



SEO PACKAGES

	Basic	Silver	Gold	Diamond
Pricing per Month	\$120	\$199	\$249	\$299
Number of Keywords	10	15	20	30

ANALYSIS PHASE

(Implemented in the 1st month and updated regularly further as per the SEO requirements)

Keyword Research & Analysis

Research most productive keywords for the site



Analysis of keyword sets for search volume & competition and finalizing keyword strategy



Website Analysis

Detailed website analysis



Competitive / market trend analysis



Site structure & URL structure Analysis for SEO friendliness



Content analysis



Site Audit / Site Clinic

Page loading speed check				
W3C validation (if feasible)				
Broken link / Page error analysis / Duplicate content check				
Site indexing, Redirecting issues, Browser compatibility check				
Initial site ranking & performance check for targeted keywords				
Traffic source analysis				

SEO Intelligence

(Implemented in the 1st month and updated regularly further as per the SEO requirements)

Google Analytics set up & review				
Google/Bing/Yahoo webmaster setup &				
Customizing Google analytics - configuring custom reports, filters, goals, advanced segments & annotations for better understanding of progress				
Robots.txt creation / optimization				
XML Sitemap creation (not for dynamic site)				
Regular review & updates to maintain the site as per search engine preferences				

ON PAGE OPTIMIZATION

Meta Data

Meta tag Optimization



Canonicalization for duplicate pages



Content Optimization

Suggesting new page SEO blueprints



Suggestions for content optimization for better keyword density



Alt / title / H1 / H2 tag placements



Internal linking / Anchor text optimization



SEO optimization for blog posts, articles, press releases as per search engine



OFF PAGE OPTIMIZATION

(Implemented from the 2nd month onwards , are on monthly basis)

Link Development

Submitting site in relevant web directories for better visibility & link building



Building one way links from relevant websites



Article promotion

Creating unique & quality articles for diverting readers to the site



Syndicating each article in quality article distribution & content sharing sites



Press Release publishing

Creating unique Press releases for better brand visibility & traffic



Publishing each press release in PR distribution sites



Social bookmarking

SEO Copywriting of bookmarking content



Bookmarking in popular social sharing sites



Conversion Optimization



Local SEO - Business listing

Submitting in Google/Yahoo/Bing local



Submitting site in local / niche business directories



Classified ad posting

Creating classified ads for service / product promotion



Posting each classified ad in relevant classifieds like craigslist, etc.



SOCIAL MEDIA MARKETING

Social Media

Social Media Profiles set up



Promotion on Twitter, Facebook & LinkedIn

1/daily

2/daily

3/daily

3/daily

Monitoring of social media updates and web mentions of your business on a weekly basis



Customized Facebook fan landing page & Twitter profile background



Social Media Customer Service - FAQ responses



Facebook Ad campaign set up & ad optimization



Brand Reputation monitoring & management



Blogging

Blog set up				
Blog optimization & promotion				
Blog Writing	1 Blog/Week	1 Blog/Week	2 Blog/Week	2 Blog/Week
Blog feed submission				
Social Media Customer Service -				

Monitoring & Reporting Performance

SEO work status update (detailed)	Monthly	Monthly	Semi-Monthly	Weekly
Regular SEO achievements update				
SERP (search engine ranking performance) report	Monthly	Monthly	Semi-Monthly	Semi-Monthly
Traffic status	Monthly	Monthly	Semi-Monthly	Weekly

Client support

Email support				
Telephone				