



SEO Service Proposal

Projects Details

Objectives

To increase your search engine presence and rankings, which will in turn increase the number of people visiting your website. This ultimately increases new customers for your company.

Overview of Proposed Service

- 1) Benchmark current state in the search engines**
- 2) Keyword research and analysis**
- 3) Competitive analysis for the main keywords**
- 4) Analysis of HTML and page design structure**
- 5) Manual submission of website to major search engines**
- 6) Monitoring and maintaining search engine placement**
- 7) Analysis and recommendations to create a Link Development Campaign**
- 8) Recommendations for ongoing content creation and updates**

Importance of Search Engine Optimization

The most obvious benefit of SEO is traffic. Without traffic, you don't have anybody visiting your site to turn into buyers.

Search engine optimization is one of the best ways to create targeted traffic for your website. There is countless number of ways to generate traffic, but often times the visitors are not targeted, and thus end up viewing your site but not converting to customers. It's important to create targeted traffic for your site.

Your website's pages will attract visitors who are searching on specific keywords and keyword phrases. This is what targeted traffic means – getting people to view your website that want to see the content.

Search engines need help to identify what your website pages are all about. That's what on-page optimization is all about - setting up your pages to make relevant data clear to the search engines.

Breakdown of Proposed Task

Benchmark current traffic and search engine positioning :- Create a report that displays where your site is ranking now, how many pages are indexed by the major search engines, and the number of external sites linking to yours.

Keyword research and analysis :- Generate targeted keyword phrases for every page of your website. Include a report of estimated search volume per keyword phrase.

Competitive analysis:- Analyze your top competitors and what keywords they're using to place high in the search engines. Includes competitive link analysis, to identify major sites that are linking to your competitors.

Create META tags and page titles for search engines:- Recommend website modifications to include separate sets of META tags that adhere to the requirements of each of the major search engines.

Site wide on-page optimization for search engines:- Recommend modifications to all main pages of website, to ensure that keywords are used properly in the content.

Breakdown of Proposed Task

- 1. Search engine submission:-** Manual submission to all major search engines. Including recommendations and instructions for paid submission to specific sites.
- 2. Initial analysis to create a Link Development Campaign:-** Create a strategy to develop inbound links to your website.
- 3. Initial analysis to provide fresh content for your website:-** Analyze how your website can provide fresh content and build over time.
- 4. Monitor and maintain:-** Utilize tracking software on your website to analyze traffic over a period of time. Includes continuous tracking and recommended modifications in web pages.

Project Dependencies

If you choose to use our services, we would require the following:

- 1) A list of your top 5 competitors.
- 2) Ongoing Access to your web server logs.
- 3) Your complete support on the tasks.
- 4) A down payment.

RATES & TERMS

Amount to Be Paid: Rs 10,000 per month of Search Engine EO. Client can choose not to continue this payment subscription at any time.

Terms: All terms will be sent on Contract Sheet.



THANK YOU