

**SEO PROJECT
FOR**

SUBWAY®



**By:
Sheza Waqar Beg**



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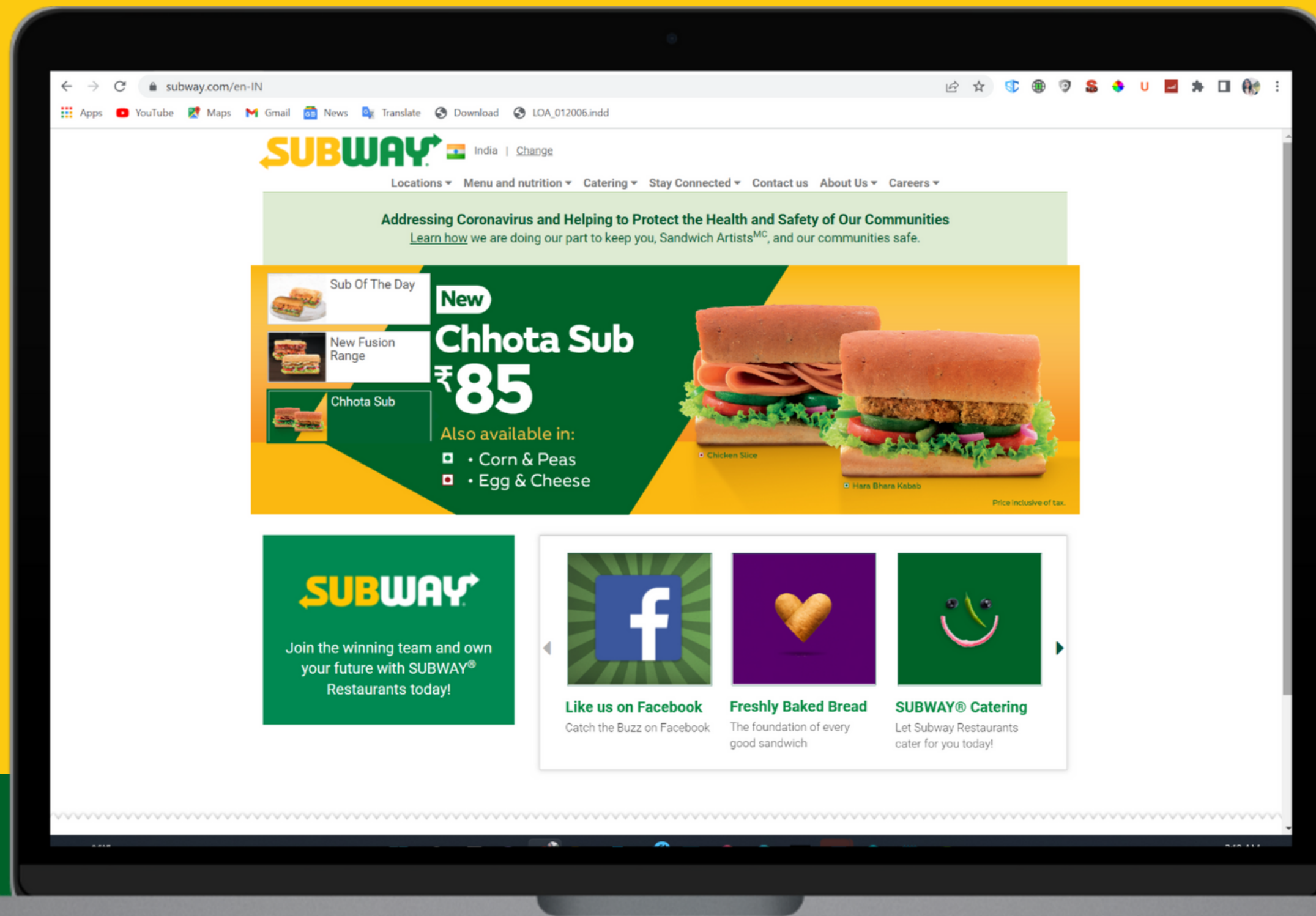
- The SUBWAY brand is the world's largest submarine sandwich chain with more than 40,000 locations around the world.
- This quick and healthy meal restaurant offers fresh and own bread to its customers. Subway is one of the best and fastest-growing franchises in India.

SEO AUDIT



Here are some foundational issues that are affecting your organic search performance

YOUR WEBSITE: DESKTOP



- The Website deserves a more appealing and convenient design.
- The Home Page should have at least one Order Now button so the leads aren't lost.
- Navigation Structure is up to the point.
- Page of website should have atleast 5 questions in order to increase optimization.

CONTENT QUALITY: Home Page



Robots Tag ?
Missing

X-Robots-Tag ?
Missing

Keywords ?
subway india, subway delhi, restaurant in india, subway Mumbai, subway Chennai, Fast food in Bangalore, fast food restaurant, Healthy fast food

Word Count
733

Publisher ?
Missing

Lang ?
en-IN

H1	H2	H3	H4	H5	H6	Images	Links
0	0	3	4	0	0	21	76

[Robots.txt](#) [Sitemap.xml](#)

- 1 H1 and 1 H2 Tag per page is mandatory.
- Helps Google understand what the page is about

CONTENT QUALITY: Home Page



▼ Meta

Title Home
HTML

Home
Rendered

Description Subway India, legendary fast food restaurants, now in Delhi, Mumbai, Chennai and Bangalore. Home to a huge range of Subs, salads, treats, desserts and drinks
HTML

- Title should include keywords.
- Description to be updated with keywords like "healthy", "healthy fast food restaurant"

CONTENT QUALITY: Home Page



Summary Headers **IMAGES** Links Social Tools

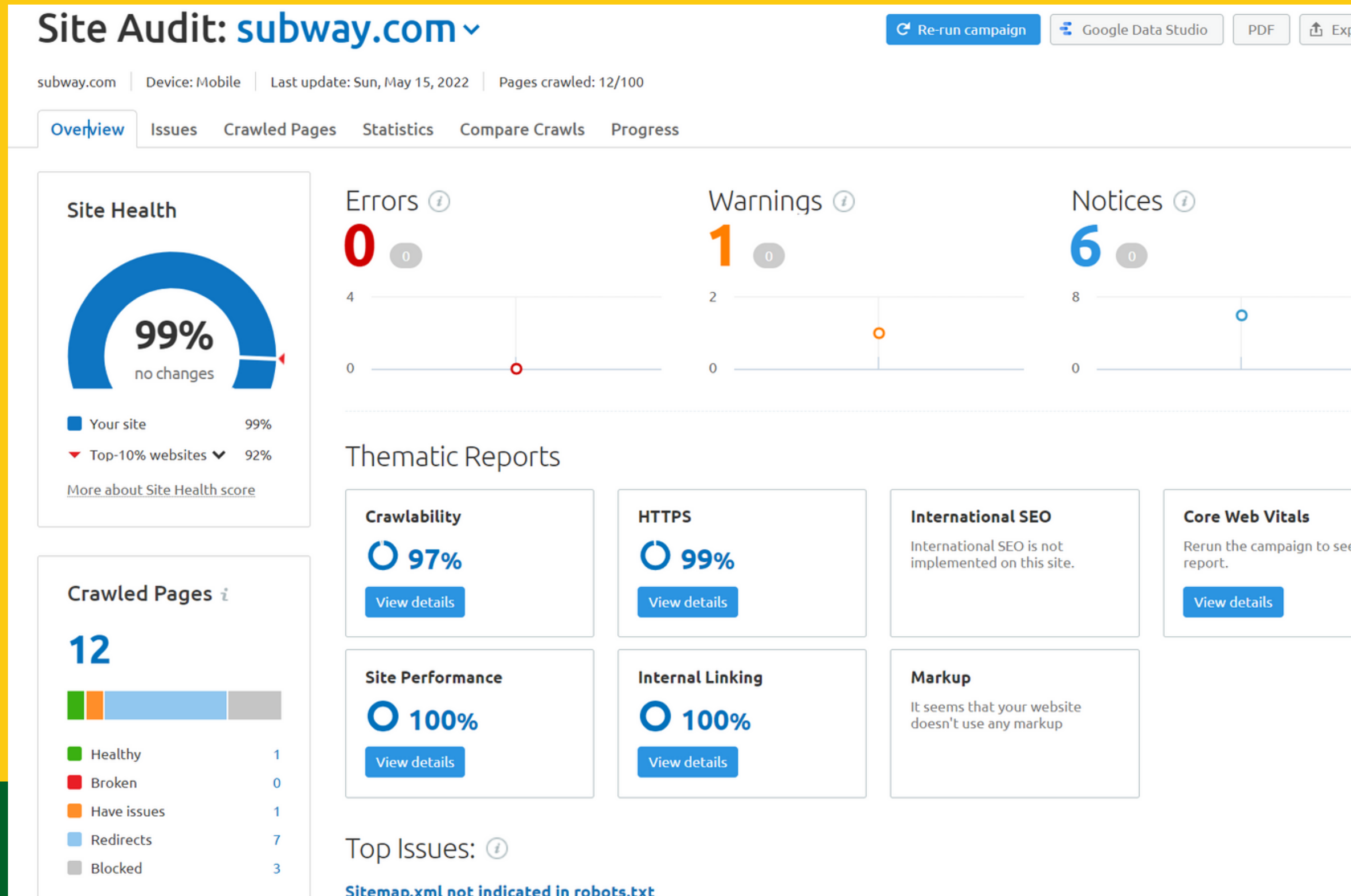
IMAGES ?	without ALT	without TITLE
21	8	21

Analyze and optimize your images with

Images to complete

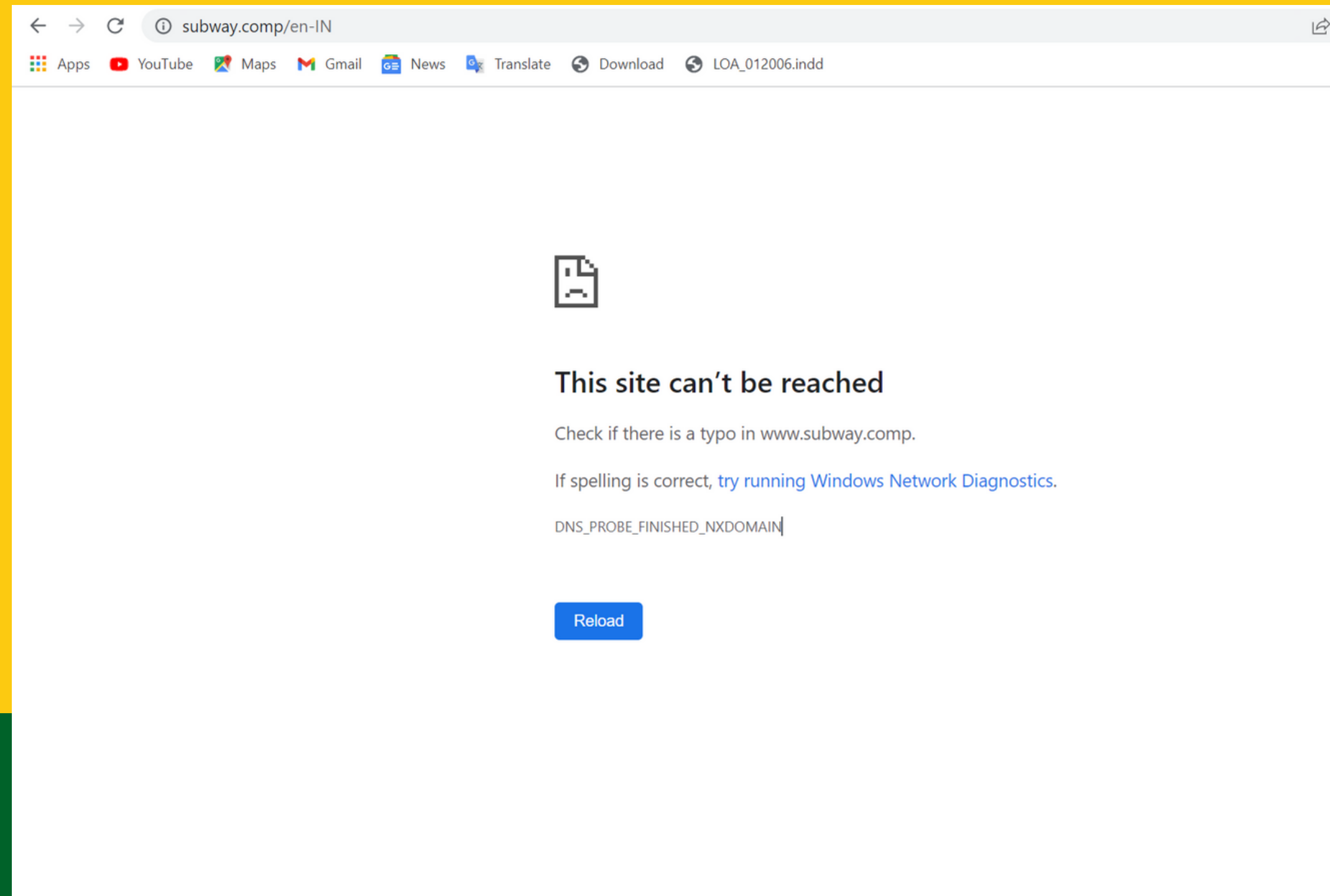
- subway-logo-new.png
ALT: Subway®
Title: /
- flag_India.PNG
ALT: SUBWAY
Title: /
- mobile_nav_icon_more.png
ALT: Navigation
Title: /

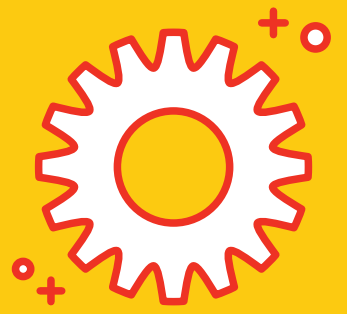
- Images should have ALT tags and Titles relevant to the picture .



- No http pages
- 0 Error Pages

No 404 Page





TECHNICAL CHECK FOR YOUR BRAND WEBSITE



DOMAIN AUTHORITY



Domain Authority	Linking Root Domains	Ranking Keywords	Spam Score
72	49.8k	65.6k	1%

- A decent Domain Authority of 72/100
- A decent Spam Score of 1% even after 49.8k Linking Domains

LATEST PERFORMANCE REPORT



Latest Performance Report for:

<https://www.subway.com/en-IN>

Report generated: Sun, May 15, 2022 6:53 AM -0700
Test Server Location: 🇨🇦 Vancouver, Canada
Using: 🌐 Chrome (Desktop) 98.0.4758.102, Lighthouse 9.3.1

GTmetrix Grade ?

A	Performance ? 95%	Structure ? 79%
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Web Vitals ?

LCP ? 1.2s	TBT ? 0ms	CLS ? 0.07
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Summary

Performance

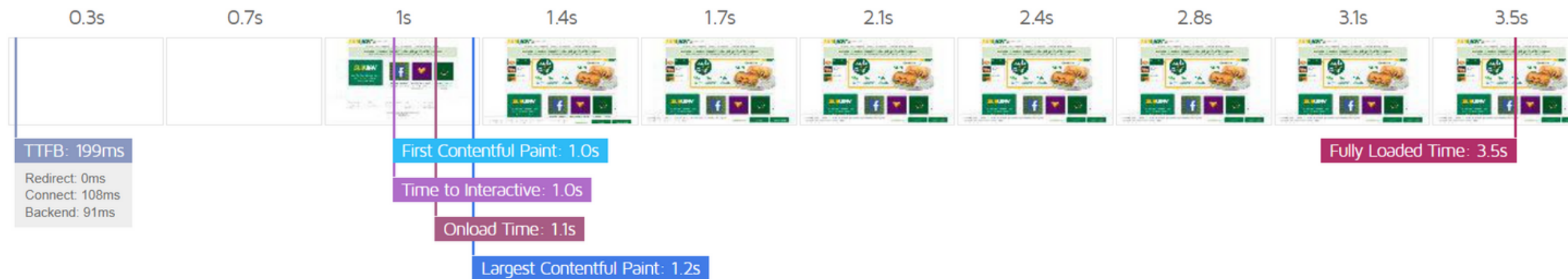
Structure

Waterfall

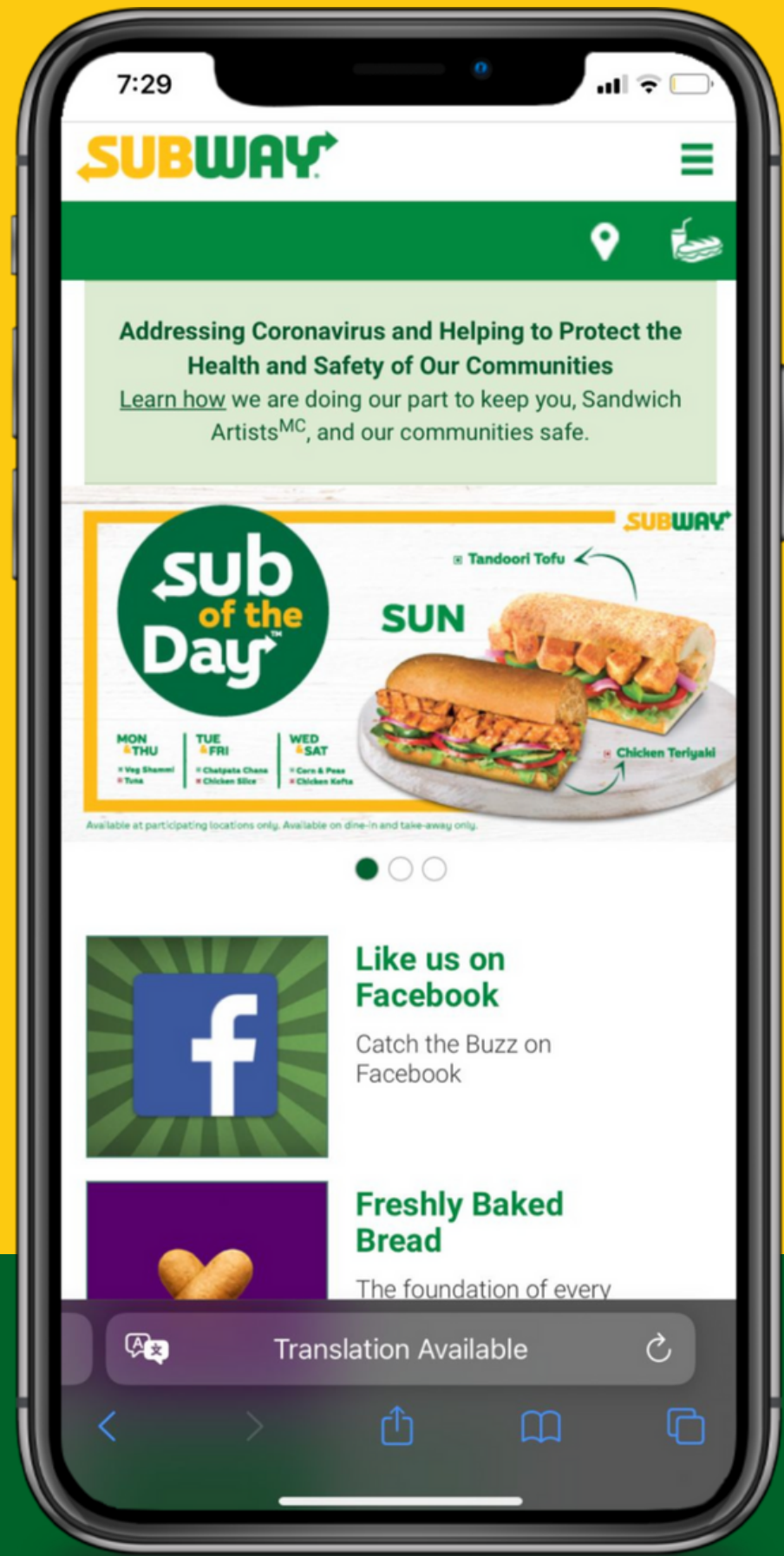
Video

History

Speed Visualization ?

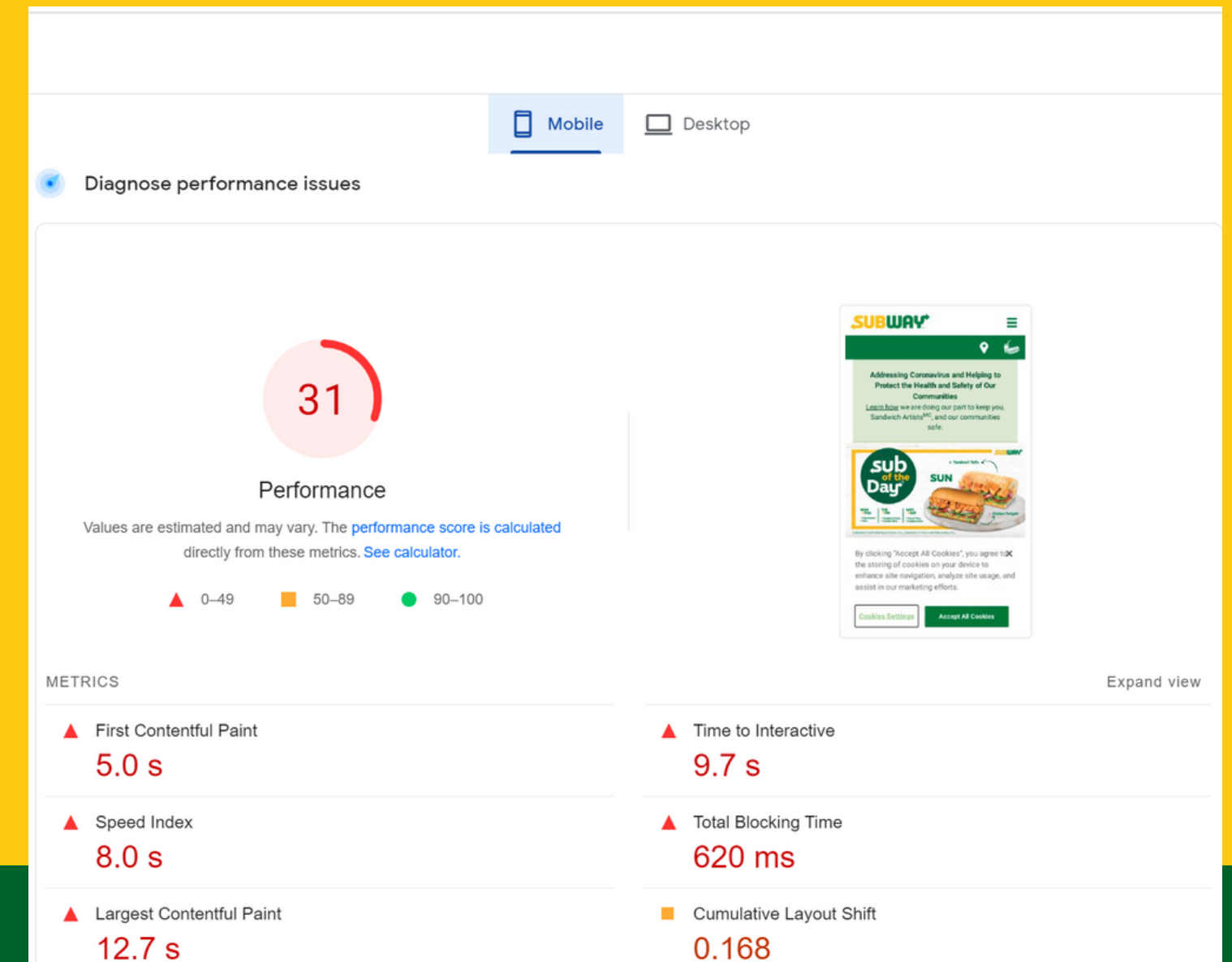
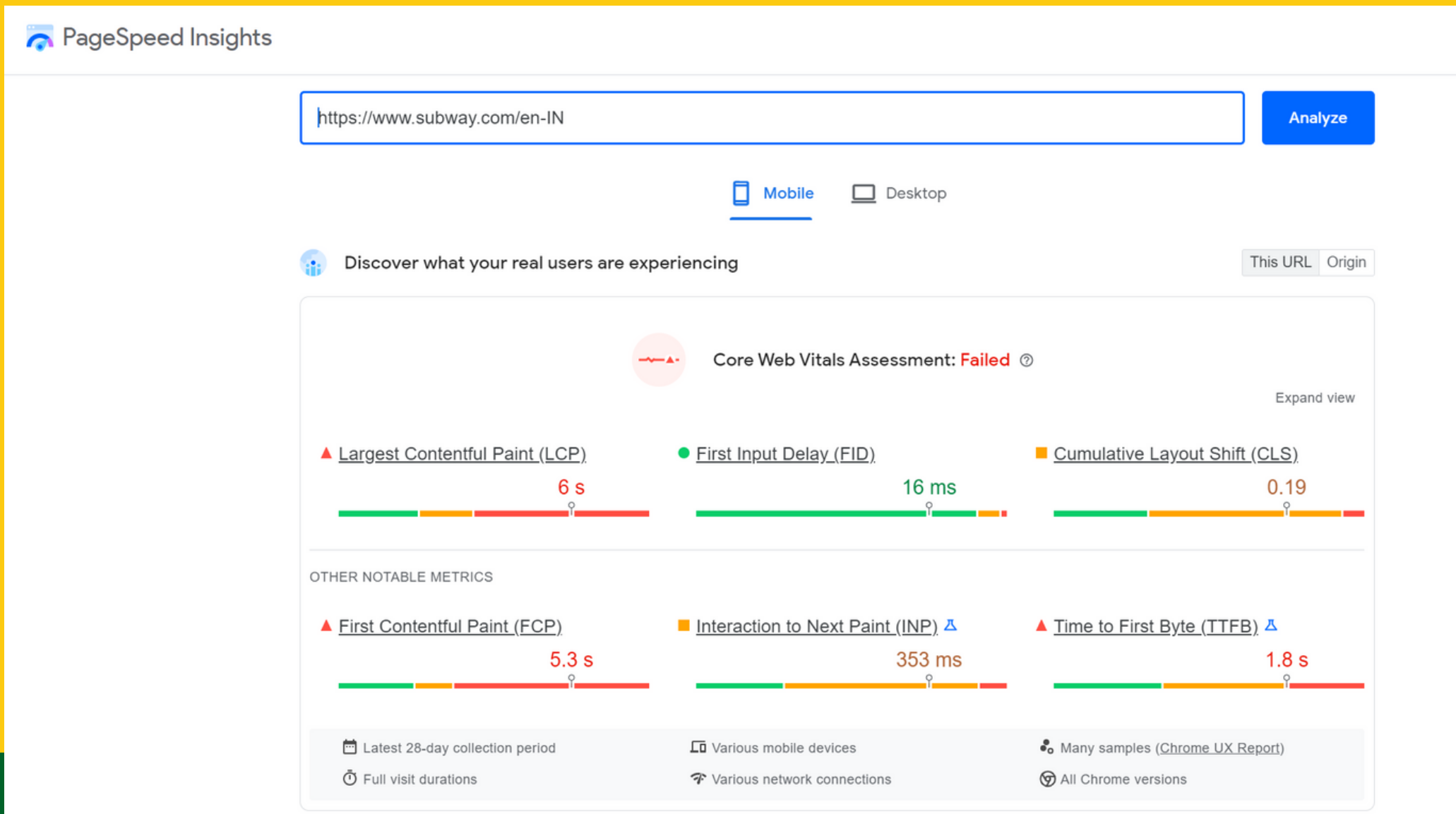


- A good performance
- Speed can be faster



MOBILE RESPOSIVENES S

MOBILE FRIENDLY BUT POOR PERFORMANCE



OPPORTUNITIES

Opportunity	Estimated Savings
▲ Eliminate render-blocking resources	4.68 s
▲ Serve images in next-gen formats	3.9 s
▲ Efficiently encode images	2.7 s
▲ Preload Largest Contentful Paint image	1.62 s
▲ Reduce unused JavaScript	1.5 s
▲ Minify JavaScript	0.91 s
■ Reduce unused CSS	0.78 s
■ Minify CSS	0.3 s

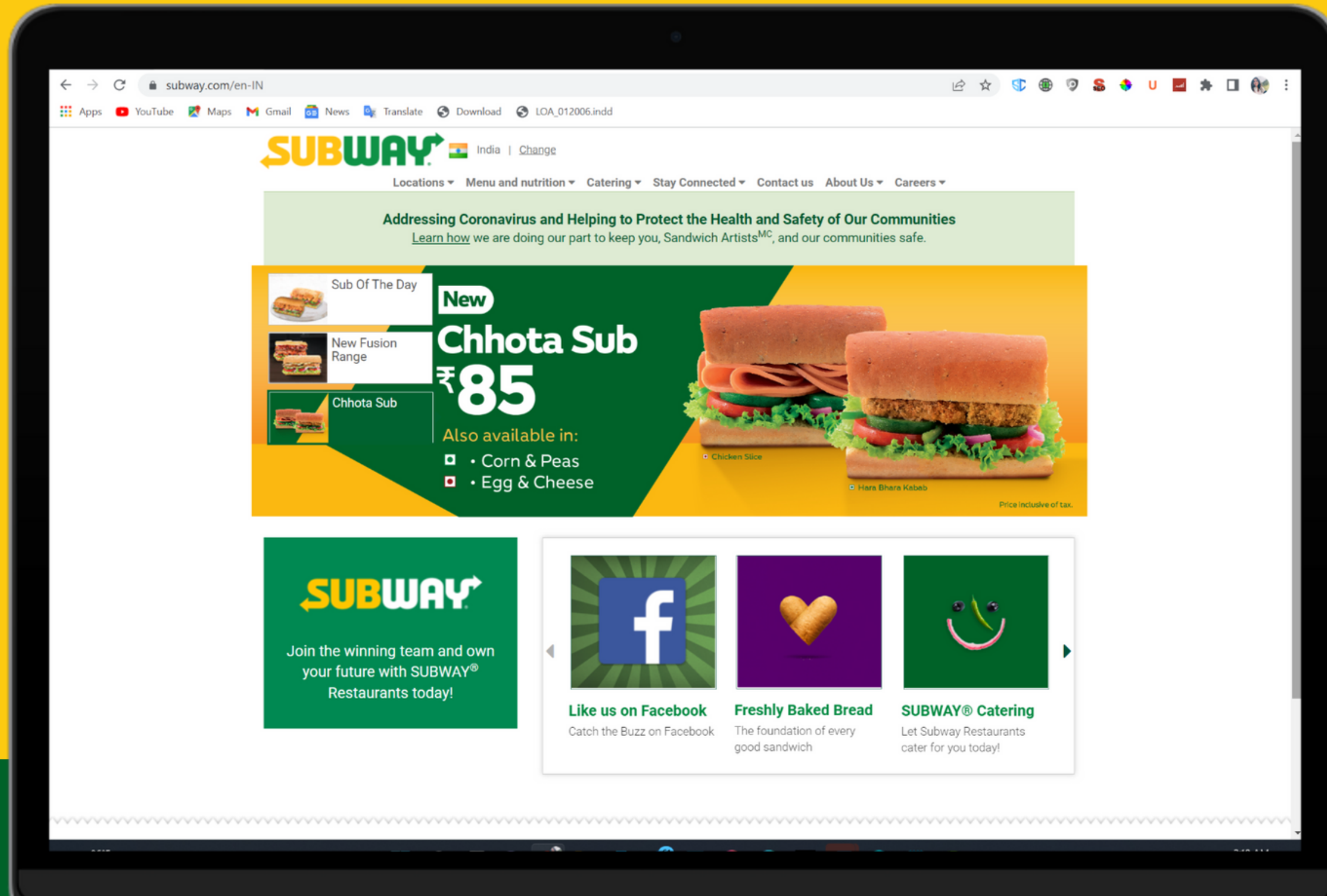
These suggestions can help your page load faster. They don't directly affect the Performance score.

DIAGNOSTICS

- ▲ Ensure text remains visible during webfont load
- ▲ Reduce the impact of third-party code — Third-party code blocked the main thread for 450 ms
- ▲ Does not use passive listeners to improve scrolling performance
- ▲ Image elements do not have explicit width and height

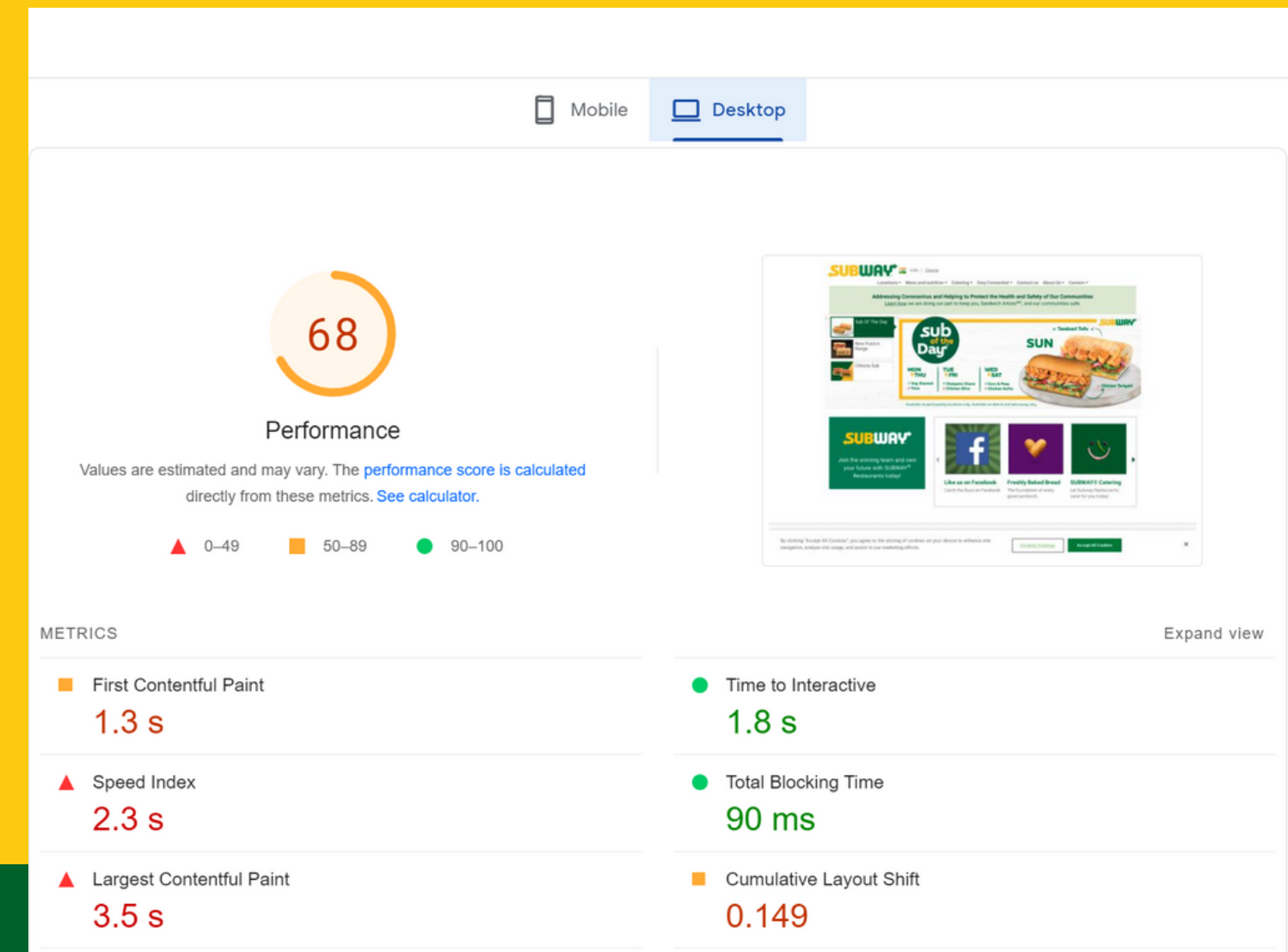
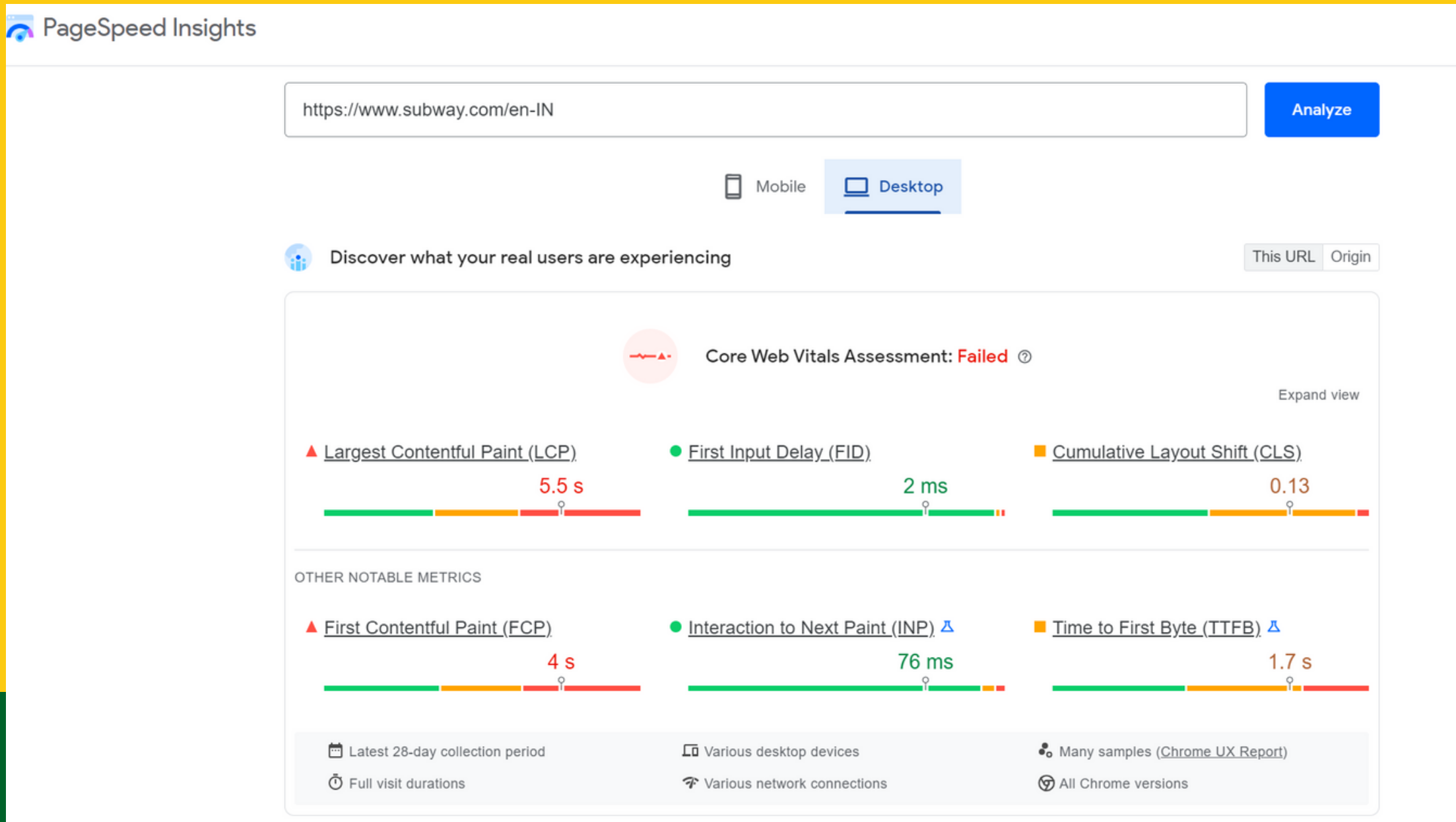
SUGGESTIONS TO ENHANCE PERFORMANCE

DESKTOP RESPONSIVENESS



POOR DESKTOP SPEED

A GOOD SCOPE FOR IMPROVEMENT



Mobile Desktop

Show audits relevant to: All FCP TBT LCP CLS

OPPORTUNITIES

Opportunity	Estimated Savings
▲ Eliminate render-blocking resources	1.33 s
■ Serve images in next-gen formats	0.76 s
■ Efficiently encode images	0.6 s
■ Minify JavaScript	0.55 s
■ Reduce unused JavaScript	0.3 s
■ Preload Largest Contentful Paint image	0.15 s
■ Reduce unused CSS	0.14 s

These suggestions can help your page load faster. They don't directly affect the Performance score.

DIAGNOSTICS

- ▲ Ensure text remains visible during webfont load
- ▲ Does not use passive listeners to improve scrolling performance
- ▲ Image elements do not have explicit width and height
- ▲ Serve static assets with an efficient cache policy — 46 resources found
- Avoid chaining critical requests — 21 chains found

SUGGESTIONS TO ENHANCE PERFORMANCE

WEBSITE INSIGHT



Total Visits

15.1M

Bounce Rate

44.76%

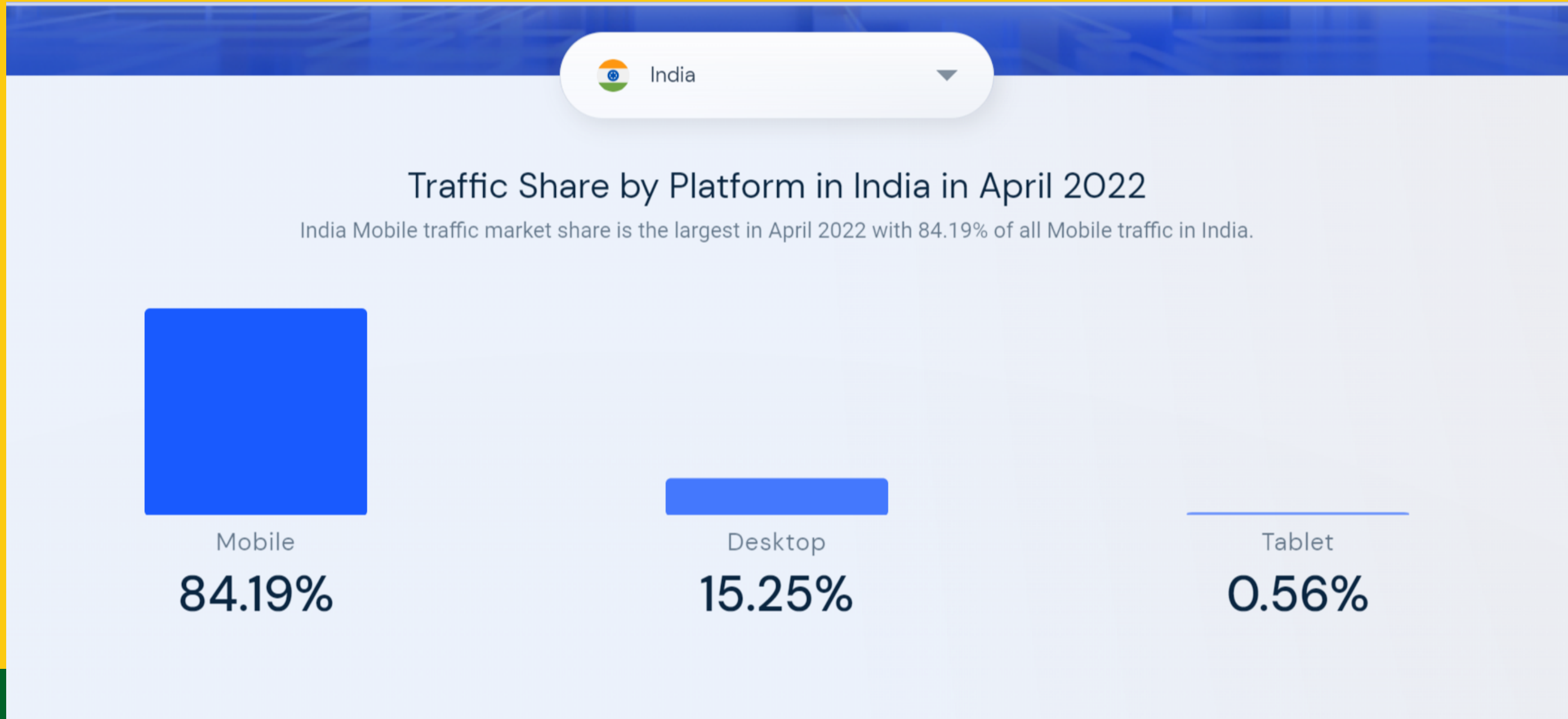
Pages per Visit

4.90

Avg Visit Duration

00:03:12

TRAFFIC THROUGH DEVICES



Hence, it is important to improve your mobile performance!

ROBOTS.TXT FOR subway.com/en-IN



www.subway.en-IN/robots.txt

```
User-agent: *  
Disallow: /sitecore  
Disallow: /Sitecore  
Disallow: /suboftheday  
Disallow: /mywayrewards
```

Disallow = What google cannot crawl

XML SITEMAP FOR SUBWAY

subway.en-IN/sitemap.xml



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

```
<?xml version="1.0" encoding="UTF-8" ?>
<urlset xmlns:xsd="http://www.w3.org/2001/XMLSchema" xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">
  <url>
    <loc>https://www.subway.com/en-IN/</loc>
    <lastmod>2020-03-16 07:01:38</lastmod>
  </url>
  <url>
    <loc>https://www.subway.com/en-IN/FindAStore</loc>
    <lastmod>2019-06-05 10:38:00</lastmod>
  </url>
  <url>
    <loc>https://www.subway.com/en-IN/MenuNutrition</loc>
    <lastmod>2020-09-10 04:42:54</lastmod>
  </url>
  <url>
    <loc>https://www.subway.com/en-IN/Catering</loc>
    <lastmod>2021-07-02 08:24:49</lastmod>
  </url>
  <url>
    <loc>https://www.subway.com/en-IN/ContactUs</loc>
    <lastmod>2021-07-02 08:24:49</lastmod>
  </url>
  <url>
    <loc>https://www.subway.com/en-IN/MyWayRewards</loc>
    <lastmod>2018-06-11 09:47:38</lastmod>
  </url>
  <url>
    <loc>https://www.subway.com/en-IN/AboutUs</loc>
    <lastmod>2015-09-30 12:59:28</lastmod>
  </url>
  <url>
    <loc>https://www.subway.com/en-IN/Careers</loc>
    <lastmod>2018-02-01 09:10:44</lastmod>
  </url>
  <url>
    <loc>https://www.subway.com/en-IN/Legal</loc>
    <lastmod>2015-06-26 10:12:04</lastmod>
  </url>
  <url>
    <loc>https://www.subway.com/en-IN/Order</loc>
    <lastmod>2021-07-02 08:24:50</lastmod>
  </url>
  <url>
    <loc>https://www.subway.com/en-IN/OrderOnline</loc>
    <lastmod>2020-09-11 09:53:33</lastmod>
  </url>
  <url>
    <loc>https://www.subway.com/en-IN/WWCsweepstakesUS</loc>
    <lastmod>2020-09-11 09:53:33</lastmod>
  </url>
</urlset>
```

This is a list of all the URLs present in your website

Source: Sitemap.xml

SITE CHECK



site:www.subway.com

All Images News Shopping Maps More Tools

About 11,300 results (0.24 seconds)

Google promotion

[Try Google Search Console](#)
www.google.com/webmasters/
Do you own **www.subway.com**? Get indexing and ranking data from Google.

[http://www.subway.com > proteen](http://www.subway.com/proteen)

[Subway® Pro Teen Awards](#)
Order how you want, where you want. Getting Subway® has never been easier! ORDER PICKUP ORDER DELIVERY. Subway. Get To Know Us.

[https://www.subway.com > contactus > howcanwehelp](https://www.subway.com/contactus/howcanwehelp)

[Contact Us - Subway](#)
What can we help you with today? · What's your question? · Start with our most popular FAQ categories. · About Subway · Our Food · Franchise · Subway MyWay™ Rewards.

[https://www.subway.com > en-IN](https://www.subway.com/en-IN)

[Home - Subway](#)
Subway India, legendary fast food restaurants, now in Delhi, Mumbai, Chennai and Bangalore. Home to a huge range of Subs, salads, treats, desserts and ...

[https://www.subway.com > en-US > FindAStore](https://www.subway.com/en-US/FindAStore)

[Find SUBWAY® Restaurants Near You - Store Locator](#)
Find your closest Subway location to visit or place an order online. Plus, view hours, get directions.

No. of pages indexed are 11,300

Source: Google



KEYWORDS FOR YOUR BRAND

TRAFFIC OVERVIEW



Traffic Overview ? : subway.com

ORGANIC KEYWORDS ?

369,131 AMAZING

ORGANIC MONTHLY TRAFFIC ?

12,678,303 AMAZING

DOMAIN AUTHORITY ?

72 GREAT

BACKLINKS ?

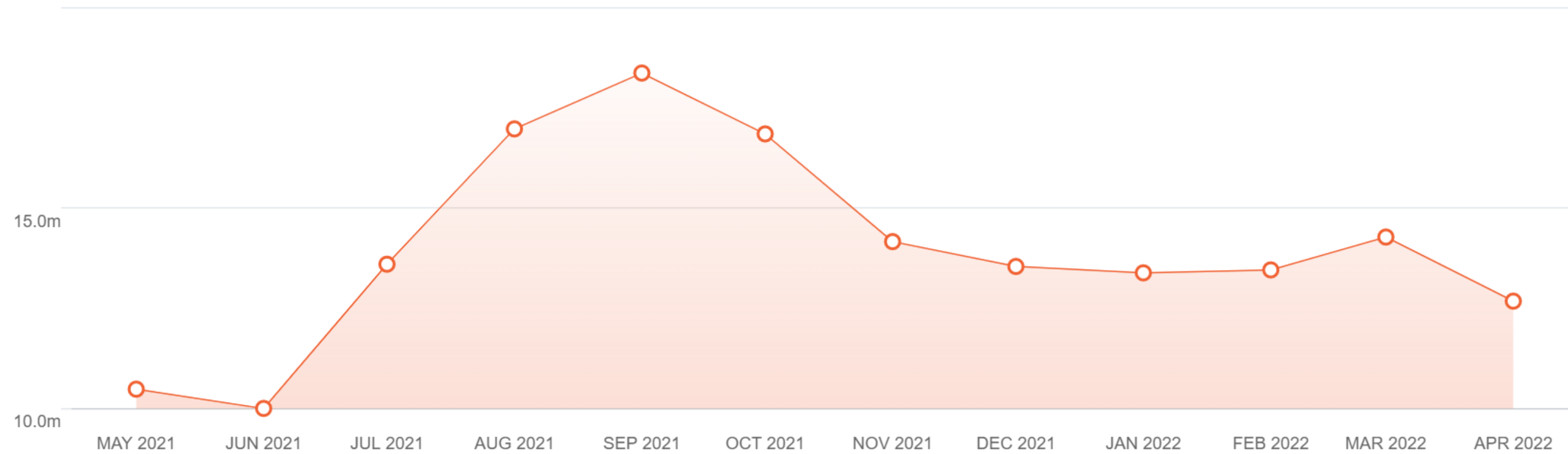
7,238,813 AMAZING

NoFollow: 1.8m

TRAFFIC

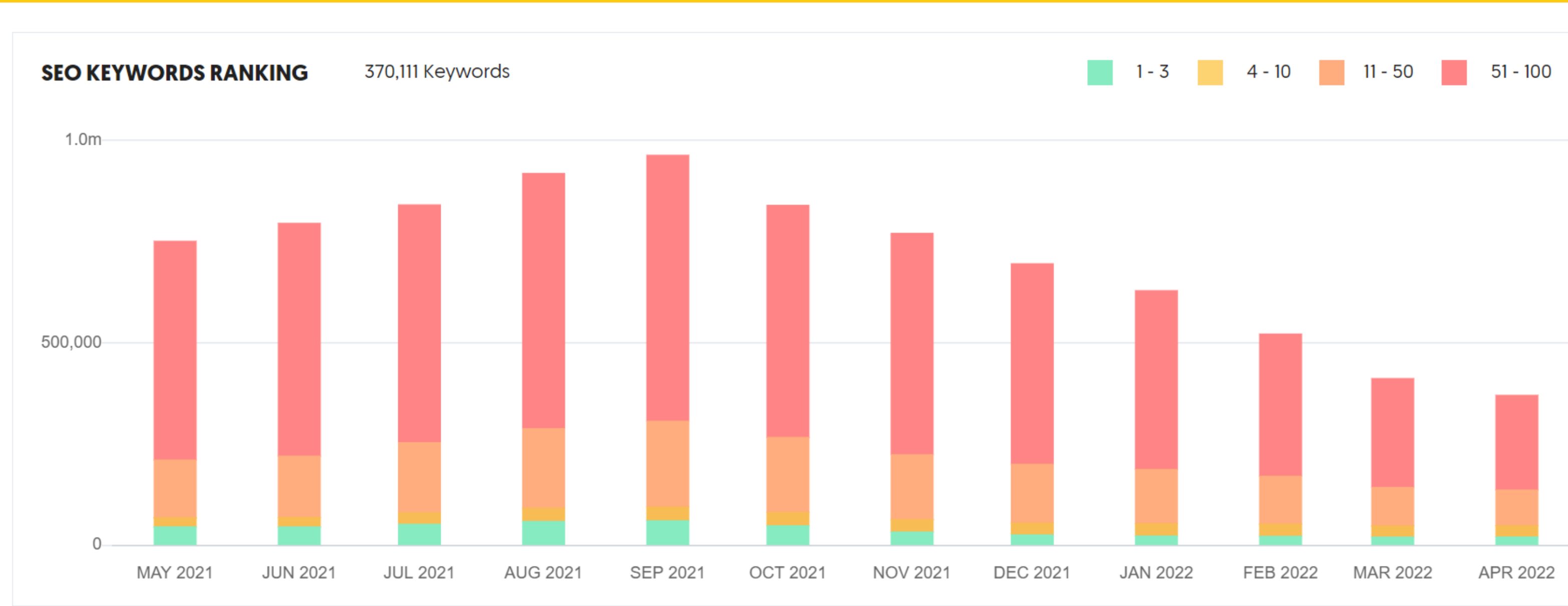
12.7m organic visitors per month

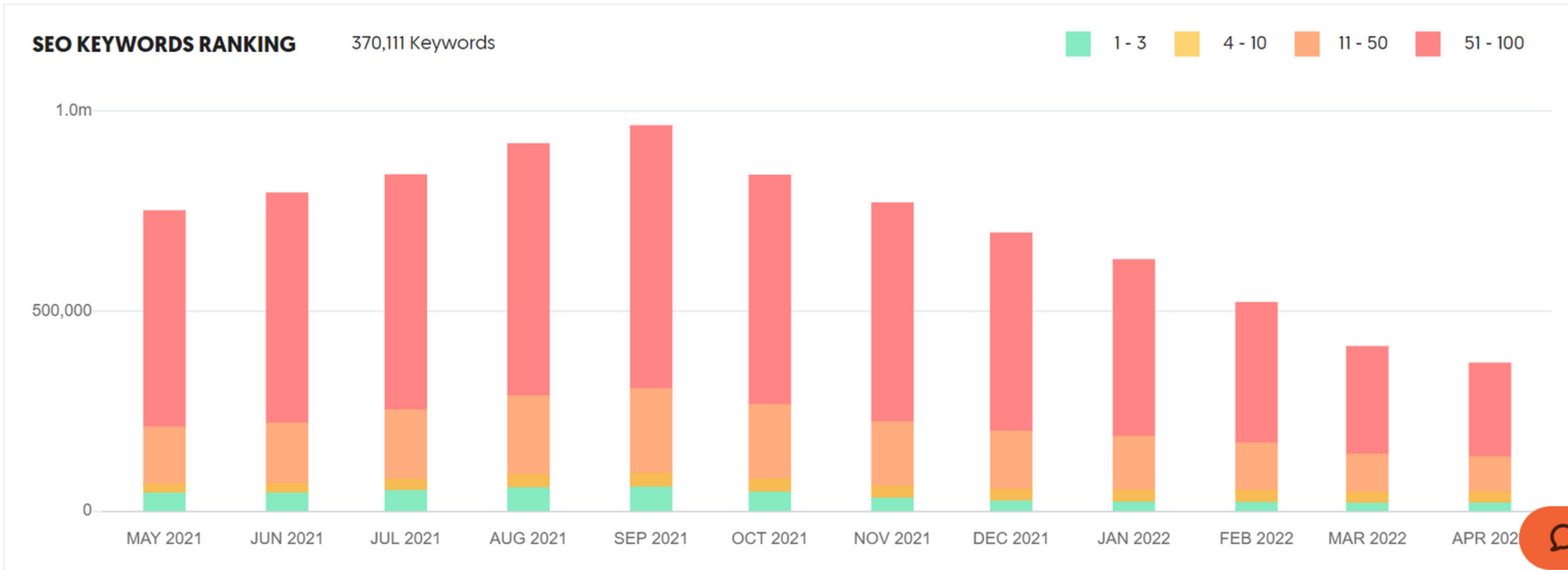
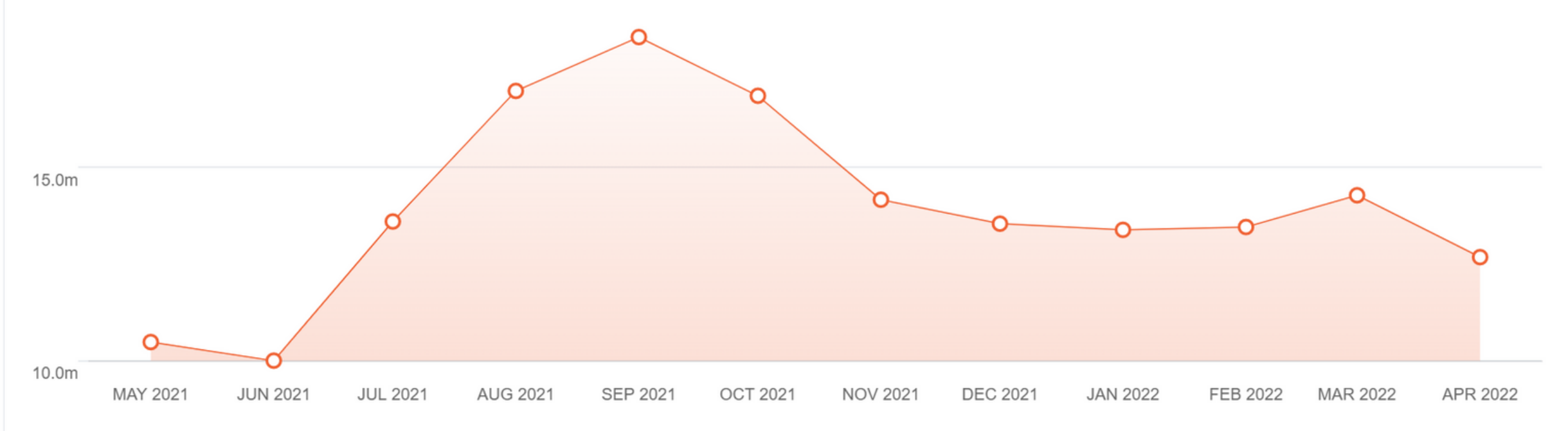
Organic Monthly Traffic



source: Ubersuggest

SEO KEYWORDS TREND





Can almost see a correlation between Traffic and keywords ranking.

Keyword Search Traffic

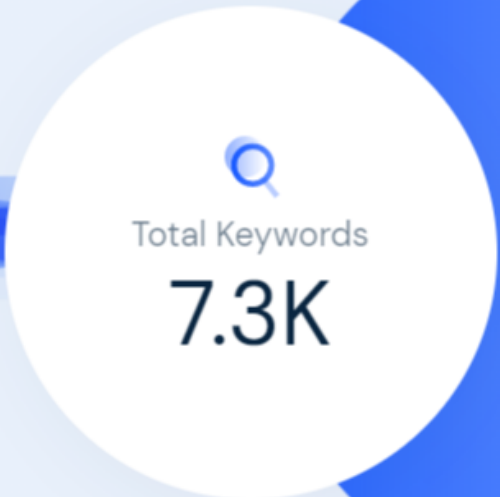
See the list of top organic keywords driving traffic to subway.com.
(On Desktop, Worldwide)

Organic vs. Paid

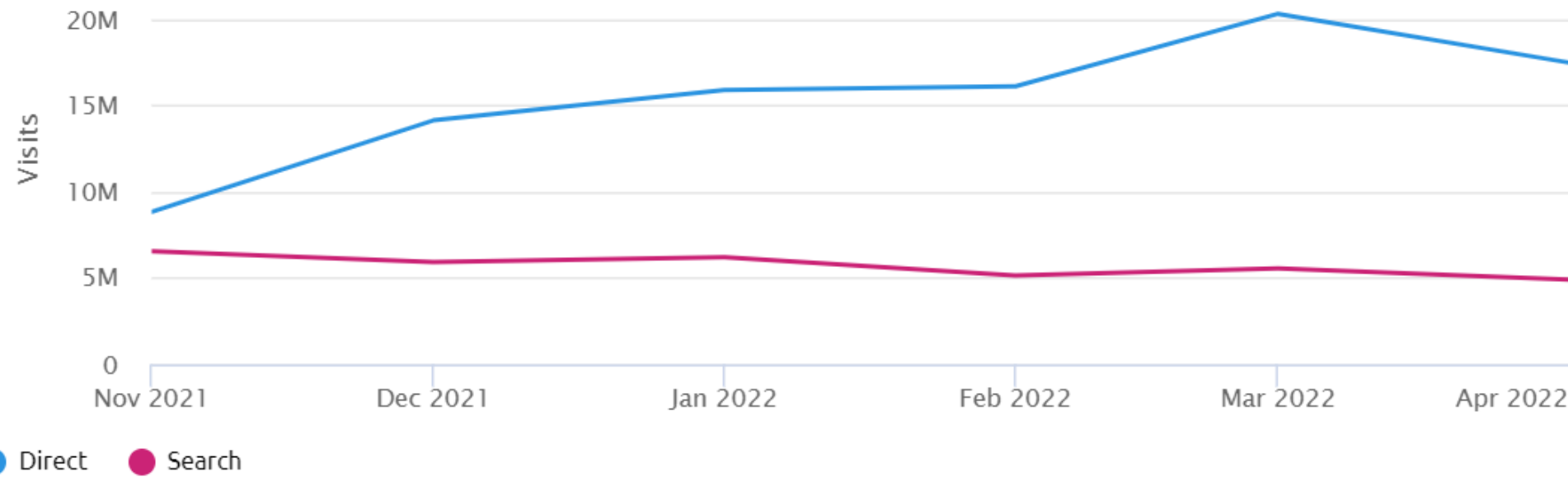


Top Keywords

subway	24.96%
subway menu	8.06%
subway near me	1.48%
subway nutrition	0.86%
subway order onli...	0.74%
7.2K Others	63.90%
See all →	



Highest percentage of total traffic comes from the branded keyword "SUBWAY"



Traffic Analytics: Top Traffic by Countries

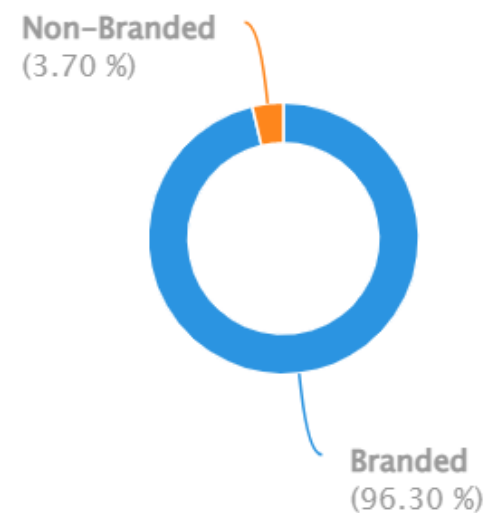
subway.com | All Devices | April 2022

Country	All Devices	Desktop	Mobile
United States	75.96% 17.7M	13.84%	86.16%
Canada	4.79% 1.1M	23.08%	76.92%
United Kingdom	3.06% 712.1K	19.50%	80.50%
Germany	2.98% 692.2K	20.19%	79.81%
Australia	2.14% 498.9K	17.67%	82.33%

Branded vs Non-Branded

IN | subway.com

96.30% Branded Traffic
3.70% Non-Branded Traffic



- More traffic through Direct visits as compared to Searches.
- More traffic through Branded keywords than through Non-Branded keywords.



Volume ▾ SEO Difficulty ▾ Keyword Filters ▾

EXPORT TO CSV ▾ COPY TO CLIPBOARD ▾ ADD TO LIST ▾ 0 of 250 Selected

LOCATIONS IN / EN [143,186] US / EN [3.3m] CA / FR [1.9m] US / ES [1.8m] MORE ▾

<input type="checkbox"/>	KEYWORDS ?	VOLUME ?	POSITION ?	EST. VISITS ?	SEO DIFFICULTY ?
<input type="checkbox"/>	subway menu price subway.com/en-IN/MenuNutrition Search Results ▾	3,600	1	1,334	40
<input type="checkbox"/>	subway franchise cost in india subway.com/en-IN/OwnAFranchise/Franchisi... Search Results ▾	3,600	1	1,284	54
<input type="checkbox"/>	subway menu with prices subway.com/en-IN/MenuNutrition Search Results ▾	3,600	1	1,238	43
<input type="checkbox"/>	salads at subway subway.com/en-in/menunutrition/menu/salads Search Results ▾	3,600	1	1,209	66
<input type="checkbox"/>	salad in subway subway.com/en-in/menunutrition/menu/salads Search Results ▾	3,600	1	1,209	51
<input type="checkbox"/>	subway order online subway.com/en-IN/MenuNutrition/Menu/Ho... Search Results ▾	2,900	1	1,165	40
<input type="checkbox"/>	subway menu prices subway.com/en-IN/MenuNutrition Search Results ▾	3,600	1	1,160	40
<input type="checkbox"/>	subway salads subway.com/en-in/menunutrition/menu/salads Search Results ▾	3,600	1	1,152	68
<input type="checkbox"/>	subway salad subway.com/en-in/menunutrition/menu/salads Search Results ▾	3,600	1	1,152	77
<input type="checkbox"/>	subway nearby subway.com/en-US/FindAStore Search Results ▾	2,900	1	1,145	56

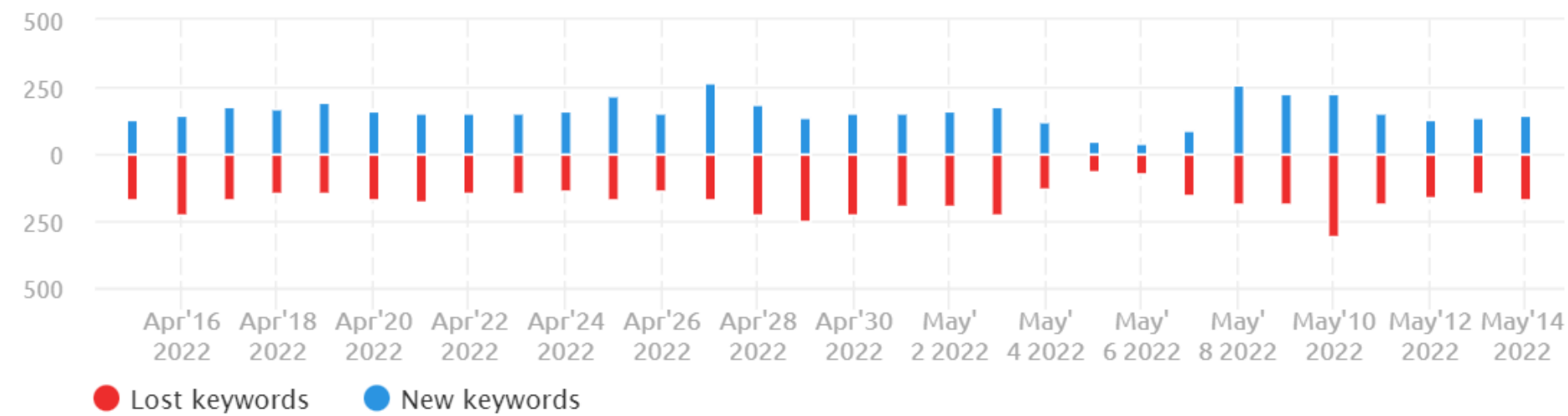
- Branded keywords have high volume
- Can use these keywords in Meta Description

source: semrush

Keywords

New vs Lost Organic Keywords

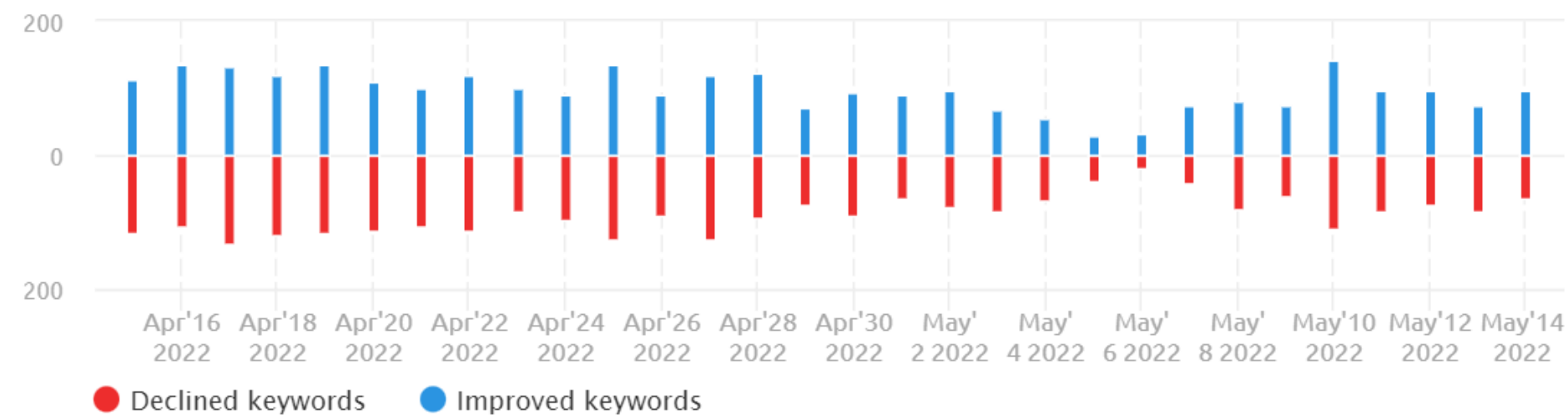
subway.com | IN | 1 Month



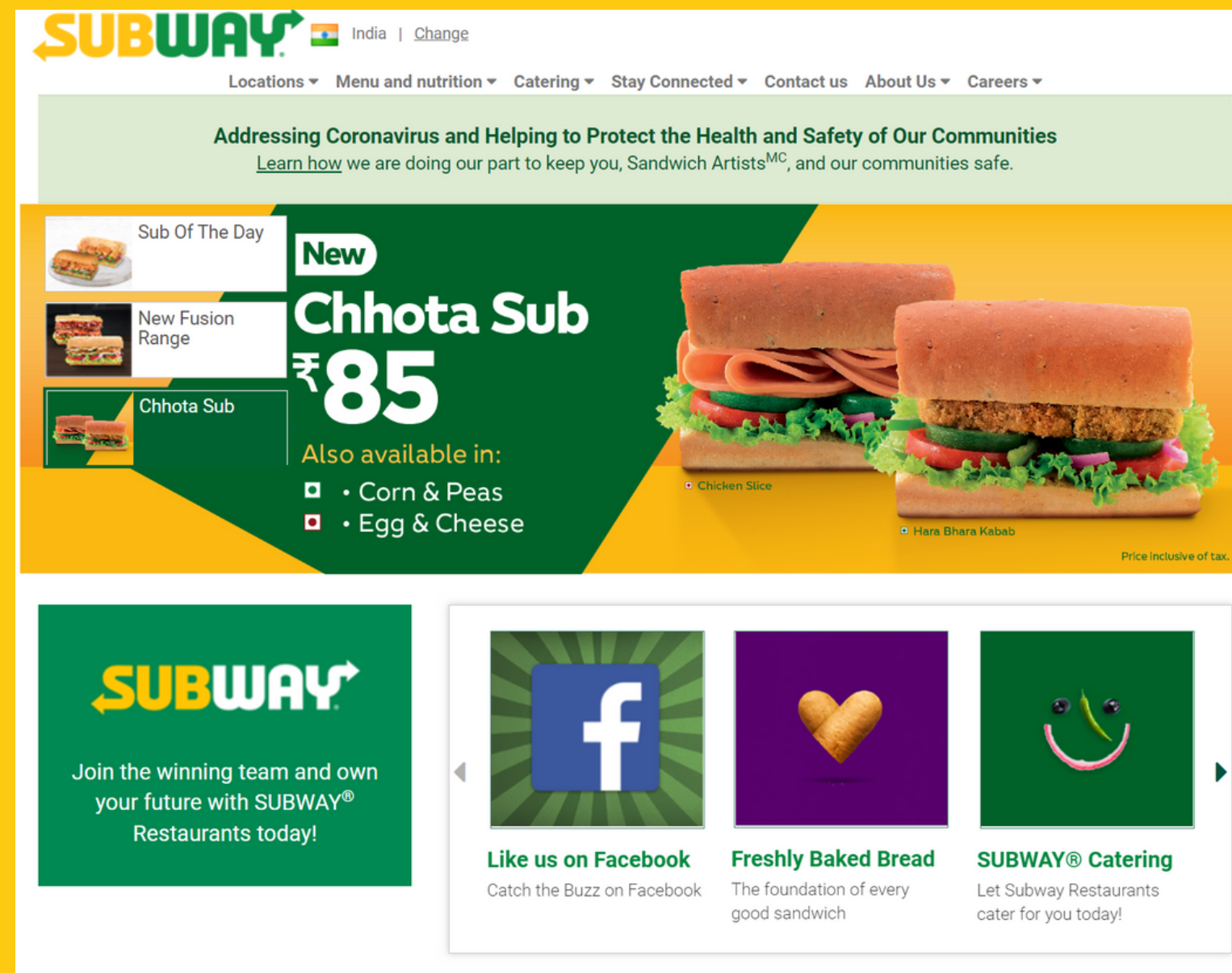
More lost keywords than new keywords gained.

Improved vs Declined Organic Keywords

subway.com | IN | 1 Month



KEYWORDS for Home Page



- Title should include keywords like - "HOME - Best chicken salads and vegetarian salads"
- Description to be updated with keywords like "healthy", "healthy fast food restaurant"

- Best keywords for Homepage: Subway sub (short-tailed), healthy salads (short - tailed), healthy fast food chain (long-tailed), healthy food in India (long-tailed), "chicken salads" (short-tailed)

KEYWORDS for Services Page



SUBWAY India | [Change](#)

[Locations](#) [Menu and nutrition](#) [Catering](#) [Stay Connected](#) [Contact us](#) [About Us](#) [Careers](#)

Subway® Catering

Whether it's game day with friends, a meeting at the office or a block party for the neighborhood, SUBWAY® Restaurants has everything you need to make your next event a delicious success. Explore our menu to see all of the delicious catering options, including hunger-busting Giant Subs, piled-high sandwich platters, convenient Subway to GO!™ meals and much more. You can build your order just the way you and your guests like with your choice of freshly baked breads, veggies, toppings and more. Let Subway® Restaurants cater for you today!

Ready To Order
Call or visit your local Subway® restaurant.
[FIND A STORE](#)
[View Full Catering Menu](#)

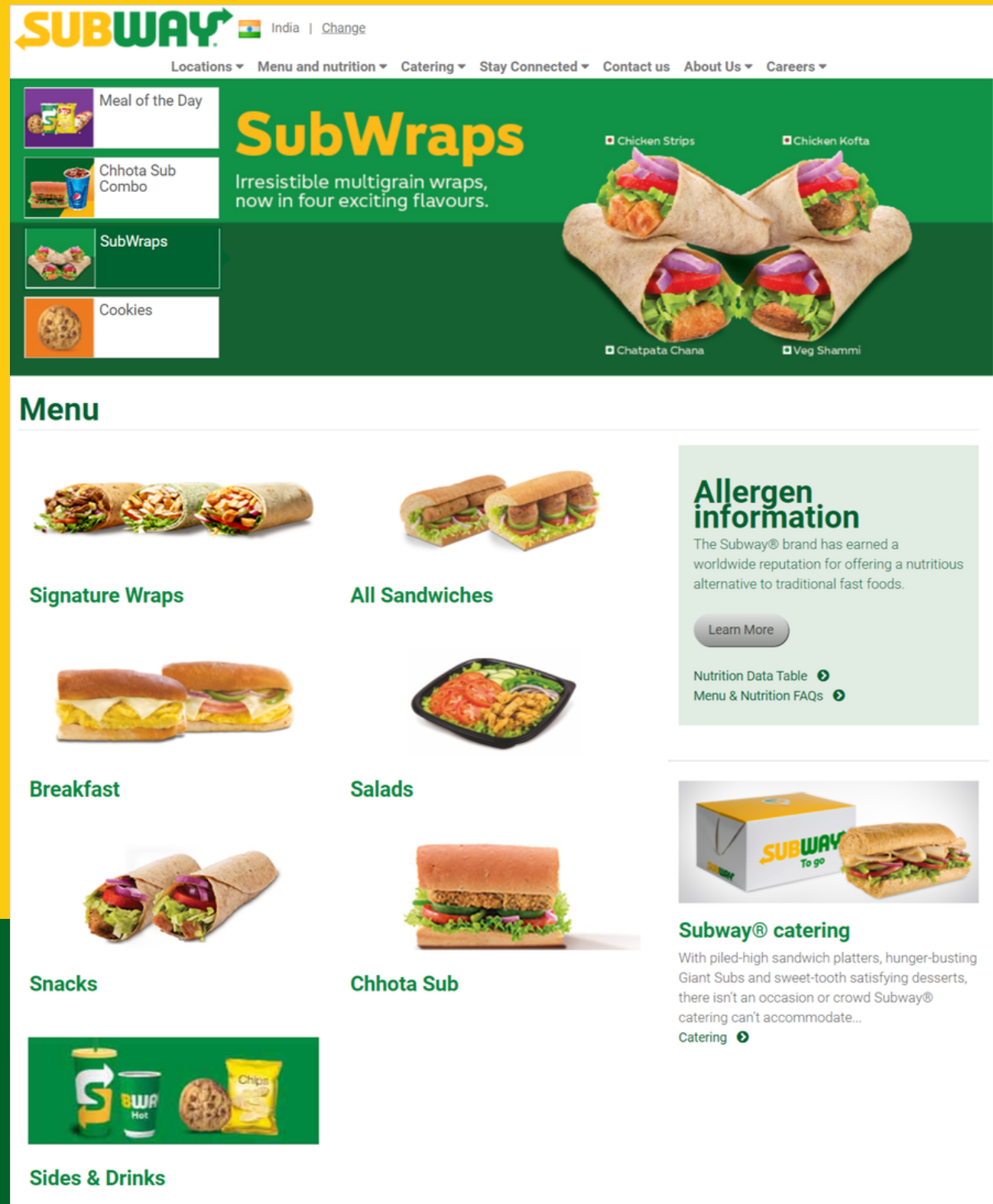
Catering FAQs
Browse our Frequently Asked Questions for answers to questions regarding Subway® Catering and planning an event.
[Learn More](#)

Catering Planning
Browse our helpful suggestion and recommendations to make your next event a success.
[Learn More](#)

- Title should include keywords like "Visit our Green Restaurant for healthy subs"
- Description to be updated with keywords like "healthy", "healthy fast food restaurant", "green restaurant", "chicken salads"

- Best keywords for Services: Catering of Subway sub (long-tailed), "green restaurants", "healthy fast food chain" (long-tailed), "healthy food in India" (long-tailed),

KEYWORDS for Menu & Nutrition Page



- Title should include keywords like - "Menu - chicken wraps, chicken salads".

- Description to be updated with keywords like "healthy", "chicken salads", "vegetarian salads"

- Best keywords for Services: Subway sub (short-tailed), "healthy", "chicken salads", "vegetarian salads" (short - tailed) , "paneer tikka sub" (short - tailed), healthy food in India (long-tailed)



KEYWORDS OVERVIEW

1. Subway menu with prices

Get a detailed keyword overview

Language: English | Location: India

Subway menu with prices **SEARCH**

Keyword Overview : Subway menu with prices **ADD TO LIST** **OPTIMIZE FOR KEYWORD**

SEARCH VOLUME 3,600 AVERAGE	SEO DIFFICULTY 43	PAID DIFFICULTY 5 EASY	COST PER CLICK (CPC) ₹6.17
--	-----------------------------	---	--------------------------------------

2. Chicken Wraps

Get a detailed keyword overview

Language: English | Location: India

SEARCH

chicken wraps

Keyword Overview : chicken wraps

ADD TO LIST | OPTIMIZE FOR KEYWORD

SEARCH VOLUME 5,400 AVERAGE	SEO DIFFICULTY 59	PAID DIFFICULTY 3 EASY	COST PER CLICK (CPC) ₹82.34
--	-----------------------------	-------------------------------------	---------------------------------------

2.

Chicken Salad

Get a detailed keyword overview

Language: English | Location: India

chicken salad **SEARCH**

Keyword Overview ? : chicken salad **ADD TO LIST** **OPTIMIZE FOR KEYWORD**

SEARCH VOLUME ? 9,900 HIGH	SEO DIFFICULTY ? 74	PAID DIFFICULTY ? 3 EASY	COST PER CLICK (CPC) ? ₹39.22
---	--------------------------------------	---	--

3.

Vegetarian Salad

Get a detailed keyword overview

Language: English | Location: India

vegetarian salad **SEARCH**

Keyword Overview : vegetarian salad **ADD TO LIST** **OPTIMIZE FOR KEYWORD**

SEARCH VOLUME 12,100 HIGH	SEO DIFFICULTY 72	PAID DIFFICULTY 17 EASY	COST PER CLICK (CPC) ₹2.75
--	-----------------------------	--	--------------------------------------

5. Green Restaurants

Get a detailed keyword overview

Language: English | Location: India

green restaurants **SEARCH**

Keyword Overview : green restaurants **ADD TO LIST** **OPTIMIZE FOR KEYWORD**

SEARCH VOLUME 2,400 AVERAGE	SEO DIFFICULTY 62	PAID DIFFICULTY 1 EASY	COST PER CLICK (CPC) ₹26.08
--	------------------------------------	---	--

6. Healthy Salads

Get a detailed keyword overview

Language: English | Location: India

healthy salads **SEARCH**

You're using a free version of Ubersuggest. | 0 out of 3 free daily searches available **UPGRADE**

Keyword Overview : healthy salads **ADD TO LIST**

SEARCH VOLUME 1,600	SEO DIFFICULTY 74	PAID DIFFICULTY 3 EASY	COST PER CLICK (CPC) ₹9.83
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SERP PREVIEW

SERP PREVIEW



www.subway/en-IN
Subway Wraps
Order **Subway Wraps** online from Subway - now assured with EatSure. Enjoy tasty and hygienic food delivered safely to your doorstep. Eat good, eat exciting!

SELECT A SCREEN SIZE

545px+ Desktop

URL ?

www.subway/en-IN

TITLE ?

Subway Wraps

134/545 PIXELS

META DESCRIPTION ?

Order Subway Wraps online from Subway - now assured with EatSure. Enjoy tasty and hygienic food delivered safely to your doorstep. Eat good, eat exciting!

155/160 CHARACTERS

BOLDED KEYWORDS ?

Subway Wraps

Keyword: Subway Wraps

source: Portent's serp
preview tool



SERP PREVIEW

www.subway.en-IN
Chicken Salads
Order **Chicken Salad** online from Subway and Get home delivery. Just 199/each. ZERO Contact Delivery from our Sanitised Stores.

SELECT A SCREEN SIZE

545px+ Desktop

URL ?

www.subway.en-IN

TITLE ?

Chicken Salads

139/545 PIXELS

META DESCRIPTION ?

Order Chicken Salad online from Subway and Get home delivery. Just 199/each. ZERO Contact Delivery from our Sanitised Stores.

126/160 CHARACTERS

BOLDED KEYWORDS ?

Chicken Salad

Keyword: Chicken Salads

source: Portent's serp
preview tool



SERP PREVIEW

www.subway.en-IN
Green Restaurants in India
Order from our **green restaurant** - Subway and enjoy the offer - 199/each. Can order online with ZERO Contact Delivery from our Sanitised Stores.

SELECT A SCREEN SIZE

545px+ Desktop

URL ?

www.subway.en-IN

TITLE ?

Green Restaurants in India

228/545 PIXELS

META DESCRIPTION ?

Order from our green restaurant - Subway and enjoy the offer - 199/each. Can order online with ZERO Contact Delivery from our Sanitised Stores.

143/160 CHARACTERS

BOLDED KEYWORDS ?

Green Restaurant

Keyword: Green Restaurants

source: Portent's serp preview tool



BACKLINKS

Backlinks [?] : subway.com

DOMAIN AUTHORITY [?]

72 GREAT

REFERRING DOMAINS [?]

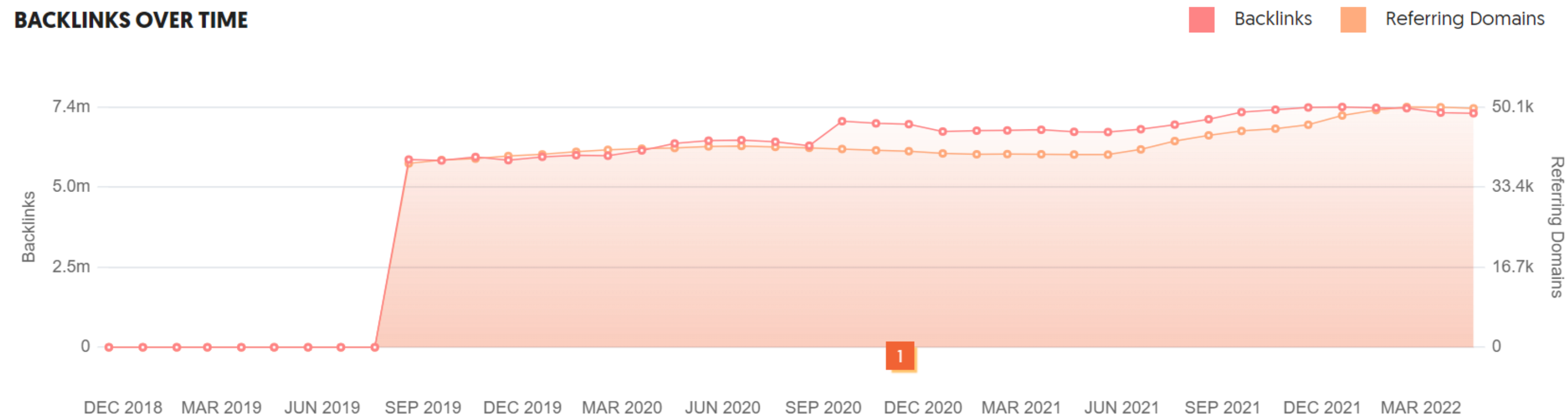
49,789 GREAT

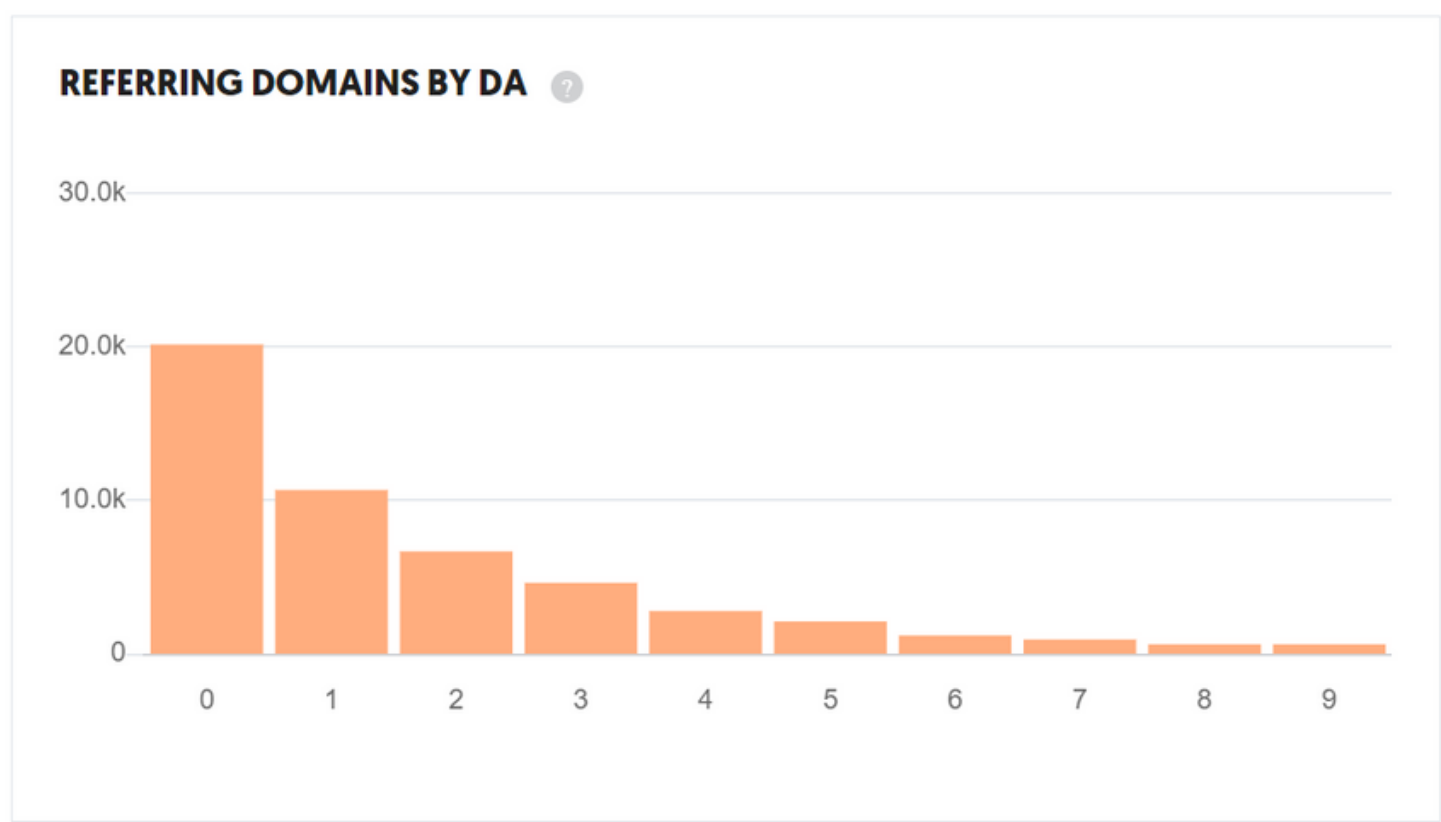
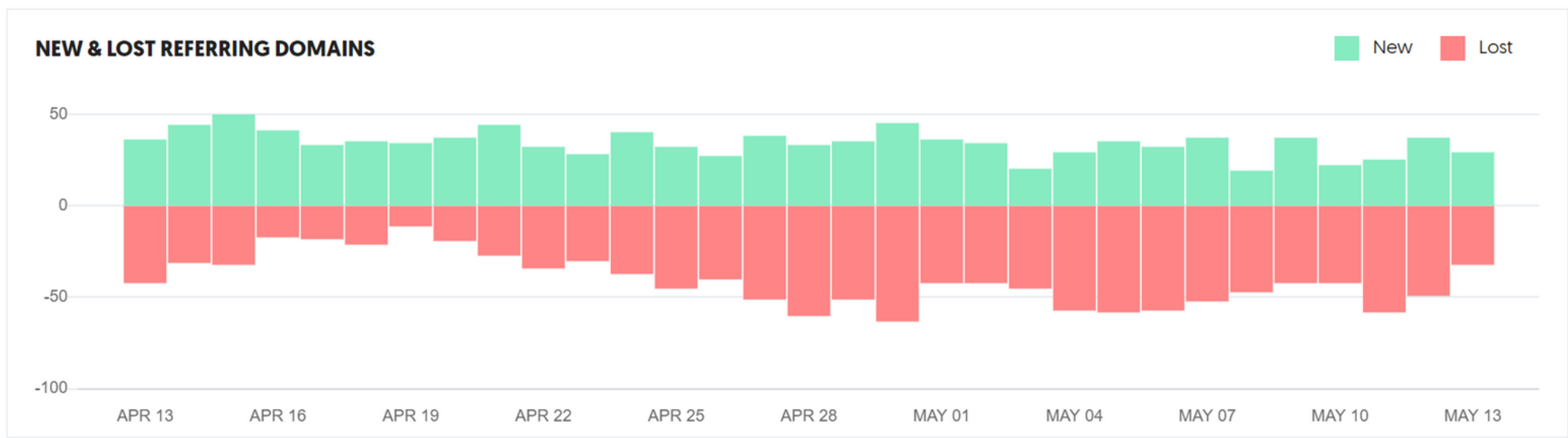
BACKLINKS [?]

7,238,813 AMAZING

NoFollow: 1,821,578

BACKLINKS OVER TIME





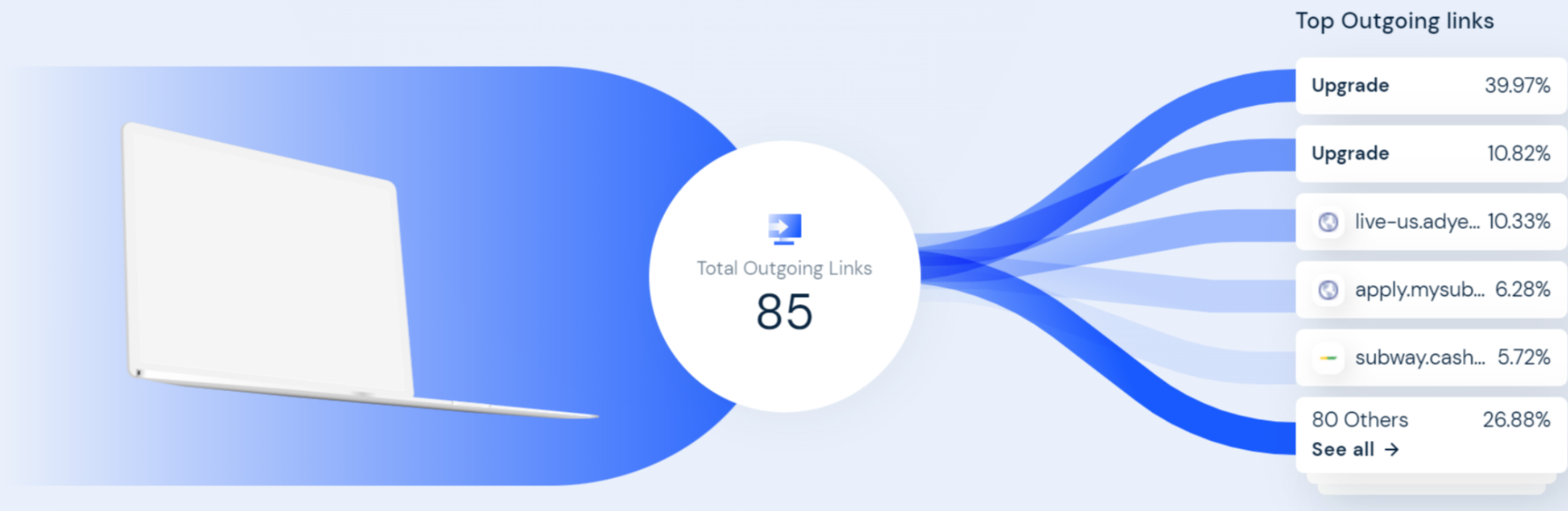
ANCHOR TEXT	BACKLINKS
subway	65,322
	44,516
http://subway.com	24,711
subway.com	20,227
view website	8,140
http://subway.com/	5,198

[View All Anchor Text Distribution](#)

Lost referring domains are more over time than new referring domains

Outgoing Links

Currently, there are 85 websites receiving traffic from subway.com.
(On Desktop, Worldwide)



Currently there are 85 websites receiving traffic from Subway.

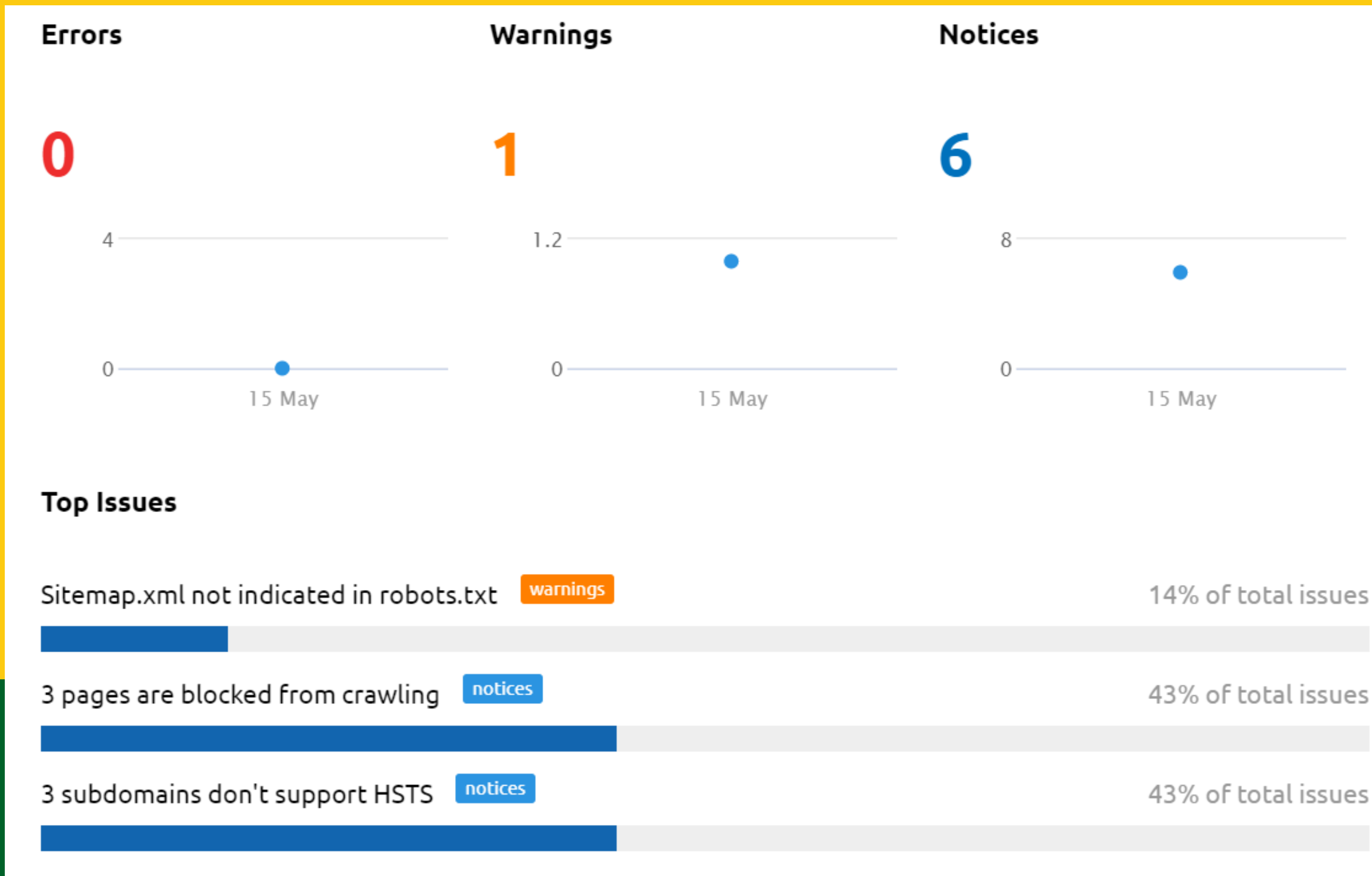
Referral Traffic

The top referral sites sending direct links to subway.com.
(On Desktop, Worldwide)

Top Referrals



Top referral sites sending direct traffic to Subway



- No error pages
- 1 warning
- 6 notices

Spam Score

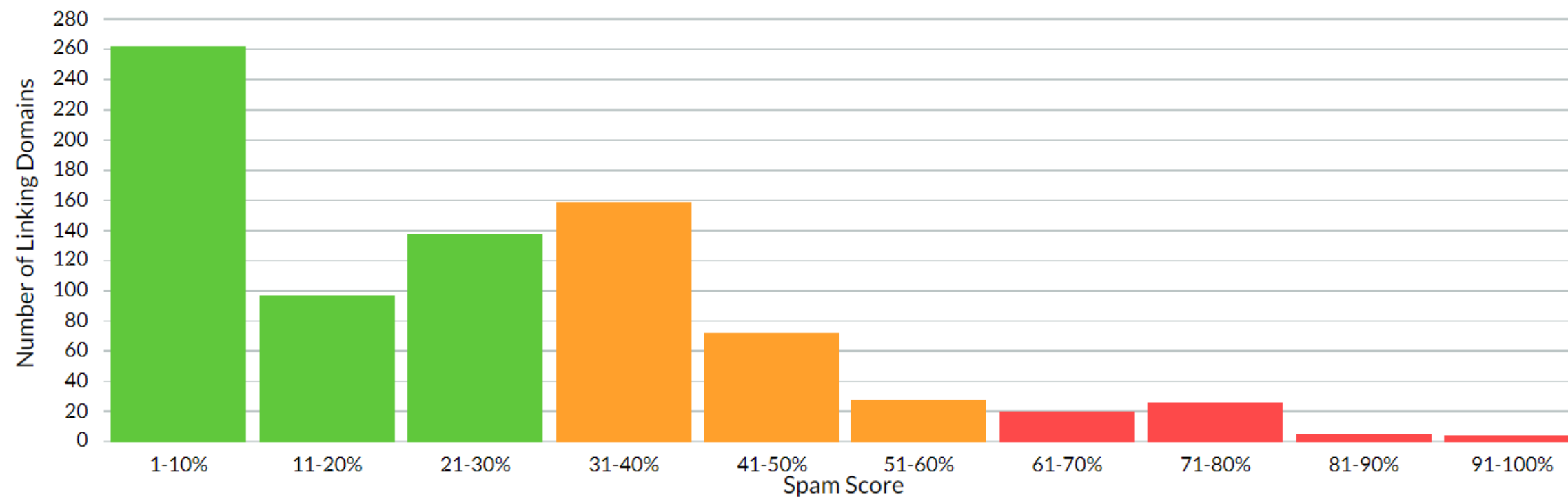
Reduce your risk by discovering potentially damaging links.

Spam Score Updated Quarterly [Track in a Campaign](#)

exact page ▼ [Analyze](#)

9 of 10 queries available until 06/16

Spam Score Breakdown	Linking Domains ⁱ	Domain Authority ⁱ	Spam Score ⁱ
Percent of Linking Domains with a Spam Score of:	1.2k	72	1%
1-30%			61.3%
31-60%			31.9%
61-100%			6.8%



A low Spam Score of 1%

Top Search Competitors

The competitors that compete for the same keywords as this domain, ranked by visibility. Other websites that compete with this domain for the same keywords, ranked by visibility. [Learn more about off-site SEO strategy.](#)

Domain	Domain Authority	Visibility
www.subway.com	72	50.25
order.subway.com	72	2.24
global.subway.com	72	1.79
fastfoodnutrition.org	52	1.16
poplarprairie.com	16	0.90
thefeed.subway.com	72	0.90
locationsnearmenow.net	34	0.88

We can reach out to the domains that give backlinks to these brands backlinks in order to to get backlinks

FAQ SCHEMA CODE



How can we help?

Whether you want to share your experience, or need support for one of our programs, we're here to help. Maybe we've already answered your question in our FAQ section. If not, contact information and options for our many programs are available below.

FAQs

Contact Us

Choose a Category

General

Catering FAQs [Expand All](#)

1. Why Subway® Catering?

2. What sets Subway® Catering apart from the rest?

3. How much advance notice do I need to give for a catering order?

4. What is the best SUBWAY® product for an office function?

5. How many portions are in a Giant Sub?

There are 18 portions in a 3-foot giant sub* and 36 portions in a 6-foot giant sub*. If you would like your giant subs pre-cut for your event, please let us know when ordering.

[Top of page](#)

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [{
    "@type": "Question",
    "name": "How many portions are there in a Giant Sub?",
    "acceptedAnswer": {
      "@type": "Answer",
      "text": "There are 18 portions in a 3-foot giant sub* and
    }
  },{
    "@type": "Question",
    "name": "",
    "acceptedAnswer": {
      "@type": "Answer",
      "text": ""
    }
  }]
}
</script>
```

source: schema mark
up generator



BLOGS SUGGESTIONS

1. Best combination of sauces for your sub
2. Which bread you should choose according to your health requirement
3. Best salad hacks
4. Here's what you don't know about Subway!

WEBSITE IMPROVEMENTS

**ON PAGE & OFF PAGE -
3 Months SEO Strategy**



WEBSITE IMPROVEMENTS

MONTH 1

- Load time of website to be reduced.
- Optimize URLs by using relevant keywords.
- Optimize Image tags
- Make website more mobile friendly by following the suggestions given earlier.
- Development of an entirely new BLOG page that has a focus keyword.
- Better keywords focused title, description and meta tags in almost all the pages of Subway.
- Building more keywords to increase traffic.

WEBSITE IMPROVEMENTS

MONTH 2

- Target Domains with high Authority that can give us backlinks and enhance our website traffic and Domain Authority.
- Will connect your Google Search Console or import backlinks from other sources manually to get the broad picture of your backlink profile's health.
- More promotional Marketing for more website traffic and sales.
- More social media marketing for more website traffic sales
- Checking if old backlinks are still there if not, reaching out to the respective domains.
- YouTube bloggers to be targeted for promotional videos and backlinks.

WEBSITE IMPROVEMENTS

MONTH 3

- Do campaigns related to healthy food to grab attention for Subway.
- Continue with backlinks outreach.
- Check if domain authority has gone up and continue to plan next 3 months strategy.
- Make sure that the links we worked so hard to get are not removed or broken.
- Find your best-performing backlinks and tweak your link building strategy to drive more traffic.



**THANK
YOU!**

