

Search Engine Optimization Proposal



Objectives

- To make your website easily searchable over the web
- To increase the visibility
- To get more traffic to the website

SEO Program Specification

- Our SEO Program is designed to address search engine algorithms of all main search engines. The scope of the SEO Program is customized according to the needs of the website, the target audience it addresses and the online competition associated with it.

- The SEO process is divided into the following 6 Stages:
 - 1. Stage I - Evaluation & Planning
 - 2. Stage II - Execution
 - 3. Stage III - SEO Implementation
 - 4. Stage IV - Completion
 - 5. Stage V - Off-page optimization
 - 6. Stage VI - Monitoring

STAGE - 1 Evaluation & Planning Phase

S.No.	Process
1	Keyword Research
2	Keyword Selection (based on your feedback)
3	Keyword Finalization (based on your selection)
4	Pre-optimization Search Engine Ranking
5	Content Writing Recommendations
6	Selection of web page for optimization

STAGE II Execution Phase

S.No.	Process
1	Optimization data creation (to be used later in SEO implementation)
2	SEO rule recommendation

Note:

The Optimization data creation will contain complete details of the on-page optimization that is to be carried out on the WebPages short listed for SEO. This includes Title Tag, Meta Tags, Content optimization, Image Alt-Text, File/Directory name optimization, Title Attributes etc.

This phase will include creation of customized 404 error page

STAGE III - SEO Implementation

S.No.	Process
1	SEO Implementation execution for the entire site
2	Quality Check (QC) and Changes (if any)

STAGE IV - On Page Implementation Phase

1. Keywords in Title Tags
2. Keywords Meta Tags
3. Keywords in Description
4. URL Structure
5. Image Optimization
6. Content Optimization
7. Robots.txt
8. Sitemap.xml
9. Website loading time
10. Google Analytics
11. Google Search Console
12. Internal Linking
13. Canonical Tags
14. Breadcrumb Navigation
15. W3 Validation

Note: Text Content is important.

STAGE V - Off Page Implementation Phase

1. Directory Submission (Ex - magpiedirectory.com)
2. Bookmarking Submission (Ex- www.folkd.com)
3. Article Submission (Ex - ezinearticles.com)
4. Press Release Submission (Ex -1888pressrelease.com)
5. Classified Submission (Ex-olx.com)
6. Blog Creation (Ex- Wordpress.com)
7. Forum Submission (Ex –Quora)
8. Profile Creation (Ex- about.me)
9. Wiki Submission (Ex – Wikipedia.com)
10. Search Engine Submission (Ex – Google, Yahoo)
11. Others Links Building Submission

STAGE VI - SEO Monitoring

Process

Monthly Rank monitoring

Weekly Reports

Requirements



Requirements for On Site Website Changes

Website Control Panel Details (Username, Password etc)

Project Cost

Services	Cost per month	
SEO Services (10 Keywords)	11500/-INR	
SEO Services (15 keywords)	15000/-INR	