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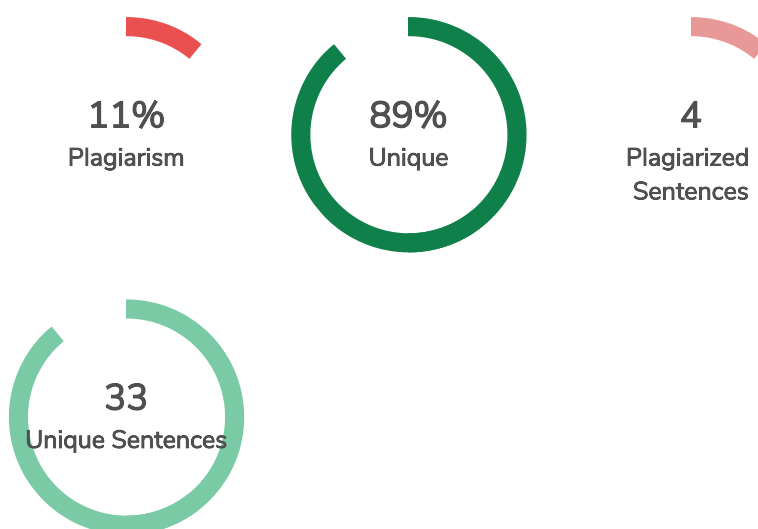
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Keyword Review The knowledge, along with visible social sharing options on Momo Sushi Restaurant optimized ecommerce website product pages, blog posts, and homepage, will allow users to easily share content creating backlinks, which will help with search engine optimization goals (DeMers, 2013). Search engines like Bing and Yahoo, take into account social media activities or social signals. Social signals indicate that your brand is being talked about by consumers, and this improves your search engine result page (SERP) ranking because search engines view social signals as trusted "recommendations" (Moran, 2013). **Site Health** In regard to Momo Sushi, there are limited cases of errors in line with site health. In that respect, it is clear thus that aesthetic and functional design of the website is not at risk. The site as such has a well-developed structural design in relation to site health a guarantee that the company enjoys zero duplication of pages. The few pages in place on the site as such serves effectively courtesy of the well- built site and proper SEO planning techniques. In the spirit of improving the site design and user experience, regular maintenance need to be in place with some metrics on site engagement. High levels of engagement metrics would be achieved if the user experience and site design would be put in place. The method would also help in ensuring that the data in question fits certain features for instance, The procedure would also make it easy for the next step which calls for data validity for use in the software. **Back Link Review** The second of the two on-page search optimization techniques are long tail keywords, these long tail keywords are made up of three or more short tail keywords and are more specific or targeted towards your consumer, thus bringing in less organic traffic to your company's website. According to Neil Patel's SEO analysis, the site has been having high traffic because it comprises of an embedded assistant in the system which offer support over text- based input so as to give an insight about the data and for that case simplify the analytics in relation to the research objective. As displayed by the SEMRush, some backlinks need to be validated. The backlinks are text-only, and about half of them are linked to a blank anchor. The performance of the SEO of the site may also be made simpler by the use of meta-descriptions as links. **Social Media Review** It's of importance that Momo Sushi Restaurant actively develop their brand on Facebook because the social networking website has such a huge community of potential customers, both men and woman, who can benefit from their products. At 1.49 billion, Facebook has more monthly active users than Instagram (200 million), WhatsApp (500 million), Twitter (284 million) combined according to CNBC. Ways to engage users on the Momo Sushi Restaurant Facebook Page will include the use of content curation,

frequent posts about products, sales, daily deals, new product arrivals, and weekly giveaways. The use of content curation for Momo Sushi Restaurant in social media, and their content marketing strategies, has the power to influence new and existing customers, and can have a positive impact on how customers make purchase decisions. Lack of keenness in improving social media life has resulted in under-exploration by Momo sushi. Comparing Ichiban sushi and Momo sushi social marketing opportunities, Ichiban sushi is better placed. It has a blog on the site, which makes clients have time to go through their content and prefer their services. Despite the rank in employing social media, its presence makes it exposed to customers, what's needed is to upgrade it to the up-to-date status. Site health. There are many different on-page and off-page search engine optimization techniques, it is important to make sure that as you plan your search engine optimization you remember to set up your KPI's (key performance indicators), in this short essay I am going to list two types techniques, on-page and off-page techniques, starting with two on-page optimization techniques, but before I start I would like to note the key differences between, both on-page and off-page search engine optimization techniques. There are also second classification that the firm in question need to adhere to in the process of relying on assertions to make business records. The housing data in place from the analysis offer an insight on the need to work in line with the present trends to ensure that businesses are up to date in terms of service delivery to the clients. The software in this case would help in offering the best decisions for use in the process of maintaining the entire business. On-page search engine optimization techniques are meant to fix or change a company's website itself thus directly affecting the search engines rankings to improve your location within said search engine. While off-page search engine optimization techniques are any key word research that is done offline, such as brainstorming, looking over your company's ads and brochures and even finding keywords in something like the specials that are hanging in your company's windows.

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