



Search Engine Optimization & Digital Marketing

Plan details and deliverables

SILVER

- Review & Analysis
- On Page Optimization
- Off Page Optimization
- Local Search Optimization
- Content Marketing
- Social Media Profile Optimization
- Monthly Reports
- Customer Support

GOLD

- Review & Analysis
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PLATINUM

- Review & Analysis
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Review and Analysis

	SILVER	GOLD	PLATINUM
Site Analysis	✓	✓	✓
Duplicate Content Check	✓	✓	✓
Competition Analysis	✓	✓	✓
Keyword Analysis	✓	✓	✓
Keyword Ranking Check	✓	✓	✓
Broken Link Check	✓	✓	✓
Google Penalty Check	✓	✓	✓
Rank Report	✓	✓	✓

On Page Optimization

	SILVER	GOLD	PLATINUM
Canonicalization	✓	✓	✓
Header Tag Optimization	✓	✓	✓
Internal Link Optimization	✓	✓	✓
Content Optimization	✓	✓	✓
Robots.txt Creation/Analysis	✓	✓	✓
XML/HTML Sitemap/Analysis	✓	✓	✓
Google Web Master Tool Setup (if not setup)	✓	✓	✓
Google Analytics Setup (if not setup)	✓	✓	✓
Page Speed Optimization Analysis	✓	✓	✓

On Page Optimization

	SILVER	GOLD	PLATINUM
Title & Meta Tags Optimization	Up to 10 Pages	Up to 40 Pages	Up to 100 Pages
Image & Hyperlink Optimization	✗	✓	✓
Bing Webmaster Tools Set Up (if not set up)	✗	✓	✓
Website Page Load Optimization	✗	✓	✓
Optimization of robots.txt & Google Bot crawls	✗	✗	✓
Proper URL structure analysis	✗	✗	✓
Resolve Webmaster Crawl Errors	✗	✓	✓
No Follow on External Links	✗	✗	✓

On Page Optimization

	SILVER	GOLD	PLATINUM
Footer Optimization	✗	✗	✓
Website usability analysis	✗	✗	✓
Html Code Cleanup & Optimization	✗	✗	✓
Check Mobility Issues	✗	✗	✓
Check AMP Pages Issues	✗	✗	✓
Proper URL structure analysis	✗	✗	✓
URL Parameter Handling	✗	✗	✓
Custom 404 Page	✗	✗	✓

Off Page Optimization

	SILVER	GOLD	PLATINUM
Blog Submission	1	2	4
Article Submission	1	2	4
Blog Promotion	5	10	20
Company Profile Listing	5	10	20
Classified Submissions	5	10	20
Article Promotion	5	15	25
Social Bookmarking	10	20	30
PDF/Doc Submission	✗	5	10
Video Promotion	✗	5	10
Image Submissions	✗	✓	✓
Press Release Promotion	✗	5 (in total)	5 (per month)

Off Page Optimization

	SILVER	GOLD	PLATINUM
Press Release Submission	✗	5 (in total)	5 (per month)
Infographic Promotion	✗	2	5
Infographic Distribution	✗	3	5
PPT Promotion	✗	5	5
PPT Submission	✗	5	5
Blog Commenting	✗	5	10
Video Submission	✗	5	15
Product Submissions	✗	✓	✓
Coupon Distribution	✗	✗	✓
Q & A Submissions	✗	✗	✓
Forum Posting	✗	✗	✓

Local Search Optimization

	SILVER	GOLD	PLATINUM
Google My Business Setup & Verification	✓	✓	✓
Local Business Directory/ Citations	2	7	15
Customer Reviews/Ratings Submissions	✗	2	10
Contact Address in Footer	✗	✓	✓
Google+ Site Verification	✗	✗	✓
Google Embedded Map	✗	✗	✓

Content Marketing(Per Month)

	SILVER	GOLD	PLATINUM
Blog Writing	1	2	4
Classified Writing	1	4	6
Article Writing	1	3	5
PDF Creation	×	1	2
Press Release Writing	×	2 in 6 Months	1
Infographic Creation	×	1 in 6 Months	2 in 6 Months
PPT Creation	×	1	1
Guest Blog Posting	×	1	2
Video Creation	×	1	2

Social Media Profile Optimization(Per Month)

	SILVER	GOLD	PLATINUM
Micro Blogging	✓	✓	✓
Google Plus Business Page Setup (One Time Activity if not existed)	✓	✓	✓
Facebook & Twitter Account Setup (One Time Activity)	✗	✓	✓
Custom Twitter Background (One Time Activity)	✗	✓	✓
Facebook Timeline (One Time Activity)	✗	✓	✓
Twitter Updates	✗	✓	✓

Social Media Profile Optimization(Per Month)

	SILVER	GOLD	PLATINUM
Facebook Wall Updates	✗	✗	✓
Pinterest Account Creation	✗	✗	✓
Follow Pinboards	✗	✗	✓
Pin Images	✗	✗	✓
Custom Pinboards	✗	✗	✓
Pinterest Optimization	✗	✗	✓

Monthly Reports

	SILVER	GOLD	PLATINUM
Search Engine Rank Report	✓	✓	✓
SEO Activity Reports	✓	✓	✓
Google Analytics Report	✓	✓	✓

Customer Support

	SILVER	GOLD	PLATINUM
Customer Support	✓	✓	✓
Email, Chat, Phone	✓	✓	✓



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