

MEDIUM PLAN

ABOUT SEO

SEO is a technique which helps search engines find and rank your site higher than the millions of other sites in response to a search query. SEO thus helps you get traffic from search engines.

WHY SEO

The process of Search Engine Optimisation is an integral part of any businesses aiming to establish a prominent online presence. The ability to enhance a website's visibility within organic Search Engine Listings (SERPs) is a crucial tool to propel a business's virtual presence above that of its rivals. The widespread prevalence of Pay Per Click (PPCs) ads – some \$28 billion was spent in 2010 in the US alone – highlights how important Search Marketing continues to be.

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ON PAGE OPTIMIZATION

- Number of Keywords / Phrases targeted: 8-10 (Based on the competition of the Keyword)
- META Tags Creation
- Home Page optimization
- Body Text Optimization
- Page Title Optimization
- Robot.txt Addition
- W3C HTML Validation
- 20 Competitor web site Analysis
- Benchmark Reporting
- website Structure Optimization
- Content Optimization
- Image Optimization -5
- HTML code optimization
- Robots.txt Optimization
- HTML Sitemap creation
- Google XML Sitemap Creation & regular updation
- Google Analytics Setup & Monitoring
- RSS Feed Generation

SOCIAL MEDIA OPTIMIZATION

- Manual Search Engine Submission
- Social Networking Profiles-15
- Social Bookmarking-50
- Article Submission (per article) -100 (Client needs to provide the Article, We will do the Posting & SEO)
- Press Release Distribution (per Press Release) -50
- Blog Creation, updation and promotion
- Forum posting -50
- Classified ads Creation & Posting -200
- Video Promotion (Video provided by Client)
- Article Creation

REPORT STATUS

- Search Engine Ranking Reports
- Monthly Work status reports (Detailed)
- Client Support [E Mail Support]
- Traffic Status Report

■ DELIVERY TIME : 10 Months ■ COST PER MONTH : Rs 22500

