



Digital Marketing Portfolio

Tanya Bhattacharya

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Contents

SL No	Contents	Page No
1	<u>About Us</u>	3
2	<u>Content Writing Samples</u> <ul style="list-style-type: none">– Articles – SEO– Blog Content	4-5 4 5
3	<u>Graphics and design sample</u>	6
4	<u>Social Media</u> <ul style="list-style-type: none">– Facebook Ads– Facebook Ad Insights & Reporting– Facebook Reach & Engagement– Post Tracking– Facebook Posts– Twitter– Google Plus Post & Engagement	7-14 7 8 9,10 11 12 13 14
5	<u>Case Studies</u>	15-17
	<ul style="list-style-type: none">— Facebook Ad Rawsome Healthy Cost Per Lead— SEO – Gym in Brisbane – 100% Organic— SEO – Car Servicing – 100% Organic	15 16 17
6	<u>Reporting</u> <ul style="list-style-type: none">— Social Media Reporting	18-20 19, 20

About Us



Content Writing - Articles – SEO

Objective:

To create web content focused on each keyword for a lawyer from New York. Here you can find 3 such articles on with the same theme but different keywords.

New York Car Accident Law Firm

New York, being the most populous city in the United States, witnesses car accidents quite frequently on its roads. If you are a victim of such a car accident case in New York then you need an experienced lawyer from a New York Car Accident Law firm who can fight for you and get you compensated for your medical bills, car repairing cost and lost wages. We, at the Law Offices of Tanya Gendelman PC, are committed to get you the compensation that you deserve for recuperating your losses.

We understand what impact an accident can have on a person's life. Whether you have lost your dear ones in a fatal accident or you are suffering injuries of any magnitude, give us a call or email us to guide you through this stressful time. We, wesettle.com, are a New York Car Accident Law Firm dedicated to provide you the most effective and successful representation. You can get a free case evaluation by filling out the form in any page at wesettle.com and we will get back to you immediately.

We are also aware that the insurance companies can also add up to your sufferings. We, being a New York Car Accident Law Firm can ease these complexities of dealing with the insurance companies and help you to get the compensation that you are entitled to.

If you are dealing with an injury, property damage, insurance issues or grieving over the loss of your beloved ones, don't hesitate and contact us immediately at the Law Offices of Tanya Gendelman PC. You can reach our New York Car Accident Law Firm at 1-877-WESETTLE (1-877-937-3885). Call today and let us help you through these difficult times.

Brooklyn Car Crash Lawyer

Millions of car accidents occur everyday worldwide and statistics indicate that at least four people die every hour in car crashes. So it is not surprising that Brooklyn is no exception. Coping with the aftermath of a car accident can be quite stressful and you need an experienced Brooklyn Car crash lawyer to help you understand the legal rights after an accident. If you or your beloved ones are in a similar situation then don't hesitate and contact us immediately at the Law Offices of Tanya Gendelman PC.

The magnitude of injury in a car crash may vary. It may cost you your dear ones life or might involve serious injuries like brain, spine and spinal cord injury or surgery of your back or neck or may leave you with broken bones or fracture and bruises. We understand the physical and psychological strains that one has to go through under such circumstances. Each Brooklyn Car Crash Lawyer from our firm will stand by you in these stressful times and will ensure that you get the compensation that you are entitled to.

Claiming insurance for your property damage is another important aspect of an accident. We all buy auto insurance and expect that during these unfortunate times our insurance company will protect our interest and compensate for the losses that we have faced. Sadly, this hardly happens and the insurance company will look into their own interests and will argue with you on your property damage claims. Moreover the at-fault driver's insurance company will also act against your interests. In these times a Brooklyn Car crash lawyer from our firm, wesettle.com, will fight for you to get you the results that you need and deserve.

You can get a free case evaluation by filling up a form in any page of wesettle.com. We, at the Law Offices of Tanya Gendelman PC will contact you immediately. You can also contact a Brooklyn car crash lawyer from our firm by calling us at 1-877-WESETTLE (1-877-937-3885). Don't waste time and call today!

Bedford Car accident Lawyer

Just a split second of someone's negligence can change your life and leave you wrecked. If you have been a victim of car accident then you must have realized by now what am I talking about. If you are in Bedford then don't hesitate and contact us immediately at the Law offices of Tanya Gendelman PC to get an experienced Bedford car accident lawyer to help you in such pressing time of yours.

We wish we could give you back all that you had in life before the car accident but sadly we know we can't. But a Bedford car accident lawyer from our firm can surely help you to recover from the losses that you incurred and move ahead in life. Whether you had serious injuries like brain, spine and spinal cord injury or a surgery in your back and neck or bruises, cuts, broken bones, facial lacerations, concussions and fractures, we can get you compensated for all your medical bills and lost wages.

A Bedford car accident lawyer at wesettle.com will also help you to resolve your insurance claims. We know that your insurance company and the other driver's insurance company will try to save their best interests but we at Tanya Gendelman PC will work for you and help you achieve the best possible settlement. For a free case evaluation, fill out a form in any page at wesettle.com and we will get back to you immediately.

At the Law Offices of Tanya Gendelman PC, an experienced and dedicated Bedford car accident lawyer is waiting for your call. You can reach us at 1-877-WESETTLE (1-877-937-3885). We will stand by you and help you in these difficult times. So don't wait and call wesettle.com now!

Content Writing – Blog Content

Topic : Virtualization

keywords: CT Virtualization Services | Virtualization Solution | Virtualization Solutions CT

The Issue:

How Can Virtualization Help My Infrastructure?

Business owners are always looking for better ways to use their resources, to increase productivity and create services that are continuously available to their customers and employees. This fundamental strategy can be extended into your datacenter by consolidating physical servers, better utilizing hardware and instantly providing highly available resources on-demand. Virtualization will allow your business to grow while reducing power consumption, physical footprint of your servers and centralizing management simultaneously. Virtualization involves consolidation of servers onto a single physical box, which can then be partitioned into logical slices that can be used for different business functions.

What about My Applications?

The Business Network Group understands that virtualization is not just about consolidating servers. The availability and performance of your applications is what will drive your employees to be more productive. Our solutions provide the access users require to work from anywhere. Virtualization will allow you to mobilize your workforce and deliver the tools they need. Most of the computing power available on user desktops is underutilized. Virtualization enables cost savings by consolidating business applications onto a single powerful server that can be partitioned into logical slices for each user that can be used optimally. The need to have powerful user desktops for employees is eliminated, thereby achieving significant cost-savings, by moving to lower-cost lightweight thin-client desktop systems.

Additionally, our virtualization experts can help your business achieve significant cost-savings by moving applications that require their own computing infrastructure, to application-specific virtualized slices onto a single more powerful server, thereby achieving significant savings in maintenance, infrastructure and energy costs.

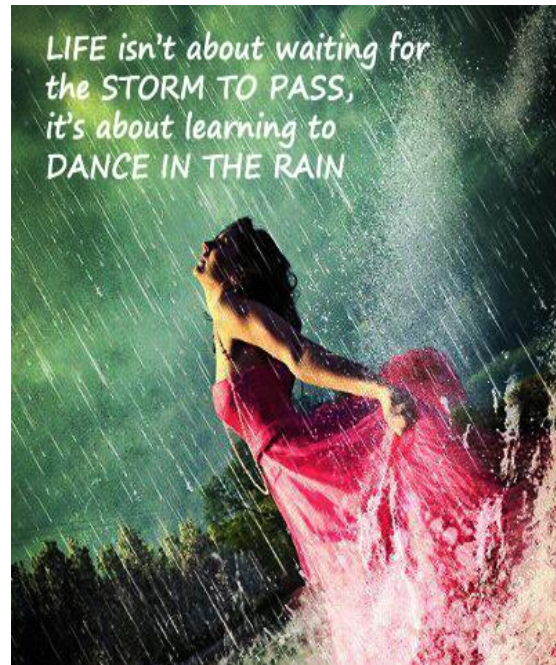
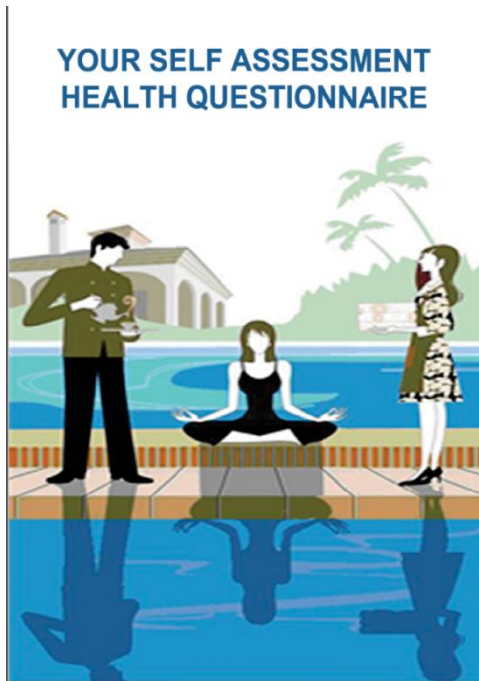
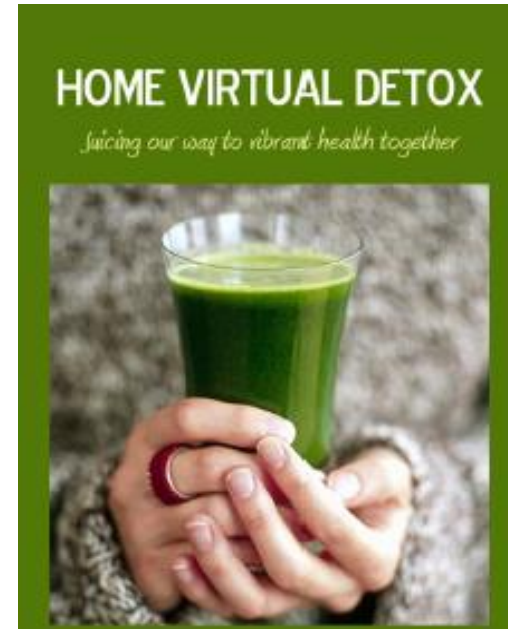
The Solution:

The complexity of managing applications will dissipate by bringing them into the datacenter. Businesses have spent many long hours deploying and patching applications which requires more IT resources and may even involve downtime for your employees. The Business Network Group can ease this struggle by centrally patching and managing applications; putting you back in control of your computing environment. By deploying applications onto a centralized server infrastructure, our virtualization solutions enable significant cost savings by eliminating the need for costly powerful desktop computers in favor of a powerful server and significantly cost-effective lightweight power-efficient thin-client desktops. Additionally, many different business computing loads that would require their own server infrastructure can be virtualized by migrating the loads onto a single virtualized server that enables more efficient use of computing power available. The additional cost-savings in terms of manpower, maintenance, infrastructure procurement and energy savings will result in a rapid return-on-investment.

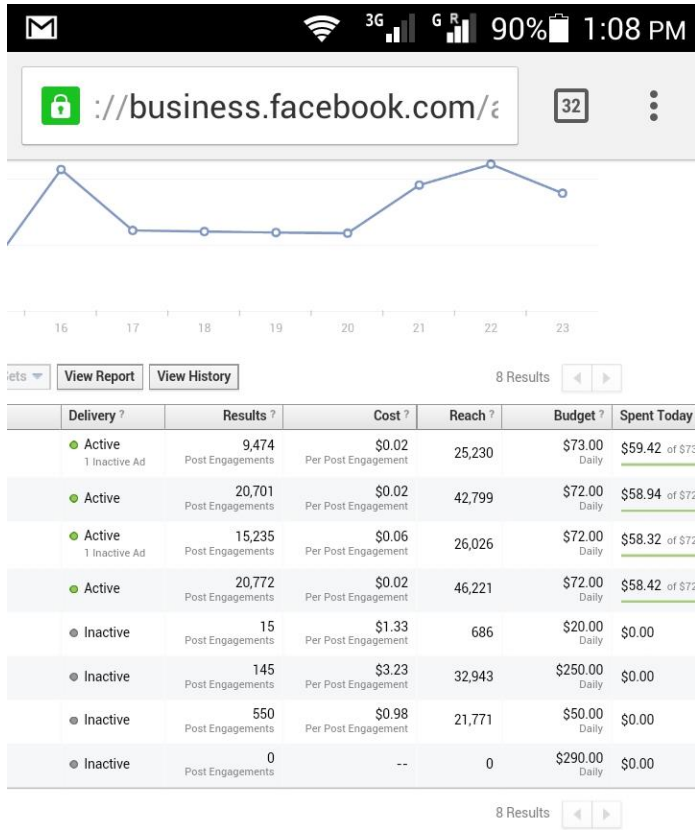
Furthermore, in the future, as enterprise computing moves increasingly into a cloud-based paradigm, our virtualization experts can help you migrate your enterprise computing platforms to keep up with the changes sweeping through the computing landscape. Cloud-based infrastructure, in which banks of servers on a centralized data center is utilized as a single computing resource, can be used in conjunction with our virtualization solutions to deliver on-demand computing resource to your applications as well as computing loads.

If you are a small business or any other organization or group in need of a virtualization solution, please contact The Business Network Group today. If you are located in the New Haven, Hartford, New London or Stamford, CT area please call us today at 1.203.933.8246 to speak with our team regarding our CT Virtualization Services.

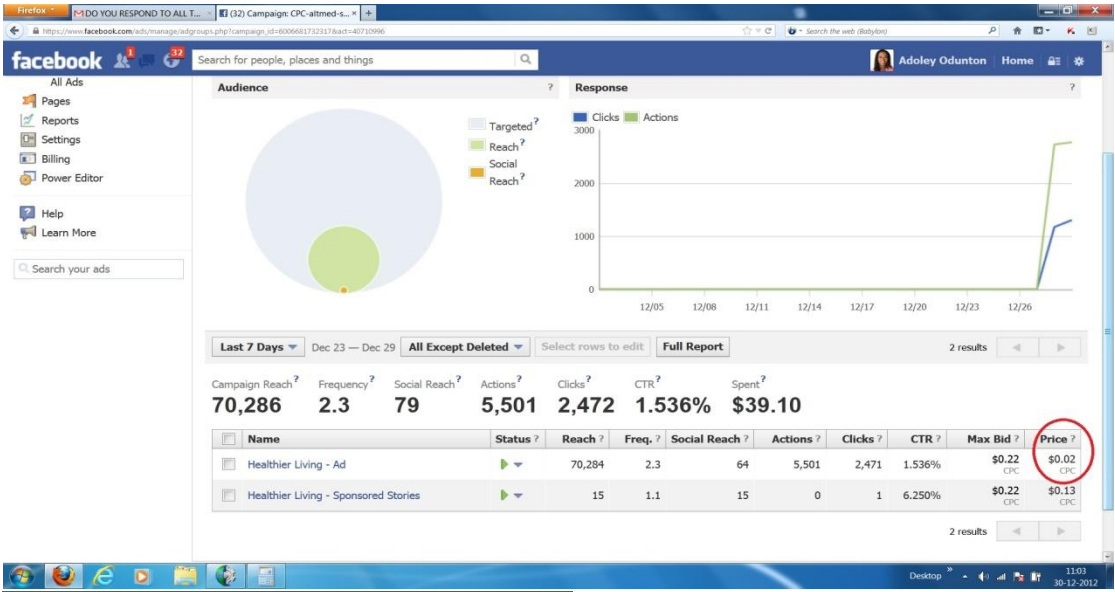
Graphics and design sample



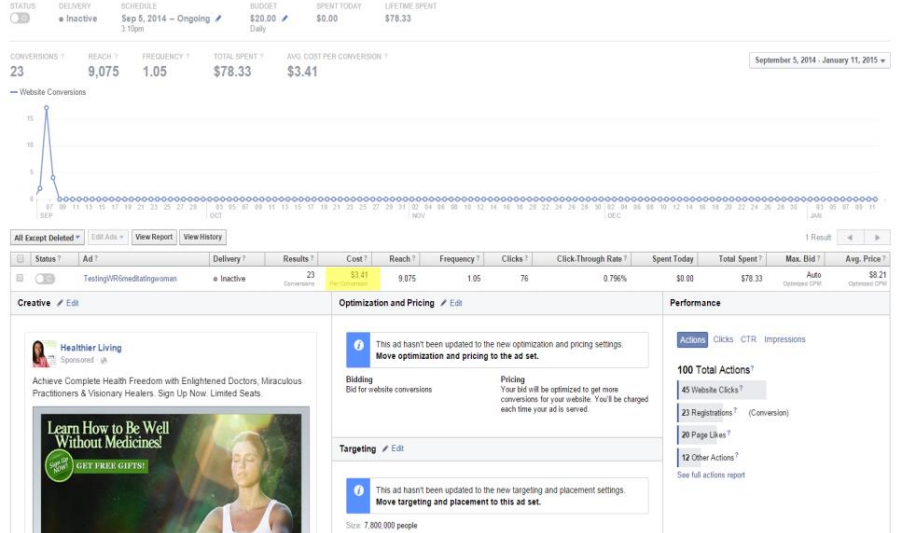
Social Media - Facebook Ads



Facebook Ad – Clicks @ \$0.02

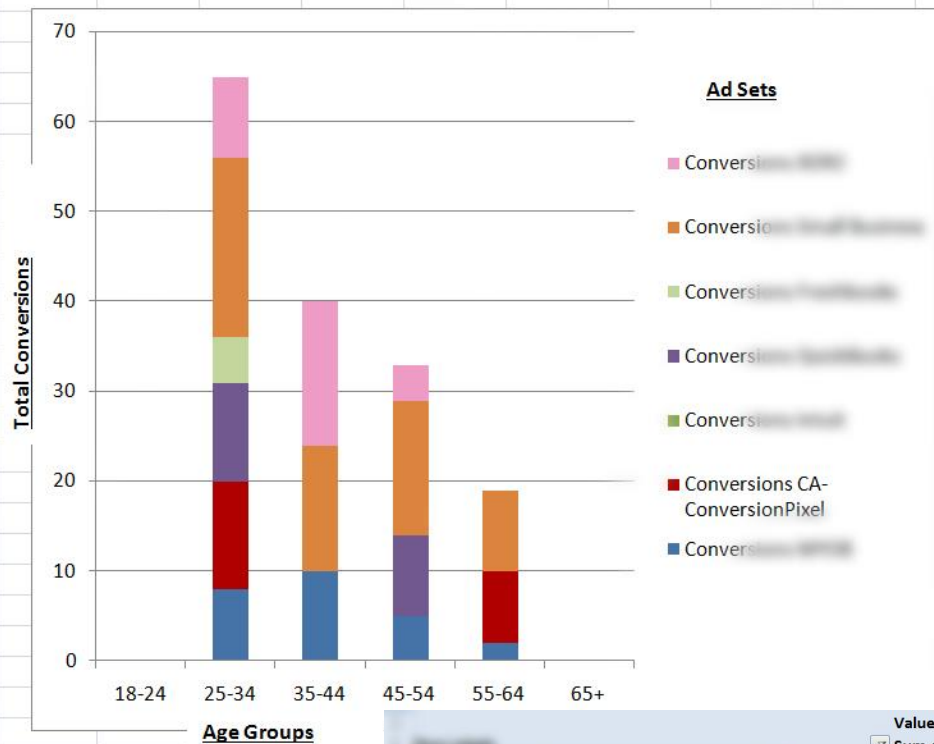


Tracking Conversions Using Tracking Pixels



Facebook Ad Insights & Reporting

Conversions Vs Age Vs Adsets



Create Pivot Table Reports and graphs using excel to give better insights on the parameters affecting conversion.

Pivot Table showing Conversions Vs Placement Vs Cost

	Sum of Registrations (Conversion Pixel)	Sum of Cost per Registration (Conversion Pixel)	
Campaign	10		
Adset	6		
Placement	2		
	0		
	0		
	4		
	2		
	0		
	0		
	2		
	0		
	0		
	2		
	0		
	0		
	0		
	2		
	0		
	0		
	2	3.075	
	0		
	0		
	0		

Facebook Reach & Engagement



111,552 People Reached

4,183 Likes, Comments & Shares

4,065 Likes	3,982 On Post	83 On Shares
88 Comments	84 On Post	4 On Shares
30 Shares	30 On Post	0 On Shares

7,339 Post Clicks

0 Photo Views	4,727 Link Clicks	2,612 Other Clicks ⓘ
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NEGATIVE FEEDBACK

8 Hide Post	2 Hide All Posts
0 Report as Spam	4 Unlike Page



Few insight snippets of Facebook pages through organic reach

Facebook Reach & Engagement

Planet and Go

Page Messages Notifications 6 Insights Publishing Tools

Planet and Go Personal Blog

Sign Up Liked Message

Timeline About Photos Subscribe More

545 likes +1 this week
Rory Cummins

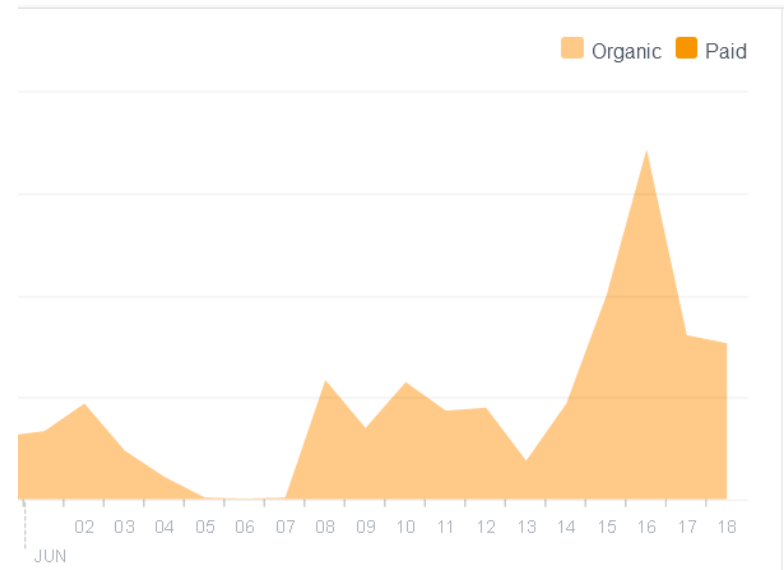
553 post reach this week

Invite friends to like this Page

Status Photo / Video Offer, Event +

What have you been up to?

Planet and Go



Planet and Go

Page Messages Notifications 6 Insights Publishing Tools Export Settings Help

Overview Likes Reach Visits Posts People


Showing data from 06/12/2015 - 06/18/2015

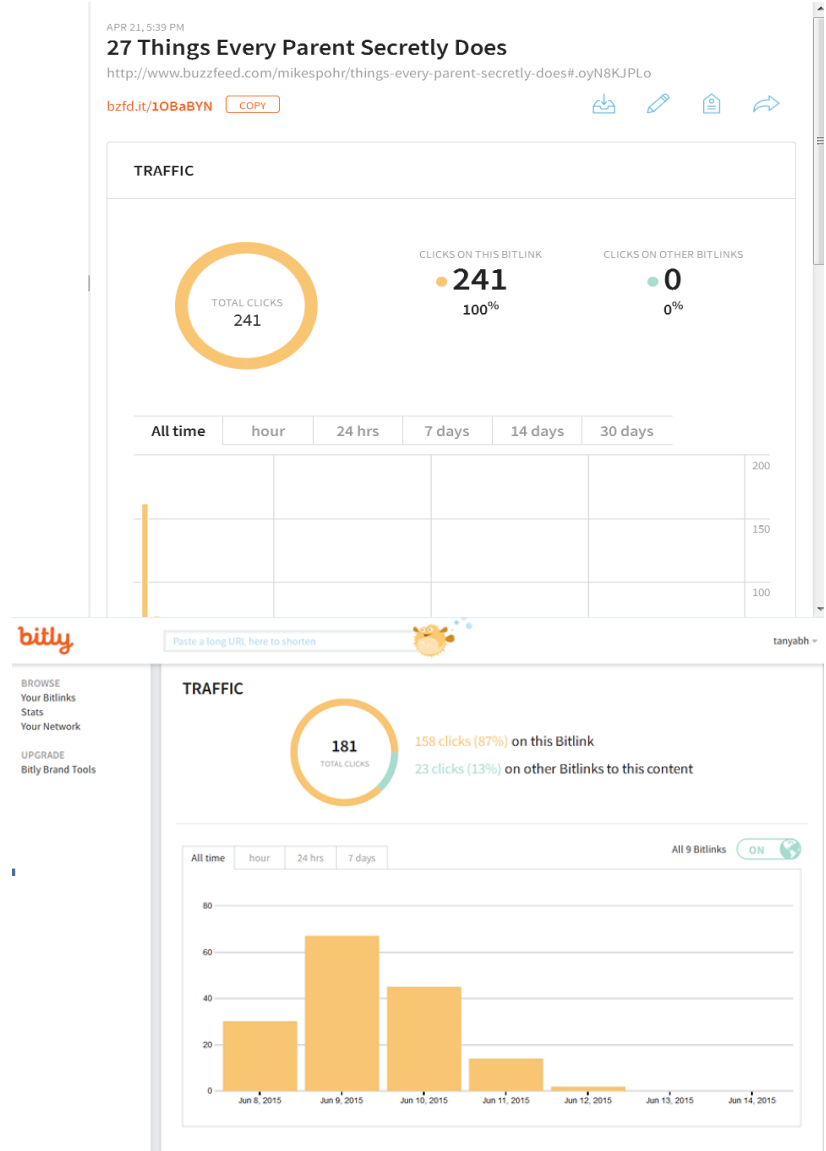
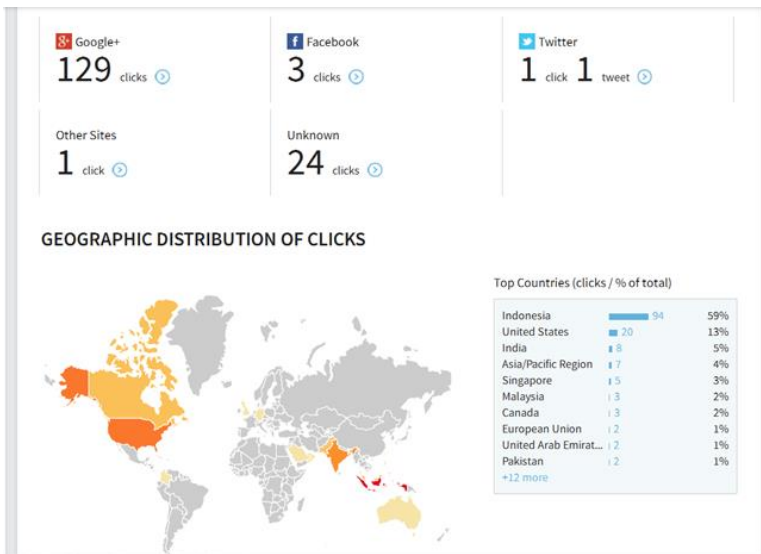
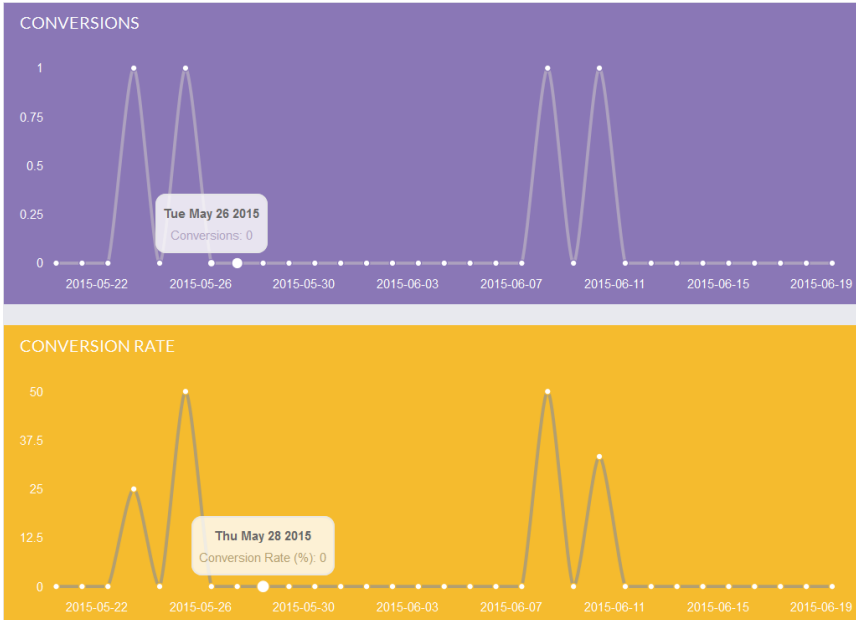
Metric	This Week	Last Week	% Change
Total Page Likes	545	-	+0.2%
New Page Likes	1	-	-75%
Total Reach	566	-	+156.1%
Post Reach	553	-	+160.8%
People Engaged	61	-	+190.5%
Likes	29	-	-
Comments	14	-	-
Shares	11	-	-
Post Clicks	136	10	-



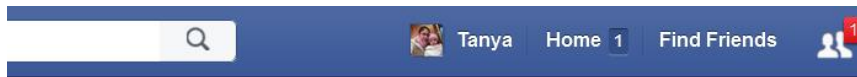
Result of 2 month's complete organic initiative due to no investment in Facebook, twitter ads. Quite an achievement right !!

Post Tracking

 All my social media posts are tracked with either bit.ly or snip.ly



Facebook Posts



Publishing Tools

Se



Planet and Go

Posted by Tanya Bhattacharya [?] · May 20 at 9:30pm · 🌐

Dunedin, the oldest city in New Zealand, is a region of fascinating landscapes and rich cultural history. Picturesque hills, remote beaches, beautiful harbor, numerous wildlife hotspots including the world's rarest penguin colonies and best-preserved Victorian and Edwardian architecture makes it a unique travel destination.

[#travel](#) [#amazingplaces](#) [#traveling](#) [#NewZealand](#)

P.C - David Steer



Planet and Go

Published by Tanya Bhattacharya [?] · June 17 at 9:40am · 🌐

If you could travel anywhere in the world, it would be

134 people reached

Boost Post

Like · Comment · Share



Most Recent ▾



Robin Barker-Baldinger Hawaii, Australia, Paris and Germany.

Unlike · Reply · 👍 1 · June 17 at 9:47am



Vivi Pronin Iceland (again), New Zealand or Japan

Unlike · Reply · 👍 1 · June 17 at 9:53am



Tim Pollock Switzerland

Unlike · Reply · 👍 1 · June 17 at 10:47am



Татьяна Мозерова Japan

Unlike · Reply · 👍 1 · June 17 at 7:11pm



Erin Lee Czech Republic, Croatia, Argentina, China and Australia. The first two in doing next month (send travel tips PLEASE) and the last three next summer!

Unlike · Reply · 👍 1 · Yesterday at 12:53am



Mommy Kat and Kids

Posted by Tanya Bhattacharya [?] · May 20 at 2:12am · 🌐

Looks so yummy! Perfect spring-summer recipe. Cant wait to try this [#recipe!](#)



Salmon with Well-Pict Strawberry Raspberry Salsa | WellPict Berries

Back to Recipes Prep Time: 15 minutes Total Time: 25 minutes Serves: 4 Ingredients 1 cup thinly sliced WellPict strawberries 1 cup WellPict

WELLPICT.COM



TWEETS 33.9K FOLLOWING 5,956 FOLLOWERS 21.7K FAVORITES 736 LISTS 13

Edit profile

Kathryn Lavalée

@mommykatandkids

Mother of two active boys, blogger, traveller, #TPApproved writer, @theSMAwards winner. Loves hot coffee, organic chocolate and sleeping in late whenever I can.

Lumsden, Saskatchewan

mommykatandkids.com

Joined January 2010

755 Photos and videos



Tweets Tweets & replies Photos & videos

Who to follow · Refresh · View all

Kathryn Lavalée @mommykatandkids · May 22
Enter to #Win an @OzeryBal Prize Pack worth \$50 from @mommykatandkids-2 WINN CAN-June 15 #Giveaway gle Dz4mPj?l ...

Kathryn Lavalée @mommykatandkids · May 22
Grill in Style this Summer with 10 Amazing BBC OneBun®-Giveaway mommykatandkids.com/2015/05/22/grill-in-style-this-summer-with-10-amazing-bbc-onebun-giveaway/

Notifications

All / People you follow

BonVoyageurs and 17 others followed you 2h



Corina @beersipstrips · 2h
@PlanetAndGo ahhhh so jealous! View conversation

Corina and LastaShop favorited your Tweet 2h
3h: Thinking about going to #Iceland soon?Here is a short summary of my 2nd trip there through photos. bit.ly/1IGJXN7 #travel #adventure



Mario Evangelist favorited your Tweet 5h
11h: Thanks for the recent follow @MariofromPhilly @RoadschoolFNW Happy to connect :) have a great Thursday. (insight by comun.it)



Come to Peru favorited your Tweet 5h
7h: After 4 amazing days on the Inca Trail, finally reaching Machu Picchu shortly after sunrise! #travel #adventure #hike pic.twitter.com/VVmMUzKnMT



1001ptsfr_ca added you to list 1001ptsfr_ca/ca 7h



Who to follow · Refresh · View all



The GypsyNesters @gypsynesters
Followed by Dotti Cunningha...

Follow



Shaun Frankson @ShaunFrankson

Follow



Mytanfeet @Mytanfeet
Followed by Brad and others

Follow

Find friends

Google Plus Post & Engagement

You are now using Google+ as the Planet and Go page.

OK



Planet and Go

1,913 followers | 697,052 views



Planet and Go

Shared publicly - May 8, 2015

Banff National Park is Canada's oldest national park in the Rocky Mountains with beautiful scenery. There are so many things to see here that sometimes it is difficult to know what to do first. This can help you to plan better.

<http://banffnationalpark.com/>

Pic Courtesy : travellersadventures.com



Planet and Go's photos

+ 965

107



21 comments

Facebook Ad – Rawsome Healthy Cost Per Lead

Rawsome healthy approached us to help them with Facebook Ads. They wanted to generate Leads from Facebook.



Solutions

- We used Audience Insight tool to uncover hidden targeting opportunities.
- Split testing different ad copy elements.



Result

- The CPL came down to just \$0.49 and the ad relevancy score was 9.



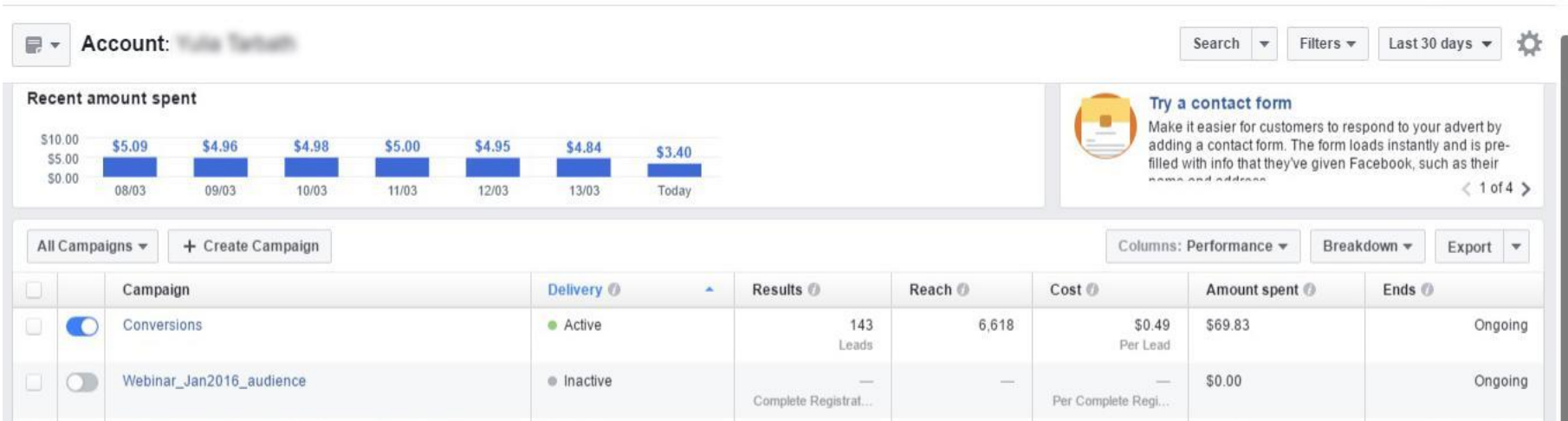
Goal

- Facebook Leads at lowest possible CPL (Cost per Lead)



Challenges

- They were running few Lead generation campaigns and the CPL was between \$1.26 to \$2 and they wanted to bring this down below \$1 per Lead



SEO – Gym In Brisbane – 100% Organic



Goal

- Improving local online presence
- Get higher ranking on Google & other search engines for relevant keywords.
- Help drive local traffic to promote enrolment in client's services.
- better ranking than the local competitors



Challenges

- Loosely defined keywords
- Low ranking on Google and other search engines (100+)
- Lack of focused keyword strategy, especially for local keywords.
- With a catalogue of services, the client needed to prioritize content marketing for maximum results



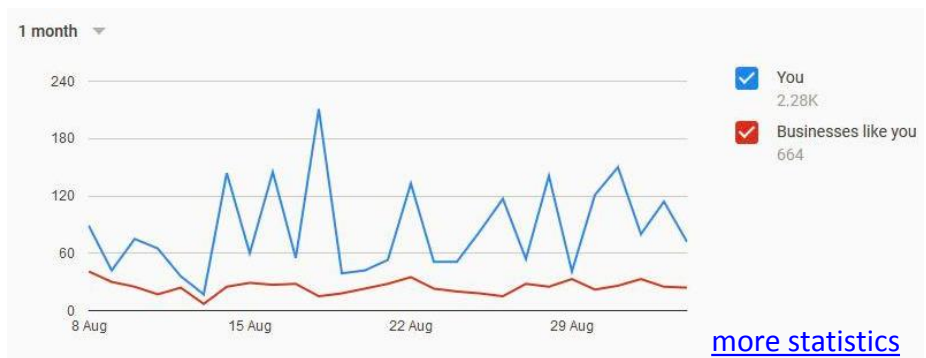
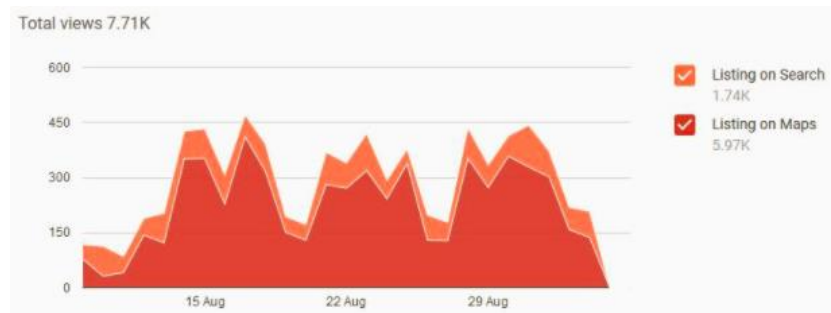
Solutions

- Optimize "Google My Business" account and location settings for data accuracy.
- Using location specific geo targeted words to pool in nearby customers.
- Analyse and infuse local keywords to the existing Ad Words strategy.
- Detailed keyword research and optimizing the website and its content according to the keyword strategy plan.
- Promotion through Banner Creation, Banner Promotion, Image Sharing, Classifieds and Reviews.
- On-going on page and off page optimization strategy to help rank high on Google.
- Weekly blog posts on relevant topics based on the localized keyword strategy plan



Result

- Client's website ranked at number one position on Google maps by using local keywords in **< 5 months**
- **384%** increase in traffic through Google Map Listing **<1 month**
- Steady increase in Google Search Listing. Ranked in top 10 in Google
- **35%** increase in the number of direct calls from Google Search Listing.
- About 20% increase in total number of sessions within a date range.
- Steady growth of organic traffic tracked through Google Analytics
- **244%** more photo views than competitors.



Your photos receive 244% more views than similar businesses. [Post more to stay ahead](#)

SEO – Car Servicing – 100% Organic



Goal

- Improving local online presence
- Get higher ranking on Google & other search engines for relevant keywords.
- Help drive local traffic to promote enrolment in client's services.
- Better ranking than the local competitors



Challenges

- Customer website had loosely defined keywords
- Low ranking in Google and other search engines 100+
- Lack of focused keyword strategy



Solutions

- Setting up Google My Business Account and Google Analytics to track growth and measure performance
- Detailed keyword research and optimizing the website and the content according to the keyword strategy plan.
- Ongoing onpage and off page optimization strategy to help rank high on Google.
- Weekly blog posts on relevant topics based on the keyword strategy plan
- Increasing social media engagement to divert local traffic to website.



Result

- Within 3 months ranked at no 1 on Google maps for all local keywords.
- Ranked on Google Page 1 for all targeted keywords within 6 months
- Huge increase in business views and customer actions from Google Business Listing within 3 months.
- 87.5% increase in the number of direct phone calls from Google Business Listing.
- 47.6% increase in 'request directions' from Google Business Listing.
- Steady growth of organic traffic tracked through Google Analytics
- Within 3 months there was :
 - ✓ 54.05% increase in new session engagements.
 - ✓ 77% increase of engagement in pages per session.
 - ✓ Lowering of Bounce Rate by 38%
 - ✓ 192% increase in average session duration.
- Within 6 months ranked at number 3 on Competition Map (tracked via SEO tool SEMRush). Well ahead of all competitors and even ahead of dealer service workshops. Only behind business directories like Truelocal and Autoguru.

Competitors 1 - 10 (513) 👤

Domains that compete against each other for high positions in search results for the keywords from the current tracking campaign within the chosen location. You can display data in every column in either ascending or descending order.

Domain	Visibility		Estimated traffic		Keywords
	15 Nov	Diff	15 Nov	Diff	
3. northsideauto.net.au	0.58	↑0.01	0.58	↑0.01	10 1
1. autoguru.com.au	8.38	↓1.38	8.38	↓0.02	10
2. truelocal.com.au	0.46	↓0.02	0.46	↓0.01	10 2
3. northsideauto.net.au	0.58	↑0.01	0.58	↑0.01	10 1
4. sagersholden.com.au	1.17	↓0.04	1.17	↓0.02	5 7
5. revtechmechanical.com.au	0.27	↓0.01	0.27	↓0.01	2 8
6. krisbanemru.com.au	2.16	↓0.01	2.16	↓0.01	2 8
7. austraiahonda.com.au	1.33	↑7.38	1.33	↑0.98	1 9
8. hyundai.com.au	0.00	0.00	1.70	0	1 9
9. krisbanecarservicing.com.au	1.34	↑3.90	1.34	↑0.48	5 5
10. lubernobile.com.au	2.73	↑0.65	2.73	↑0.58	9 2

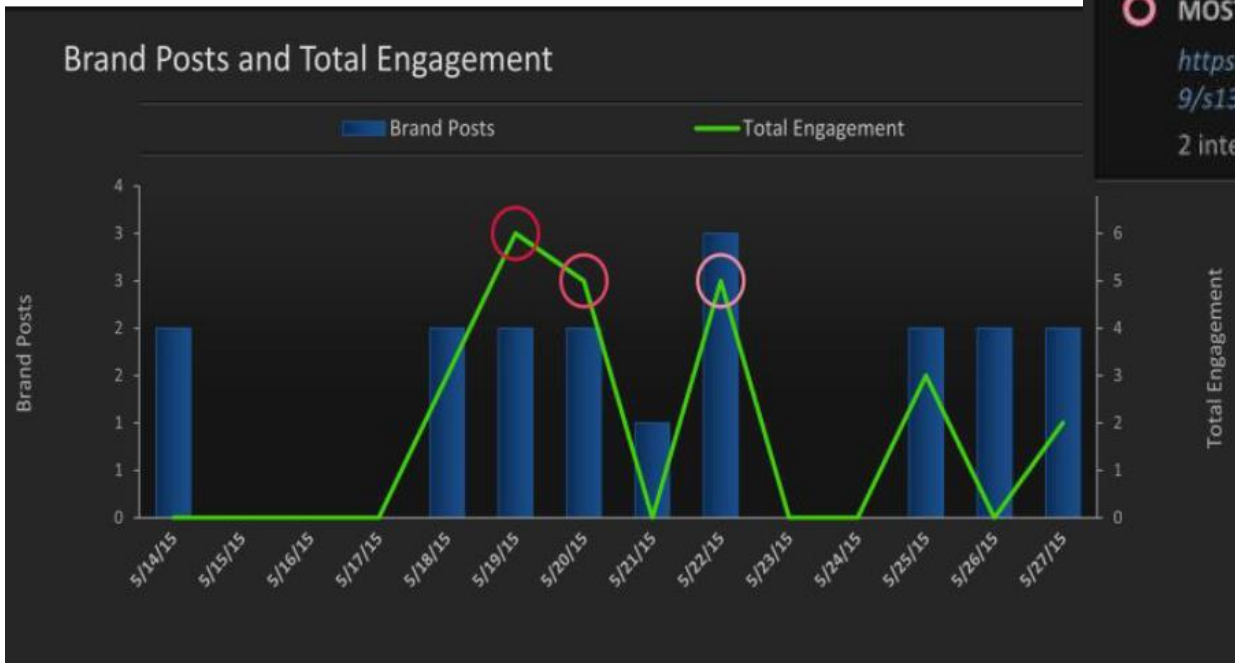
[more statistics](#)

Reporting

OPTIMIZATION	CONTENT DETAILS
Most Engaging Content Type	Most Engaging Post
Photos	"Can you guess what are these? Clue : Something that is travel friendly! https://scontent.xx.fbcdn.... "
Top Day/Time For Engagement	5 interactions (3.8x average)
Tuesday 2:00 PM – 3:00 PM	

ENGAGEMENT PEAKS

- MOST ENGAGING POST FROM 5/19/15**
Can you guess what are these? Clue : Something that is travel friendly! | <https://scontent...>
 5 interactions, 83% of the total for that day
- MOST ENGAGING POST FROM 5/20/15**
Dunedin, the oldest city in New Zealand, is a region of fascinating landscapes and rich cu...
 4 interactions, 80% of the total for that day
- MOST ENGAGING POST FROM 5/22/15**
https://scontent.xx.fbcdn.net/hphotos-xtf1/v/t1.0-9/s130x130/11259907_900152230041049_7018...
 2 interactions, 40% of the total for that day



**Recommended to
publish blog posts
on Tuesday**

Social Media Reporting

Top Links in Brand Posts

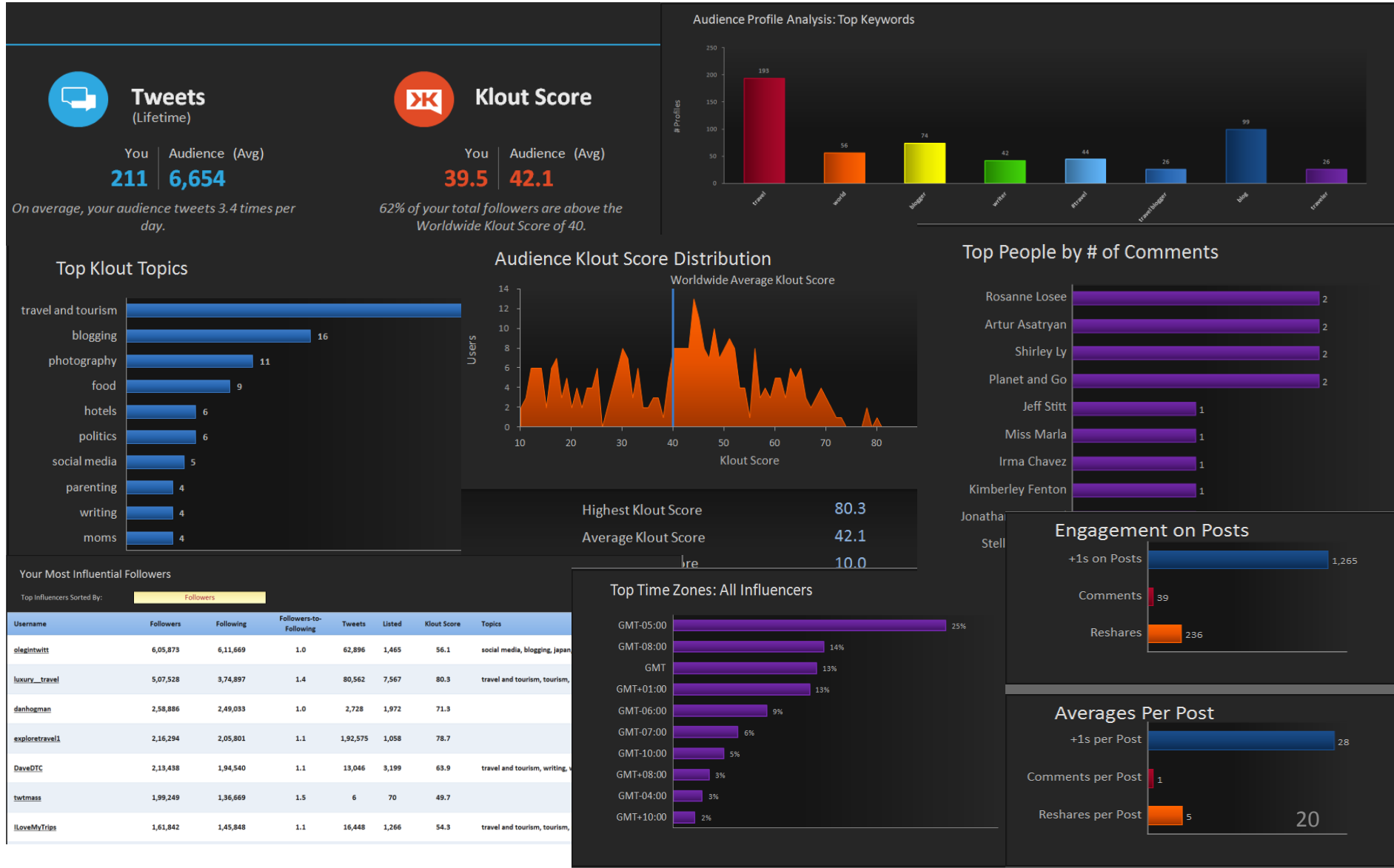
Links	Posts	Total Engagement	Clicks (bit.ly)
http://bit.ly/1HLyu1f	1	2	8
http://bit.ly/1Q6GMjy	1	2	93
http://bit.ly/1FbgOGq	1	1	4
http://planetandgo.com/great-off-th...	1	1	NA
http://bit.ly/1LrAvOr	1	1	15
http://bit.ly/1Jt4x5w	1	1	47
http://snip.ly/qns8	1	1	NA
http://bit.ly/1E7iW05	1	0	12
http://planetandgo.com/how-to-live-...	1	0	NA
http://bit.ly/1e39cz8	1	0	10



Based on the above report, recommended him 4 topic/ideas for next month's blog posts

Social Media Reporting

Random screen shots of various social media reports.





THANK YOU