



SEO PROPOSAL

YOUR DIGITAL MARKETING SOLUTION



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Advanced Display
ADWORDS
.....
QUALIFIED
INDIVIDUAL
.....
Google

EXECUTIVE SUMMARY

Search Engine Optimization is the most cost-effective way to increase your site's visibility. If you want to succeed on the web, you need to be where customers are looking.

We will make sure www.example.com stands out from your competition. FIRST Page ranking gets you seen first, increasing traffic and driving qualified visitors to your site maximizing your conversion rates and directly impacting your bottom line.

Search Engine Optimization (SEO) is the process of optimizing your website to make it easy for search engines to find www.example.com so it achieves prominent keyword rankings on Google etc.






Technical Handling:

Each search engine uses a different method (or "algorithm") to determine how well your site will rank with your keywords. Your sites optimization process begins with a thorough keyword analysis to determine which keywords will drive the most qualified traffic to your site. These keywords will form the foundation for the next steps of your content development and site optimization. This optimization includes ensuring your page descriptors are in the right places and conform to current search engine guidelines. It also means making sure your site's page code and internal links are compatible with the search engines. This is so the search engine spiders are able to find the relevant content on , and index it correctly so the theme of each of your site's pages are accurately conveyed to the engines and to your visitors.

Most Search Engines, (especially Google), consider a site with other high quality and relevant sites linked to it to be more credible. Therefore, the more credible the site, the higher it will rank. To maximize www.example.com "search credibility" we initiate a strategic link building program, building links back to your site from high impact partner sites from all over the world.

KEY OBJECTIVE

The proposed search engine optimization campaign will aim to assist in achieving the following objectives:

-  Drive quality website traffic
-  Increase online sales
-  Generate new sales leads
-  Build brand awareness
-  Reduce customer acquisition cost in comparison to other advertising and marketing channels

WHY SEARCH ENGINE OPTIMIZATION?

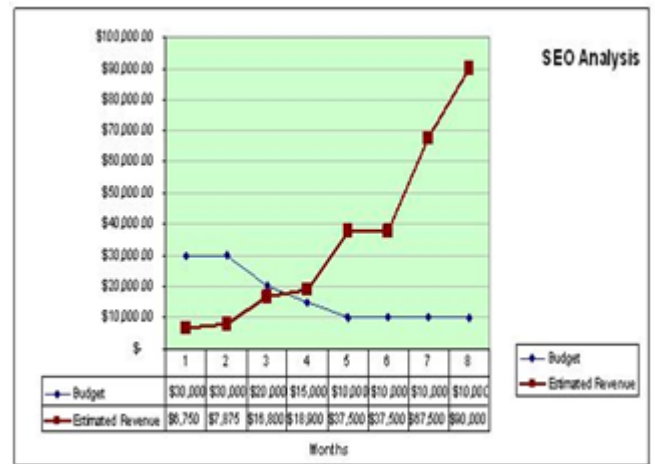
The top 10 results in the Natural search results get significantly more attention and click-through from Search Engine users. It is a proven fact that 74% of people doing searches use the natural listings more than the paid sponsored ones. In addition depending on the Engine, users can trust that result more, which leads to a higher conversion rate.

Your Search Engine Equity™ (SEE)

Building Search Engine Equity™ on your website is one of the most important aspects of having a successful web presence. The SEE™ will help drive traffic by utilizing Search Engine natural algorithms. This is the most cost-efficient way of driving traffic to the website and increasing your leads.

More importantly, your competitors are leveraging paid search, natural search and they are continually increasing their search marketing or advertising budgets. With time, the costs for paid search campaigns will increase, and without having built a good SEE you will be spending a lot more to catch up. SEE™ can be the most cost effective and easy to implement online marketing effort available to advertisers.

The above sample ROI Analysis indicates the value of building Search Engine Equity™ in comparison to paid search.



SEARCH ENGINE OPTIMIZATION

Phase 1: Pre-Optimization activities

SiteIndexation

Another important aspect of SEO work is site indexation by the major search engines. To reach your potential audience via search engines, the website and any additional pages not directly accessible need to be added to the search engine databases. Without this happening correctly a site cannot gain any organic site traffic from search engines.

Search engines use applications called “spiders” or “bots” to crawl through the site and add pages to their index. The process of indexing a website by search engines averages from 2 weeks to 2 months. But this could take much longer on highly competitive industries. Over 75% of all sites aren’t being indexed properly due to poor design and site structure.

Site is properly indexed by Google and Yahoo. Still more pages could get indexed if the following recommendations are taken care of:

More quality content should be placed on the website.



More pages need to be added considering the competition on our set of keywords. Google has clearly shown its affinity for larger websites.

Proper Optimized Meta Tags should be implemented.

Search Engine	# Pages Indexed
Google	17
MSN / Bing	10
Yahoo!	11

Current Link Popularity Analysis

Link popularity is measurement based upon the number and weight of inbound links to the page.

Link popularity has a great influence to page visibility in search engines and they calculate link popularity based upon proprietary algorithms. To increase link popularity, a webpage must have a sound number of inbound links from high quality sites. These links can be both from brand websites, as well as external or 3rd party referrals.

Keyword analysis

Keyword analysis is an important phase needed for Website Optimization and consists of the following:

Site Goal Identification:

Identify the website's core business objectives and desired visitor actions.

Keyword Research / Master Keyword List Deliverable:

Perform keyword research, analysis, and create a master keyword list consisting of all potential www. example.com and other included sites keyword phrases based on relevancy and popularity.

Total Keywords: 25

Phase 2: Site On-Page Optimization



A significant component of making a website visible to search engines is the development of a search engine friendly website structure and careful density of these pages with selected keywords.

Header Section

<HEAD> section is important from an SEO perspective as it provides information for search engines to determine the page theme, instructions to indexing the pages. The ideal <HEAD> section should content the various tags in following manner

- 1 – Title Tag
- 2 – Description Tag
- 3 – Keywords Tag
- 4 – Important instruction for Search Engine spiders

Optimized Titles and Meta <Keywords> and <Description> Tags

Title and Descriptions are very important areas of Optimization. Title and Descriptions should be unique for all the pages using targeted keyword phrases.

Title Tag – Not more than 60 to 70 characters

Description Meta - Tag up to 163 characters

Keywords Meta - Tag - 200 characters

At present www.example.com does not have proper optimized Meta tags, Meta tags play a very important role in making your site visible on search engines.

ALT Tags

Search engine spiders cannot understand any type of written forms of Images and/or graphics so Alt tags are used to describe the images on your website.

We will revisit and redo all the image Alt tags of all the appropriate pages and make them more SEO friendly plus User friendly.

Heading Tags

Another very important tag to give “weight” to key phrases you want to target are Heading tags.

We will revisit and inform you as to where and how we need the h1 tags to be implemented.

Page Content Placement

For Google, content is KING, Considering the competition on your keywords, we require at least 300 more words of content on your Homepage with our keywords properly sprinkled across it. We will guide you on this can be best done.

Inter Site Linking

Need improvement. Currently the interlinking among our inner pages is not healthy. A definite need to ensure that Google can easily access other inner pages of your website.



Page Size

Page size refers to actual size/weight of the page with significantly affects the page loading time during the page request.

Google has now gone on record that it would use loading time of a site as a quality signal

Phase 3: Site Off-Page Optimization

Off page Optimization is the process of achieving quality links to your website. This has two benefits – firstly, if done properly it results in extra traffic coming into a site via external links. Secondly, the search engines and particularly Google considers each link as a vote and evaluates it in its ranking algorithm.

Text Links / Anchor Text

Using key phrases in the internal links and external links (those pointing to the site) can dramatically help SEO rankings. More text links might be considered in the bottom page copy and in the footer that contain targeted key phrases.

Site Map:The site map provides a guide for the search engines to find, crawl and index pages easily.

XML Sitemap:It is best recommended to have an xml sitemap on the website because it is search engine friendly.

Search Engine Submission and Directory Inclusion



Social Media Strategic Plan

The proper and effective use of Social Media is to build community, conversation and relationships with your audience. Some of the activities that will be included in the program are

Social Media Account creation, management and daily responsibility, including Face book, Twitter, LinkedIn, YouTube, Google+



CLIENT COMMITMENTS

In order to implement a successful search engine optimization campaign the following information would be required from www.example.com:

Access to the admin module / FTP wherein we can go and edit the Meta tags, image alt tags etc for EACH AND EVERY PAGE of the website.

Additional content on the home page would be essential, The content to be provided by www.example.com should be of based around the agreed keywords.

Need to include Text / Content at the extreme top of the page. Since the first 300 characters of the website play a important role for the search engines, it is important that we include one line of text at the top of each page of our website.

Make a provision to add one unique line of text on EACH AND EVERY Page of our website. I will be adding this text which will be targeted and unique for each page.

In addition to (further) optimising the existing pages, content for additional keyword specific pages would be required; again these would be based around the agreed keywords.

PROJECTTIMELINES

Initial Pre Position Report:

Within 3 days from the date of signing the contract.

Delivery Of the Optimized Content:

Within 30-60 days from the date of signing the contract This may vary depending on the site and any special circumstances.

Ranking Progress Report:

Within 90 days from the date of signing the contract

Ranking Progress Report:

Within 120 days from the date of signing the contract

Ranking Progress Report:

Within 150 days from the date of signing the contract

Ranking Progress Report:

Within 180 days from the date of signing the contract

Ranking Progress Report:

Within 210 days from the date of signing the contract

Ranking Progress Report:

Within 240 days from the date of signing the contract

Ranking Progress Report:

Within 270 days from the date of signing the contract

Ranking Progress Report:

Within 300 days from the date of signing the contract

Ranking Progress Report:

Within 330 days from the date of signing the contract

Post Ranking Report:

Within 360 days from the date of signing the contract

WHY CHOOSE US?

SEO works like a spotlight, drawing customers to the main attraction - your Business! We provide entirely Search Marketing services like SEO Services including PPC (Pay per Click), Social Media like Facebook, twitter, LinkedIn, Google+, also we offer Web Design, ecommerce solution and mobile apps Development.

SEO Track Services prides ourselves on personal service and we want to know your business from the inside out. You will find that when you work with one of our professionals, personalized service is our top priority. We only consider our job a success if you are satisfied with the results. Our dedicated highly SEO Professionals team ensures guaranteed organic search engine ranking in Google, Yahoo and Bing.

We understand the dynamics of business, marketing and technology. Trust the experts, or experiment with others. You Decide!

PAYMENT PLAN AND TERMS

1. Complete Website Optimization for 1 websites promotion	
2. Search Engine Submission Sessions	Rs. 70,000/-
3. Build Back Link	
Goods & Service Tax (18%)	Rs 12,600/-
Total	Rs82,600/-

Notes

The above estimate includes all elements of the SEO process mentioned above.

The above estimate does not include third party fees that may be charged by search engines or directories, software vendors for licensing software etc.

The costs are valid for the scope of work defined in this document.

SEO TRACK SERVICES was established in 2008 with the specific objective of assisting organisations, small, medium and large, to benefit from the search engines.

Based in Mumbai, India SEO TRACK SERVICES comprises a team of specialists skilled in Search Engine Optimization.

Regardless of the size and nature of an organisation, we pride ourselves in having the breadth of skills and experience, in a wide range of industry sectors, to understand its business needs, and the capacity to provide practical and cost-effective internet solutions to match these needs.

We are very well aware that every business is unique, and therefore we work very closely with our customers at all stages of the project, from initial assessment, to ensure that our services exceed our customer's expectations.

Our clients cover a wide range of sectors, these include corporate, retailers, manufacturers who wish to promote their products and services to overseas markets, and retail and mail order companies who can take orders and secure payments directly over the Internet.

For more information about our Packages and Services kindly contact us.

Best Regards,

Seo Track Services