%20Business
6	https://trego.com/nl/integrations/Facebook%20Messenger

- URLs not being used should be no index, redirected or canonical with the actual page - duplicate URL exists

1	https://trego.com/en/resources/Webinar%20Tips%20and%20Tricks
2	https://trego.com/en/integrations/Twitter
3	https://trego.com/en/integrations/Pipedrive
4	https://trego.com/en/team/Operations
5	https://trego.com/en/integrations/Asana
6	https://trego.com/en/resources/WB-API-Webinar
7	https://trego.com/en/resources/Trego-tips-tricks-the-website-widget
8	https://trego.com/en/integrations/WhatsApp%20Business
9	https://trego.com/nl/team/Operations
10	https://trego.com/en/resources/Webinar-Rules
11	https://trego.com/en/integrations/Facebook%20Messenger
12	https://trego.com/en/integrations/Telegram
13	https://trego.com/en/integrations/WeChat
14	https://trego.com/nl/resources/Webinar-Rules
15	https://trego.com/en/cases/Volero
16	https://trego.com/nl/integrations/WeChat
17	https://trego.com/nl/integrations/Asana
18	https://trego.com/nl/integrations/Telegram
19	https://trego.com/en/cases/Jamani
20	https://trego.com/en/cases/Nubikk
21	https://trego.com/nl/resources/Trego-tips-tricks-the-website-widget
22	https://trego.com/nl/resources/Webinar%20Tips%20and%20Tricks
23	https://trego.com/nl/integrations/Pipedrive
24	https://trego.com/nl/integrations/WhatsApp%20Business
25	https://trego.com/nl/resources/WB-API-Webinar
26	https://trego.com/nl/integrations/Twitter
27	https://trego.com/nl/integrations/Facebook%20Messenger
28	https://trego.com/nl/cases/Volero
29	https://trego.com/nl/cases/Jamani
30	https://trego.com/nl/cases/Nubikk

1.3 Sitemap Issues

- Updated with Incorrect urls

```
</url>
  <loc>https://trengo.com/nl</loc>
  <changefreq>weekly</changefreq>
  <priority>0.90</priority>
</url>
</url>
  <loc>https://trengo.com/es/products/chatbots</loc>
  <changefreq>weekly</changefreq>
  <priority>0.90</priority>
</url>
</url>
  <loc>https://trengo.com/blog/es/uncategorized-es/api-dm-instagram/</loc>
  <changefreq>weekly</changefreq>
  <priority>0.90</priority>
</url>
</url>
  <loc>https://trengo.com/es/products/email</loc>
  <changefreq>weekly</changefreq>
  <priority>0.90</priority>
</url>
</url>
  <loc>https://trengo.com/es/products/voice</loc>
  <changefreq>weekly</changefreq>
  <priority>0.90</priority>
</url>
</url>
  <loc>https://trengo.com/es/products/api</loc>
  <changefreq>weekly</changefreq>
  <priority>0.90</priority>
</url>
</url>
  <loc>https://trengo.com/es/products/website-chat</loc>
  <changefreq>weekly</changefreq>
  <priority>0.90</priority>
</url>
</url>
  <loc>https://trengo.com/es/register</loc>
  <changefreq>weekly</changefreq>
  <priority>0.90</priority>
</url>
</url>
  <loc>https://trengo.com/en/integrations/picqer</loc>
  <changefreq>weekly</changefreq>
  <priority>0.90</priority>
</url>
</url>
  <loc>https://trengo.com/en/integrations/lightspeed</loc>
  <changefreq>weekly</changefreq>
  <priority>0.89</priority>
</url>
</url>
  <loc>https://trengo.com/blog/es/comunicacion/whatsapp-business-varios-usuarios/</loc>
  <changefreq>weekly</changefreq>
  <priority>0.89</priority>
</url>
</url>
  <loc>https://trengo.com/nl</loc>
  <changefreq>weekly</changefreq>
  <priority>0.89</priority>
</url>
```

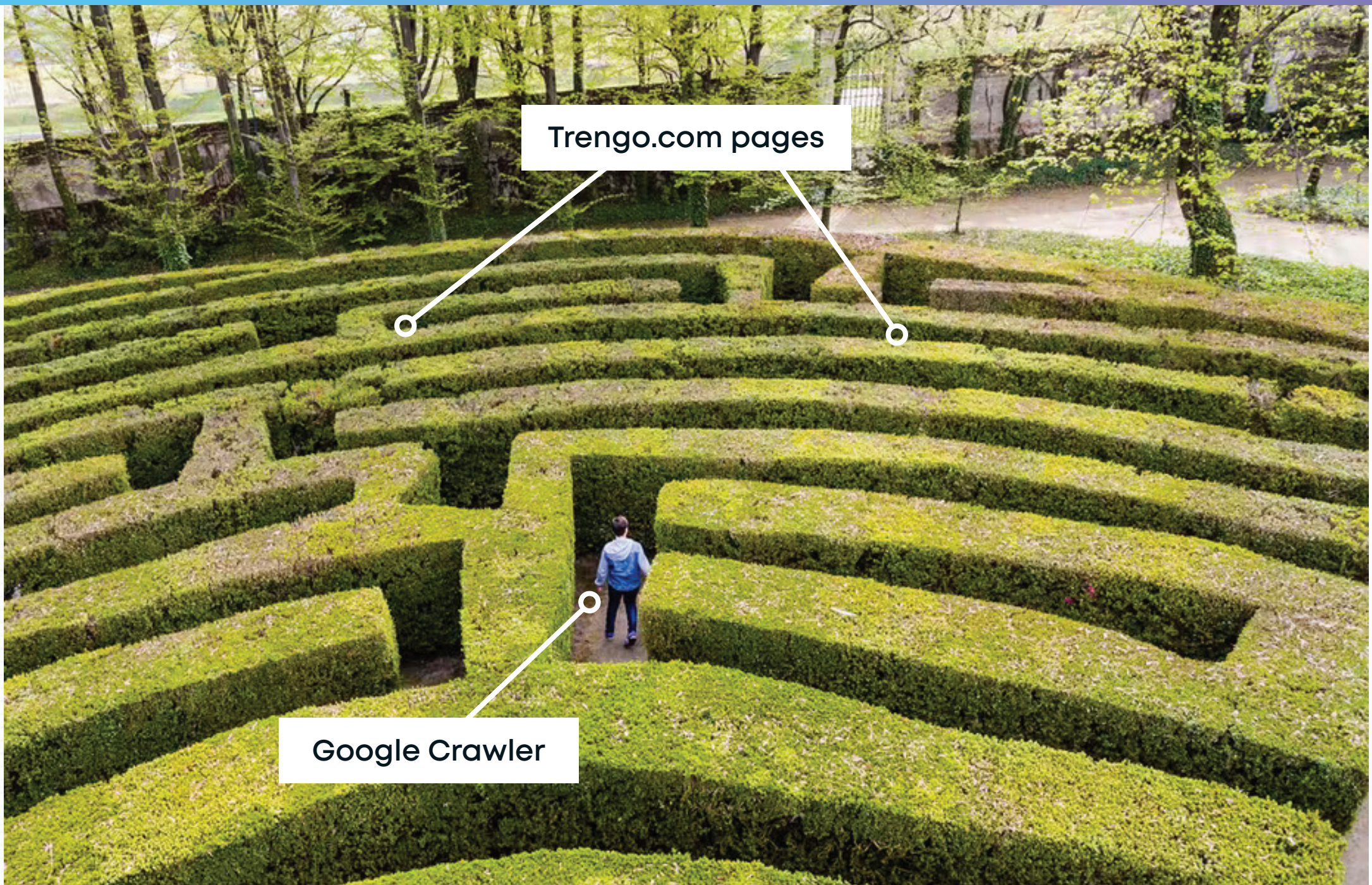
1.3 Sitemap Issues

- Should be dynamically generated

← → ↻ 🔒 trengo.com/sitemap.xml

This XML file does not appear to have any style information associated with it. The document tree is shown below.

```
▼<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">  
  <!-- Generated by Netpeak Spider 3.10; https://netpeaksoftware.com/spider -->  
  ▼<url>
```

Trengo.com pages

Google Crawler

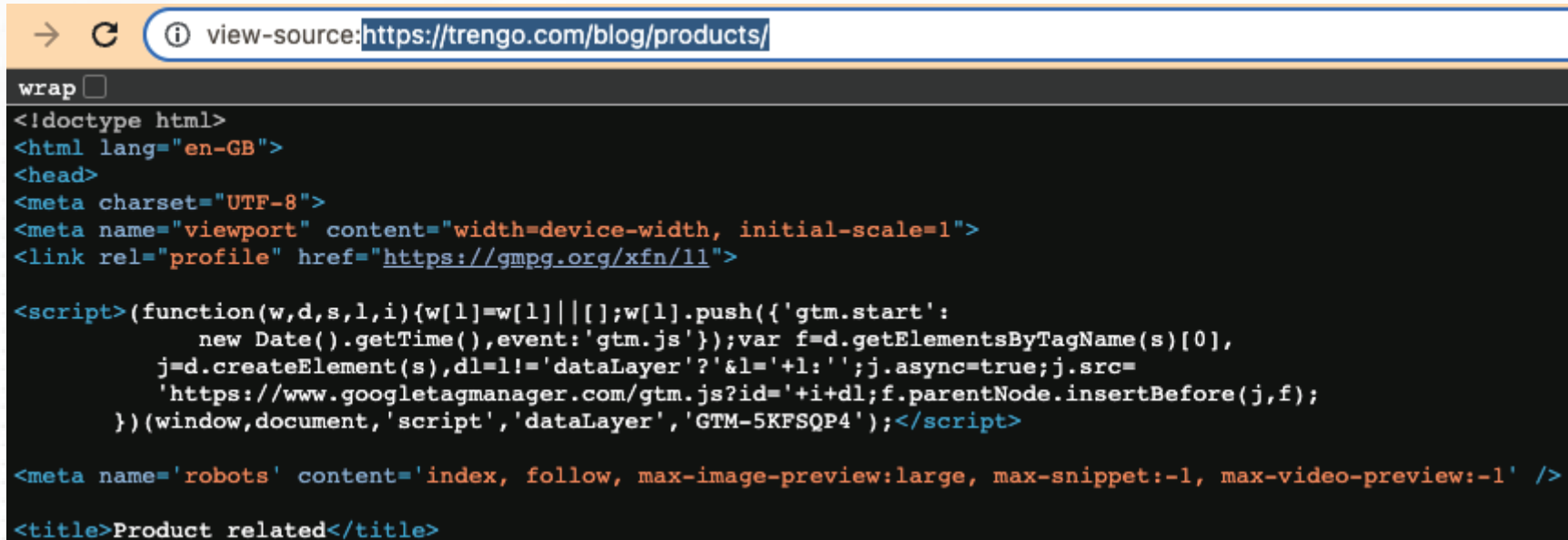
1.4 Meta Tags Issues

■ Title, H1, MetaDesc + Canonical

▼ Page Titles			
All		3,148	100%
Missing		0	0%
Duplicate		302	9.59%
Over 60 Characters		381	12.1%
Below 30 Characters		346	10.99%
Over 561 Pixels		372	11.82%
Below 200 Pixels		275	8.74%
Same as H1		155	4.92%
▼ Meta Description			
All		3,148	100%
Missing		457	14.52%
Duplicate		196	6.23%
Over 155 Characters		480	15.25%
Below 70 Characters		163	5.18%
Over 1,011 Pixels		446	14.17%
Below 400 Pixels		155	4.92%
Multiple		0	0%
Canonical			
Missing		1,069	33.94%

1.4 Meta Tags Issues (Cont..)

- Meta Tags Issues - Titles need improvements



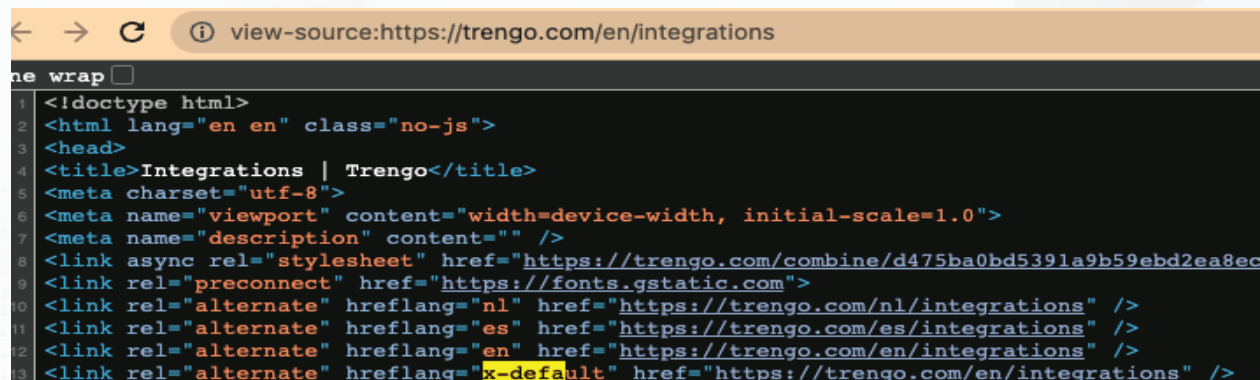
```
→ ↻ ⓘ view-source:https://treno.com/blog/products/
wrap
<!doctype html>
<html lang="en-GB">
<head>
<meta charset="UTF-8">
<meta name="viewport" content="width=device-width, initial-scale=1">
<link rel="profile" href="https://gmpg.org/xfn/11">

<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
  new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
  j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
  'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
  })(window,document,'script','dataLayer','GTM-5KFSQP4');</script>

<meta name='robots' content='index, follow, max-image-preview:large, max-snippet:-1, max-video-preview:-1' />

<title>Product related</title>
```

1.5 Hreflang Issue



```
1 <!doctype html>
2 <html lang="en en" class="no-js">
3 <head>
4 <title>Integrations | Trengo</title>
5 <meta charset="utf-8">
6 <meta name="viewport" content="width=device-width, initial-scale=1.0">
7 <meta name="description" content="" />
8 <link async rel="stylesheet" href="https://trengo.com/combine/d475ba0bd5391a9b59ebd2ea8ec
9 <link rel="preconnect" href="https://fonts.gstatic.com">
10 <link rel="alternate" hreflang="nl" href="https://trengo.com/nl/integrations" />
11 <link rel="alternate" hreflang="es" href="https://trengo.com/es/integrations" />
12 <link rel="alternate" hreflang="en" href="https://trengo.com/en/integrations" />
13 <link rel="alternate" hreflang="x-default" href="https://trengo.com/en/integrations" />
```

The same annotation applies for homepages that dynamically alter their contents based on a user's perceived geolocation or the Accept-Language headers. The x-default hreflang value signals to our algorithms that such a page doesn't target a specific language or locale.

- Consider adding a fallback page for unmatched languages, especially on language/country selectors or auto-redirecting homepages. Use the `the x-default value`:

```
<link rel="alternate" href="https://example.com/" hreflang="x-default" />
```

- <https://developers.google.com/search/docs/advanced/crawling/localized-versions>
- <https://developers.google.com/search/blog/2013/04/x-dfault-hreflang-for-international-pages>

WWW

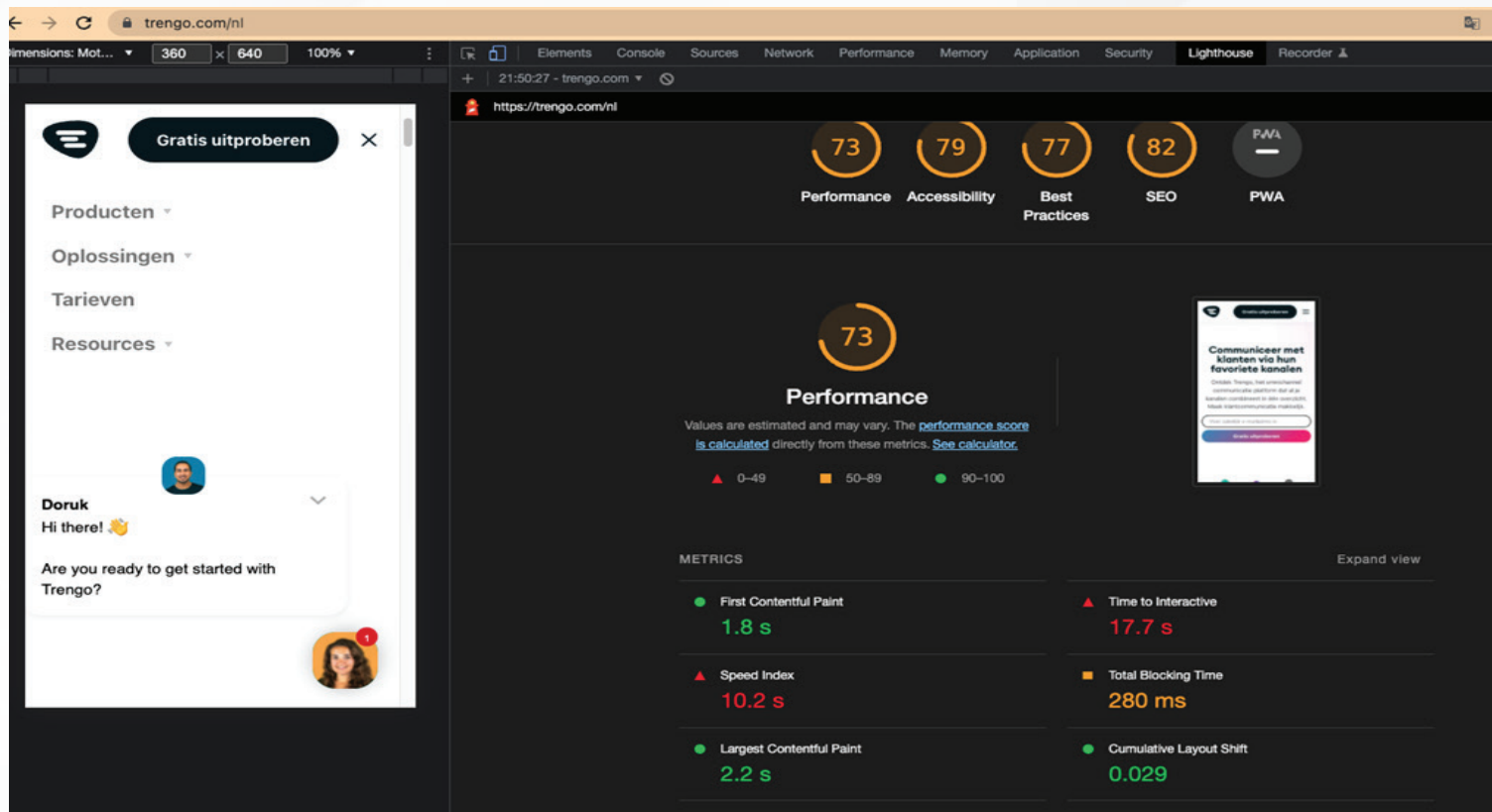
Metas

www.trengo.com

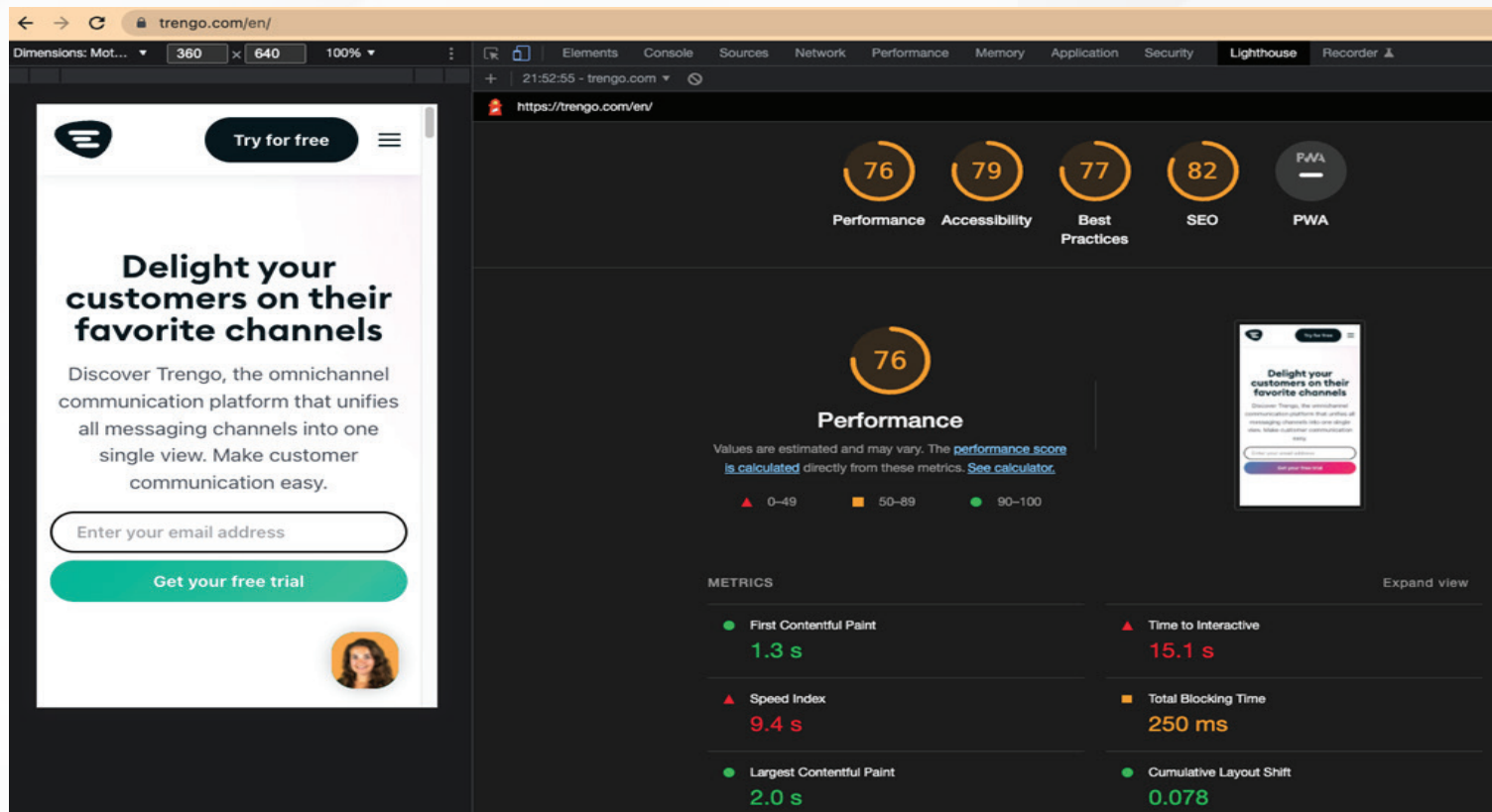
Customer



1.6 Page Experience Issues



1.6 Page Experience Issues (Cont..)



1.7 Content Duplication

1	https://help.trengo.com/en/articles/135503-how-to-verify-your-facebook-business-account	1ee08c50e31bf3229994a67a16230696
2	https://help.trengo.com/en/articles/135503-verify-your-facebook-business-account-to-get-access-to-unlimited-whatsapp-...	1ee08c50e31bf3229994a67a16230696
3	https://help.trengo.com/en/articles/69467-limitations-of-the-whatsapp-business-api	371faa4f4d1ae46dddda7d9cddead376
4	https://help.trengo.com/en/articles/69467-limitations-of-the-whatsapp-api	371faa4f4d1ae46dddda7d9cddead376
5	https://help.trengo.com/en/articles/168948-connecting-the-whatsapp-business-api-using-360dialog-official-business-part...	509bc160ed2e3225cfe084060569bab8
6	https://help.trengo.com/en/articles/168948-22-connecting-the-whatsapp-business-api-using-360dialog-official-business-p...	509bc160ed2e3225cfe084060569bab8
7	https://help.trengo.com/en/articles/135753-reach-out-to-customers-using-templates-with-our-business-partner	7394b9a86d7eb73c0556c4c5f56bb778
8	https://help.trengo.com/en/articles/135753-whatsapp-templates-via-360dialog	7394b9a86d7eb73c0556c4c5f56bb778
9	https://help.trengo.com/en/articles/135753-reach-out-to-customers-using-templates-with-our-business-partner-360dialog	7394b9a86d7eb73c0556c4c5f56bb778
10	https://help.trengo.com/en/articles/69482-connecting-whatsapp-business-using-twilio	86cb87544abdd4802476cccccf674b56
11	https://help.trengo.com/en/articles/69482-connecting-the-whatsapp-business-api-using-twilio	86cb87544abdd4802476cccccf674b56
12	https://help.trengo.com/en/articles/135508-connect-whatsapp-business-with-trengo-via-messagebird	8daa59e5ab322d5fc9f772cf84aeecf9
13	https://help.trengo.com/en/articles/135508-connecting-the-whatsapp-business-api-using-messagebird	8daa59e5ab322d5fc9f772cf84aeecf9
14	https://help.trengo.com/en/articles/166118-connecting-the-whatsapp-business-api-using-360dialog-official-business-part...	b01cf7f17f802c96a13b6e68bdb9d7f0
15	https://help.trengo.com/en/articles/166118-12-connecting-the-whatsapp-business-api-using-360dialog-official-business-p...	b01cf7f17f802c96a13b6e68bdb9d7f0
16	https://help.trengo.com/en/articles/69472-using-an-existing-number-for-the-whatsapp-business-api	cb23a2653ca285a0e1385c9ec0bb5ee4
17	https://help.trengo.com/en/articles/69472-using-an-existing-number-for-whatsapp-business	cb23a2653ca285a0e1385c9ec0bb5ee4
18	https://help.trengo.com/en/articles/130108-statuses-of-my-whatsapp-business-api-channel	f530014ee5092d61120cedade110535
19	https://help.trengo.com/en/articles/130108-statuses-of-my-whatsapp-business-channel	f530014ee5092d61120cedade110535
20	https://help.trengo.com/en/articles/69517-requesting-templates-via-our-business-partner	f9c2904ee247b886cf05b33ab773209
21	https://help.trengo.com/en/articles/69517-whatsapp-templates-via-keyreply	f9c2904ee247b886cf05b33ab773209

1.8 Low Content pages

Screamingfrog

https://tremgo.com/

ExternalSecurityResponse CodesURLPage TitlesMeta DescriptionMeta KeywordsH1H2ContentImages

Low Content Pages

Export

Search...

	Address	Word Count▲	Indexability
205	https://help.tremgo.com/en/30068-customer-feedback/30593-customer-satisfaction-reports	73	Indexable
206	https://tremgo.com/en/resources/whatsapp-business-template	73	Indexable
207	https://go.tremgo.com/nl/ecommerce-klantenservice-2021	73	Indexable
208	https://developers.tremgo.com/	73	Indexable
209	https://tremgo.com/en/resources/manage-inbox	74	Indexable
210	https://tremgo.com/nl/resources/new-inbox	74	Indexable
211	https://tremgo.com/en/resources/save-time-using-auto-replies	74	Indexable
212	https://go.tremgo.com/ecommerce-customerservice-2021	75	Indexable
213	https://tremgo.com/nl/resources/demo-video	75	Indexable
214	https://tremgo.com/en/resources/start-subscription	75	Indexable
215	https://tremgo.com/en/resources/new-inbox	77	Indexable
216	https://help.tremgo.com/en/15662-social-media-channels/12432-twitter	77	Indexable
217	https://help.tremgo.com/en/15557-automation/12367-rules	78	Indexable
218	https://help.tremgo.com/en/24515-whatsapp-business/19935-whatsapp-templates	78	Indexable
219	https://help.tremgo.com/en/24515-whatsapp-business/19930-whatsapp-business-via-othe...	81	Indexable
220	https://help.tremgo.com/en/15432-getting-started	82	Indexable
221	https://tremgo.com/en/resources/demo-video	83	Indexable
222	https://tremgo.com/nl/register	83	Indexable
223	https://help.tremgo.com/en/15557-automation/12387-chatbot	84	Indexable
224	https://help.tremgo.com/en/articles/63832-how-to-edit-labels	84	Indexable
225	https://talk.tremgo.com/profile/m1hy0cv	84	Non-Indexable
226	https://help.tremgo.com/en/articles/64177-how-can-i-change-my-email	85	Indexable
227	https://help.tremgo.com/en/articles/63952-how-to-un-publish-a-chatbot	85	Indexable
228	https://developers.tremgo.com/docs/sending-messages	86	Indexable
229	https://help.tremgo.com/en/articles/63942-publishing-your-chatbot	86	Indexable
230	https://tremgo.com/blog/author/d-dokictremgo-com/	86	Indexable
231	https://talk.tremgo.com/tags	86	Non-Indexable
232	https://tremgo.com/blog/author/i-tsjarachtsanstremgo-com/	87	Indexable

1.9 Backlinks

Getting max backlinks from our own site
redirecting back to us



1.9 Backlinks (Cont..)

Too many backlinks from same website

23 ▾	ultramarl.com ↗	> 2,301	 3.127.141.143
44 ▾	gearbooker.com ↗ Computers & Electronics 9 more	> 1,420	 172.67.133.246

1.9 Backlinks (Cont..)

Referring IP should be unique and from target country + related to your existing keywords

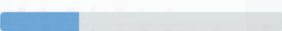
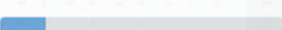
Referring IPs 1 - 100 (1,547)

Country / IP	Domains	Backlinks
 3.127.141.143	115	8,929
 107.180.32.152	65	179
 184.168.97.86	60	637
 184.168.113.203	54	185
 5.22.248.122	20	23
 157.90.234.136	18	18
 213.202.241.219	18	33

1.9 Backlinks (Cont..)

Referring Domains should be targeted from our target locations

Top Countries

Country		Referring Domains 
 United States of America		50% 774
 Germany		14% 209
 Singapore		9% 142
 Netherlands		8% 128
 France		2% 33

1.10 404 should always be redirected to 301

Page not found Trengo https://trengo.com/nl/careers/head-of-brand-and-communications 404	0	0	0	3	15h ago
Page not found Trengo https://trengo.com/nl/careers/customer-support-spanish 404	0	0	0	3	3d ago
Page not found Trengo https://trengo.com/nl/careers/content-marketing-manager 404	0	0	0	3	4d ago
Page not found Trengo https://trengo.com/nl/careers/demand-generation-manager 404	0	0	0	3	5d ago
Page not found Trengo https://trengo.com/nl/careers/account-executive 404	0	0	0	3	5d ago
405 Not Allowed https://trengo.com/cdn-cgi/rum 405	0	0	0	0	5d ago
Page not found Trengo https://trengo.com/en/themes/version2/assets/img/icons/theme/fa-reply-all 404	0	0	0	3	6d ago

02

SEO Strategy

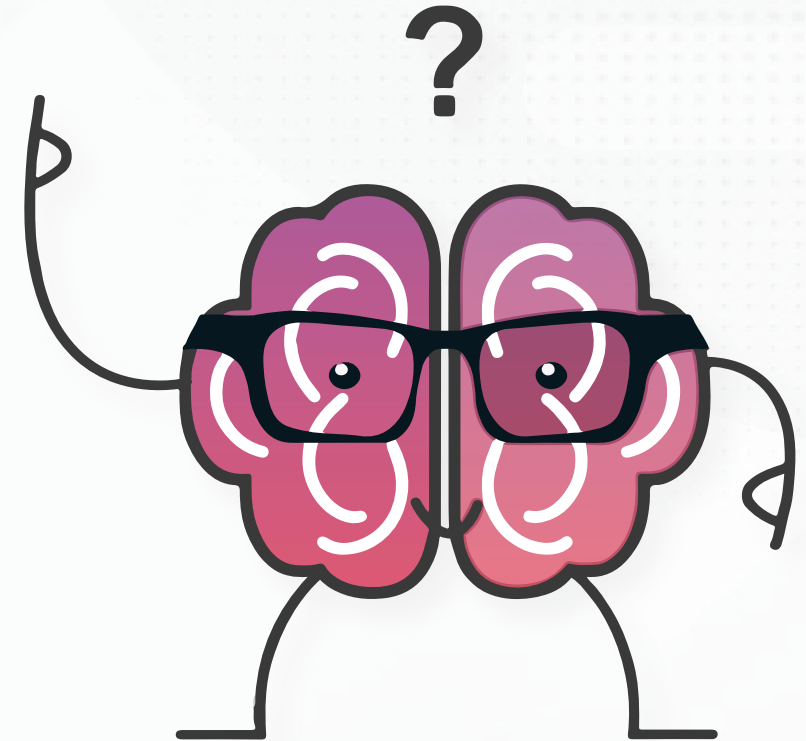


2.1 Questions

- What revenue are we expecting to drive from SEO?
- How we will measure return on investment?
- Do we want to increase website sales?
- Do we want to improve our brand image?
- Grow market share within specific audience segments?
(Small eCommerce Business)

Website Traffic

- How much traffic?
- Do we value traffic differently on a different page?
- Are we focused on demand Generation or Lead Generation?



2.2 Considerations

■ Consider SEO Scalability

- > Bandwidth to meet your SEO content production goals
- > Cross-departmental collaboration with web development, brand management, product management and sales

■ Competitive analysis

■ Build topic clusters

■ Finding the right keywords

■ Identify User Intent

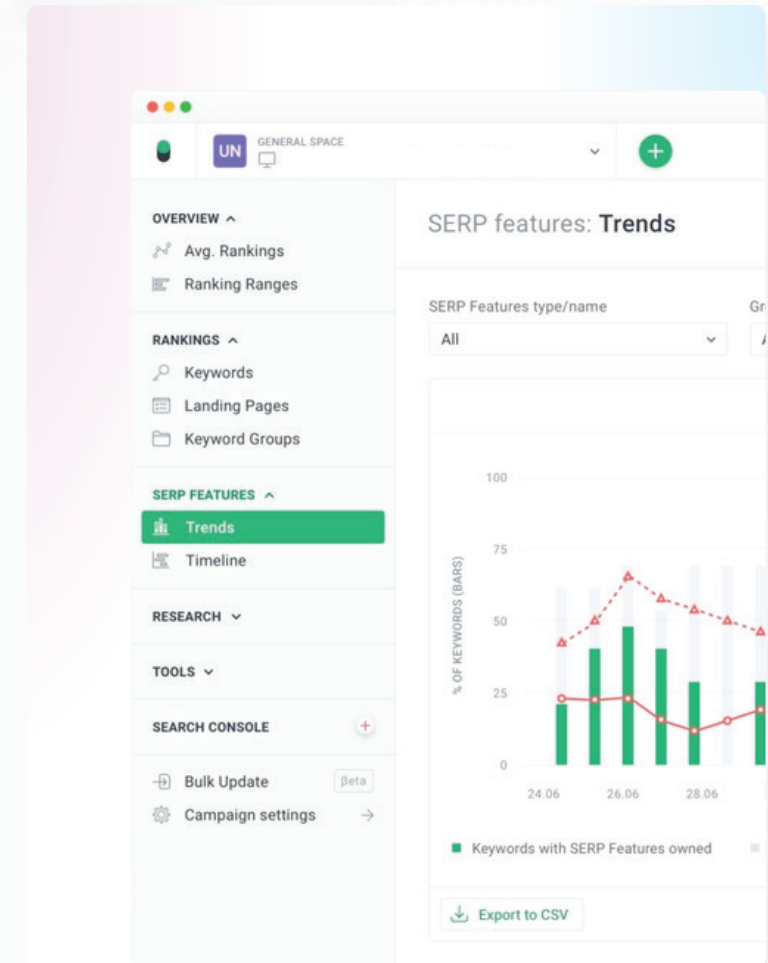
■ Branded Vs Non Branded

■ Technical SEO Strategy

■ Content Strategy

■ On page Strategy

■ Promotional Strategy (Backlinks & Mentions)



2.3 Quick Snapshot

Our strategy steps should be focused on



Improving Tech SEO

- > Indexability, Accessibility, Sitemap fixes, URL Structure, HREF Lang Issues, Page Experience Issues



Keyword Analysis

- > Identify and add more keywords to be added to our website keywords database
- > Why



Content & Backlinks Generation

- > Improve existing or develop specific pages targeting those keywords
- > Niche related backlinks
 - a. BERT Optimized anchors

Note: We should go for paid and free backlinks but our SEO strategy should not be focused only on backlinks

2.4 Keyword Analysis

www.trengo.com

Keywords by Intent

			
Intent		Keywords	Traffic
● Informational	78.3%	3,884	2,059
● Navigational	5%	246	169
● Commercial	8.2%	406	534
● Transactional	8.5%	424	21

 United States	4.5K
 Netherlands	2.4K
 India	1.9K
 United Kingdom	882
 Spain	588
 Australia	537
 Mexico	456
 Canada	455
 Indonesia	425

2.4 Keyword Analysis (United States Traffic)

Organic Research: trengo.com [↗](#) Export to PDF

US 4.5K NL 2.4K IN 1.9K ... Device: Desktop Date: Feb 8, 2022 Currency: USD

Overview **Positions** Position Changes Competitors Pages Subdomains

Filter by keyword Pos: Top 10 Volume KD Intent SERP features Advanced filters 2

Keywords
6 20.0%

Organic Search P

Advanced filters

- Exclude Keyword Containing trengo
- Exclude URL Containing blog

[+ Add condition](#)

[Apply](#) [Clear all](#)

[+ To Keyword Manager](#) [Manage columns 12/16](#) [Export](#)

☐	Keyword	Pos	Pos %	Volume	KD %	CPC (USD)	URL	SERP	Upd.
☐	flowbot	7 → 7	0	0.08	70	3	2	help.trengo.com/en/articles/64117-the-anat... wbot	Jan 31
☐	whatsapp template message pricing	10 → 10	0	0.04	50	50	0	trengo.com/en/prices/templates	Feb 05
☐	klantenservice bol	7 → 7	0	0.04	30	33	0	trengo.com/en/	Jan 26
☐	whatsapp partner directory	8 → 7	↑1	0.04	40	20	0	trengo.com/en/whatsapp-business-partners	Feb 08
☐	omnichannel inbox	10 → 10	0	< 0.01	20	22	10.4	trengo.com/en/functions/omnichannel	Jan 27
☐	bol partnerservice	8 → 8	0	< 0.01	30	17	0	help.trengo.com/en/articles/121520-connect...nbox	Jan 30

2.5 Keywords to target using Intent

Social customer service

Social customer care

Social customer relationship management

Social media customer service

Customer service software

How to have good customer service on social media

How companies use social media for customer service

How social computing improves customer service

How can social media help customer service

Social customer service platform

Customer support and social media

Customer service through social media

How social computing improves customer service

Social computing increases the need for customer Service

Keyword Variations

1.7K | Total volume: 11.9K

Keywords	Volume	KD %
social commerce	2.9K	79
social commerce definition	480	60
what is social commerce	480	65
social commerce examples	170	54
social commerce platform	140	43

View all 1,693 keywords

Questions

148 | Total volume: 1.1K

Keywords	Volume	KD %
what is social commerce	480	65
which of the following statements is true of social commerce	110	6
a subset of e commerce that uses social networks	90	24
what is social e commerce	70	63
why social commerce	70	62

View all 148 keywords

Related Keywords

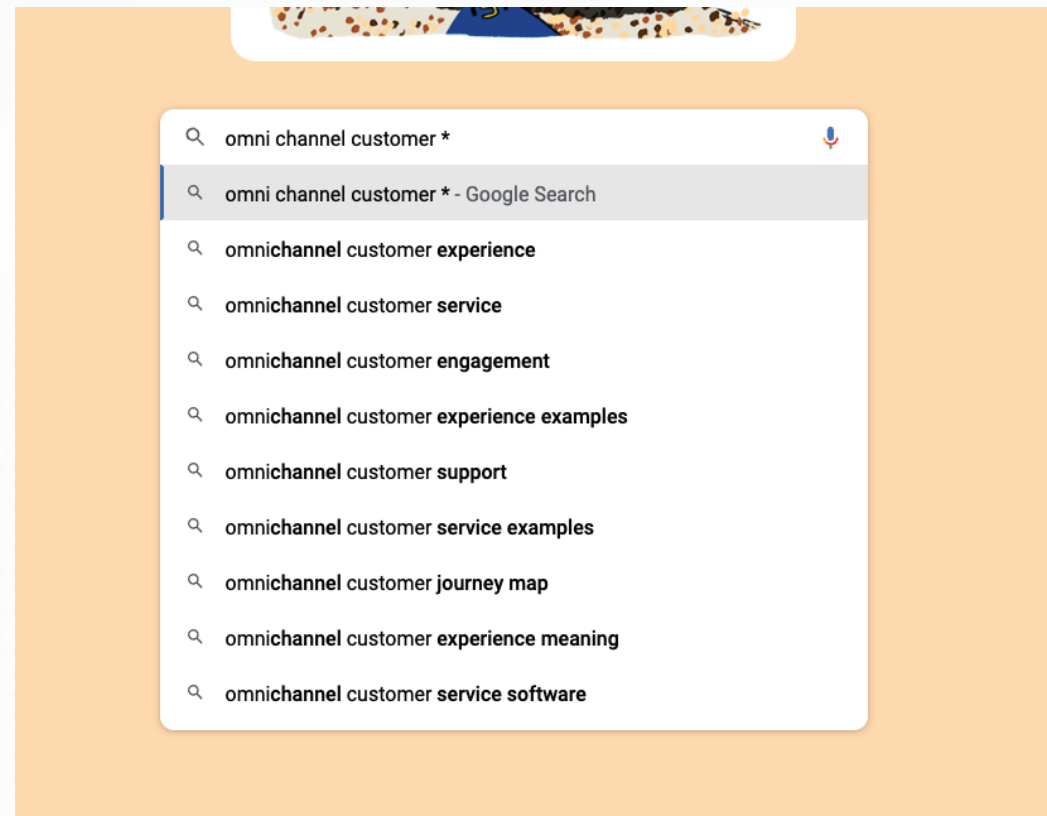
161 | Total volume: 10.4K

Keywords	Volume	KI
social e commerce	110	64
social commerce industry	20	64
social commerce platform	140	43
what is social commerce	480	65
what is social commerce platform	30	54

View all 161 keywords

Keywords: 12 | Total volume: 1,880 | Average KD: 58.67%

2.6 New emerging keywords not visible on Rush/Ahref

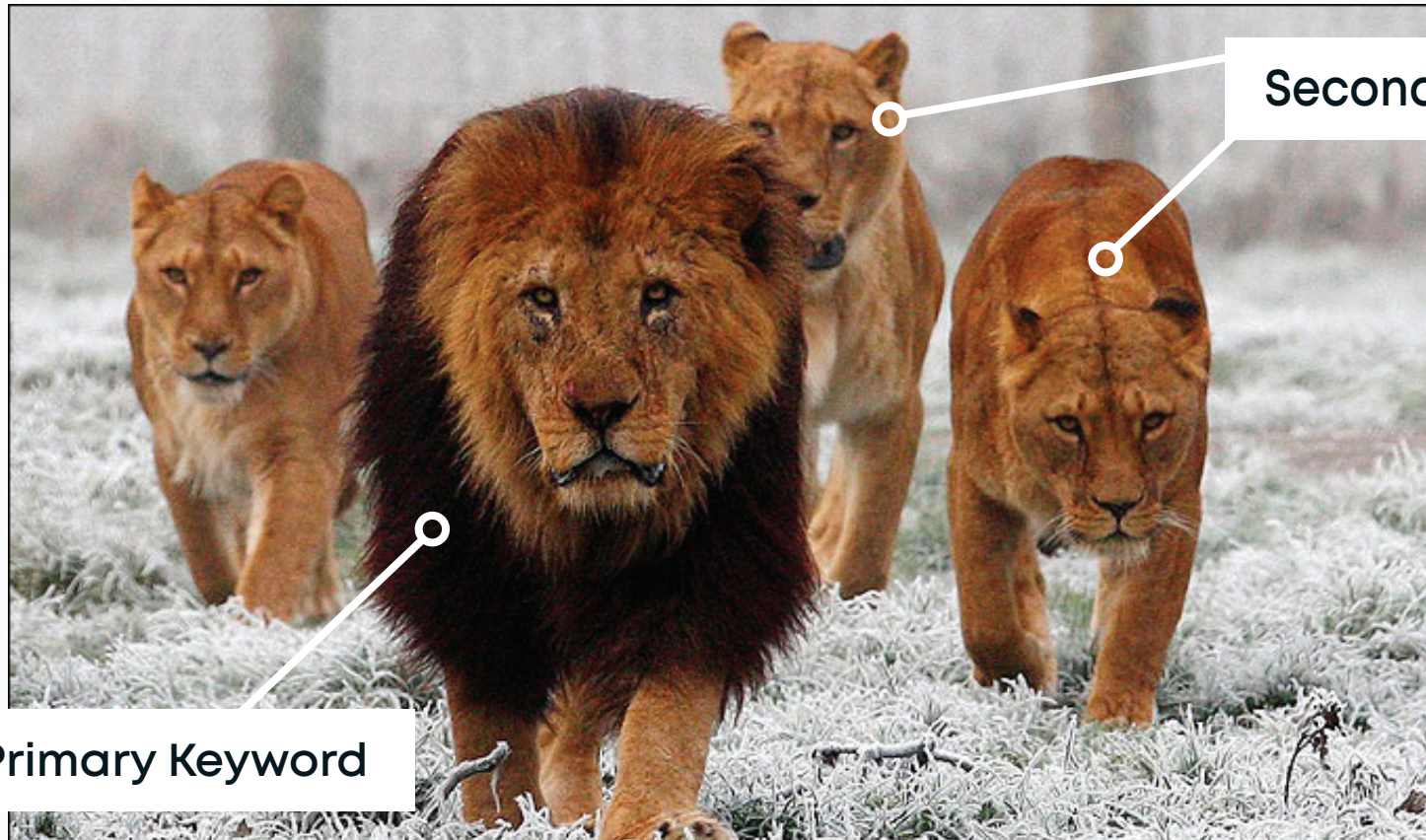


2.7 Ecommerce Related keywords

A	B	C
Database	Keyword	Volume
us	ways to improve ecommerce customer experience	40
us	ecommerce support	140
us	customer service chatbot platform for ecommerce	50
us	how to retain customers in ecommerce	30
us	ecommerce customer service tool	70
us	customer service tools for ecommerce business	20
us	ecommerce customer service guide	50
us	customer personalization in ecommerce	10
us	tools for remote teams	110
us	improve customer experience ecommerce	50
us	customer service companies for ecommerce business	50
us	best ecommerce customer service tools	0
us	ecommerce customer acquisition	70
us	customer support for ecommerce	40
us	ecommerce and customer service	50
us	collaboration tools for remote teams	170
us	customer service ai chatbot solution for ecommerce	30
us	best ecommerce customer support	20
us	ecommerce help desk	20
us	how to get customers for ecommerce	50
us	customer engagement strategies ecommerce	30
us	customer service for ecommerce sites	50

2.8 Why people love SEO?

- If one keyword rank others follow

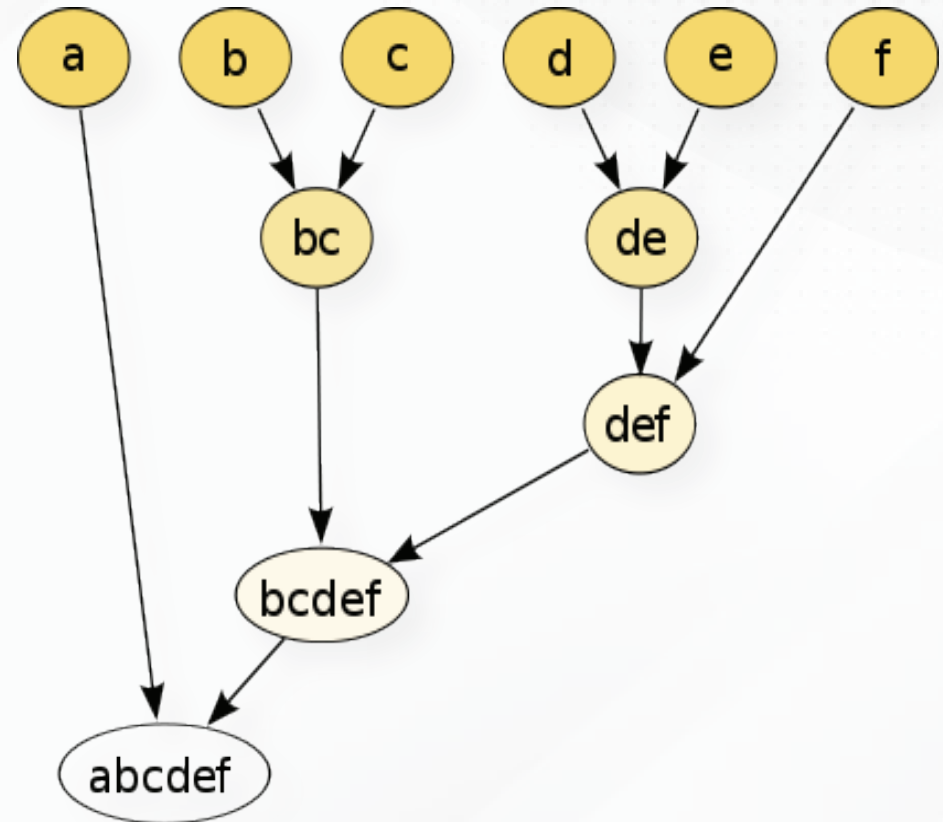


2.9 Content & Backlinks Generation

Agglomerative Clustering

The agglomerative clustering is the most common type of hierarchical clustering used to group objects in clusters based on their similarity.

Next, pairs of clusters are successively merged until all clusters have been merged into one big cluster containing all objects.



How children learn language

How children learn language



Target broad keyword
in start but the plan
will lead to competitive
terms

2.10 Agglomerative Clustering

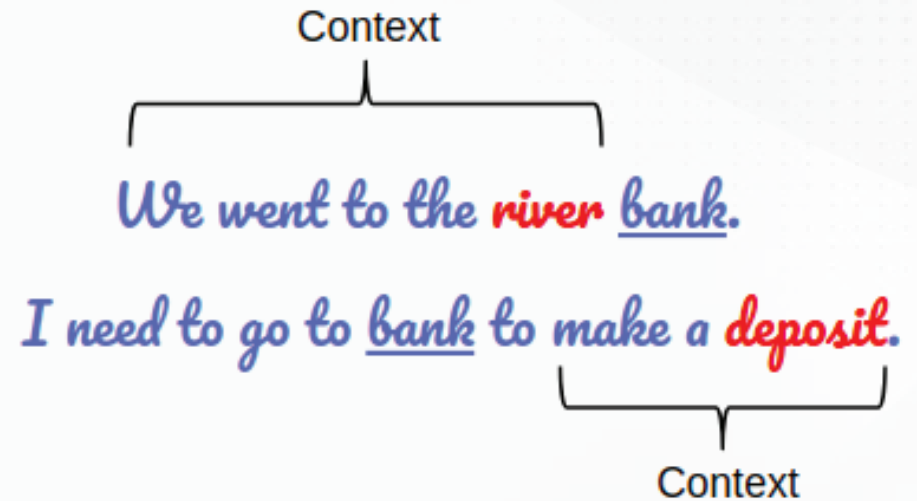
Advantage



Less dependency
on backlinks

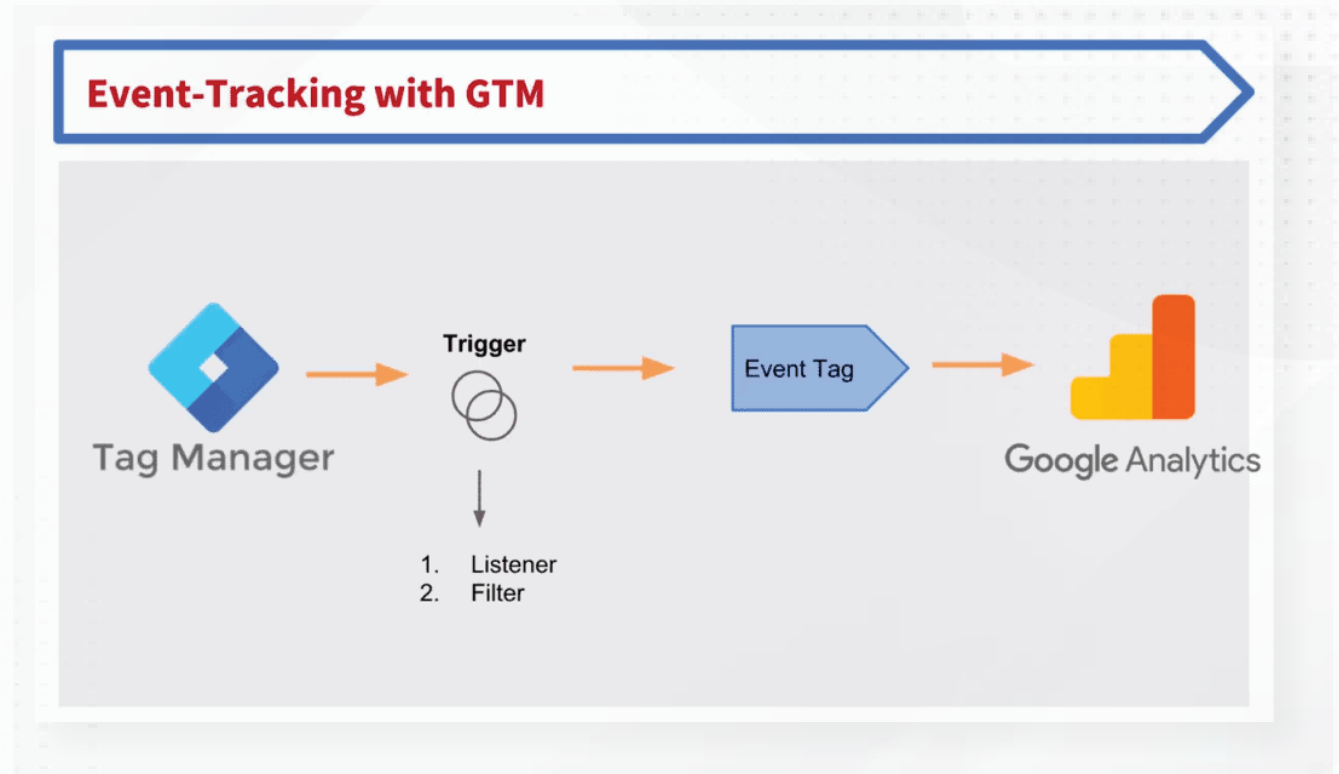
2.11 Setup Tracking

- Relevant niches
 - > Similar niches & Shoulder niches
- Ranked with relevant keywords in target market
- Content should be relevant to our niche
- Anchor text should be BERT optimized



2.11 Backlink Generation

- Setup events using GTM
- Setup goals and funnels using Google Analytics
- Monitor Search Console reports



SEO Growth Opportunities

03



3.1 Opportunities in 2022

Agglomerative
Hierarchical
Clustering



On page signals
and H.E.A.R.T



Niche related
backlinks and BERT
optimised anchor
text placements



UX Metrics - HEART Framework

HEART is a framework of user-centric metrics developed by Google to measure success of design and help product and development teams make informed decisions that address business and user needs.

	GOALS (Critical user tasks)	SIGNALS (Channels of getting UX metrics)	METRICS (Quantifiable UX metrics)
H appiness	User satisfaction	Users feedback from surveys, interviews	Satisfaction rating, net promoter score
E ngagement	User content discovery	The amount of time users spend in the app,	Number of shares, average sessions length, page views
A doption	User onboarding	App downloads, new registrations, using new features	Download rate, registration rate, feature adoption rate
R etention	User loyalty	Returning users, subscription renewals	Subscription renewal rate, churn rate
T ask success	User goals completion	Usability studies, user behaviour analytics	Task completion

04

Technical & On page SEO

4.1 How will you leverage technical SEO & on-page SEO?

- 01 Indexing and Accessibility
- 02 Improve URL structure
- 03 Optimize Sitemap
- 04 Improve Page Experience
- 05 Improve and update all Metas
- 06 Optimize content



05

SEO Timeline



5.1 What will your timeline look like?



06

Measure Success

6.1 How will you measure success ?

01 Relevant Organic Traffic

03 SERP Visibility

05 Bounce Rate

07 Backlinks

09 Conversions

02 Relevant Keyword Rankings

04 Click-Through Rate

06 Website Authority Over Time

08 Page Experience Improvements

10 Goals and Events

07

Localization Process

7.1 How will you manage localization process?

- Points to ensure before starting international SEO
 - > Understand the business scenario
 - > Not just translated content
 - > Relevant Images
 - > Content should be optimized towards that specific location
 - > We should have support for that specific location and language
 - > We should be able to get continuous content targeting specific language
- Proper usage of hreflang tags
- Making sure that structure is similar to our base site
- Proper referencing is present on all urls
- Proper process to make sure sitemap is regularly updated
- Common Issues:
 - > Missing return links
 - > Incorrect language codes

08

Need from Trengo & Manager

8.1 What do you need from Trengo & your manager to be successful?

01 Learning & Development

03 Valued & part of team

05 Good Company Culture

07 Progressive Attitude

09 Fairness

11 Collaboration

02 Clear Organizational structure

04 Growth Opportunities

06 Innovative environment

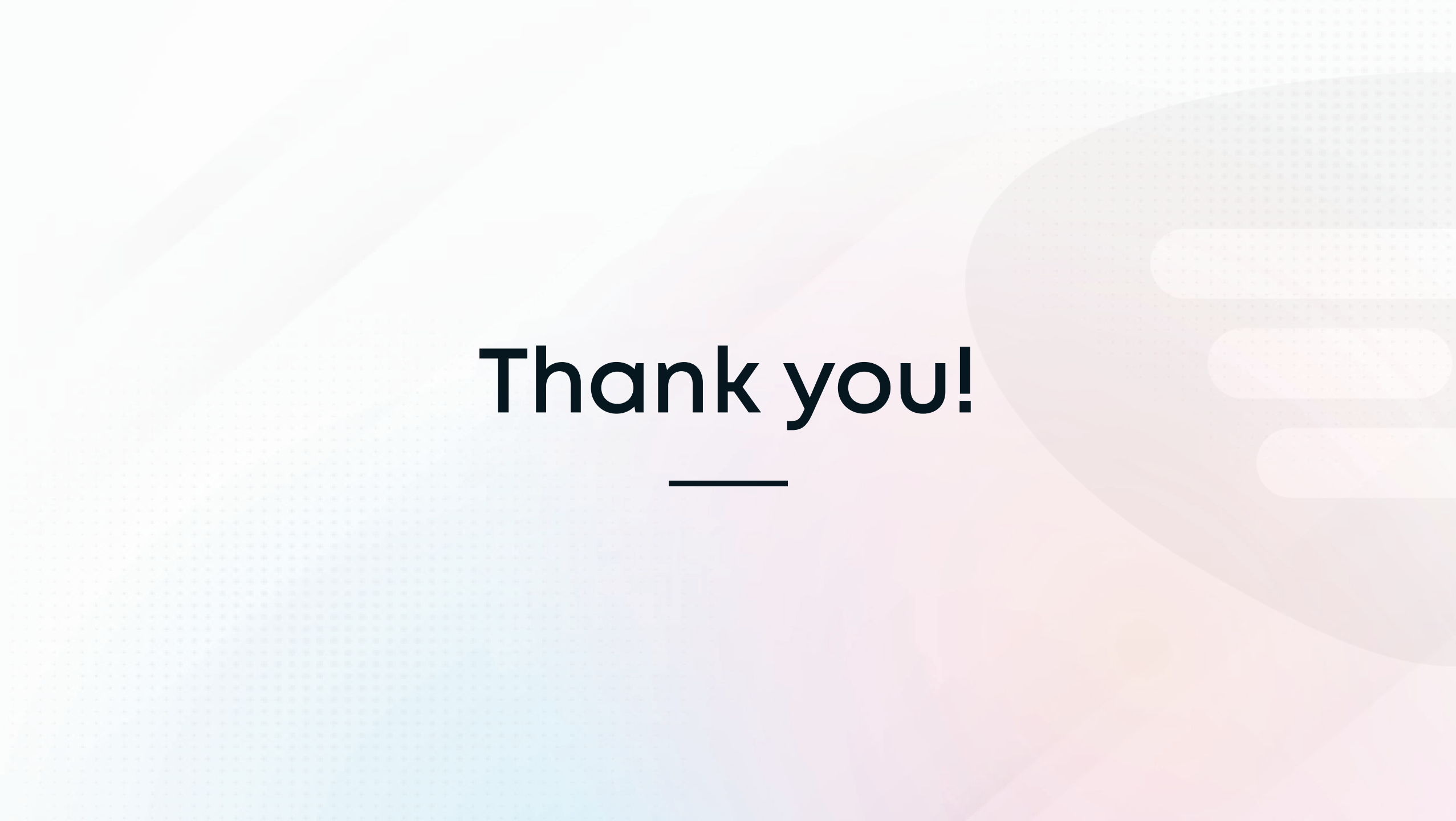
08 Honesty & Integrity

10 Trust & Respect

12 Genuineness & Appreciation

8.2 Competitors

- <https://www.groovehq.com/>
- <https://www.groovehq.com/top-posts>
- <https://www.hootsuite.com/>
- <https://www.hootsuite.com/products/sparkcentral>
- <https://www.socialsolutions.com/>
- <https://sproutsocial.com/social-commerce/>
- <https://freshdesk.com/omnichannel-helpdesk>
- <https://www.helpscout.com/>
- <https://www.zendesk.com/>
- <https://helpwise.io/>
- <https://www.callbell.eu/>
- <https://freshdesk.com/omnichannel-helpdesk>

The background features a light blue-to-white gradient. Overlaid on this are several large, semi-transparent circles in shades of light blue and pink. A fine, light blue grid pattern is visible across the entire background, particularly prominent in the white areas.

Thank you!
