

	Proposed SEO Plan	
S.No	SEO Tasks	
	ON-PAGE OPTIMIZATION	
	<b>Site Review &amp; Analysis</b>	
1	Site analysis, Understanding of Existing Promotional Activities & Web Site Architecture Assessment	
2	Clients' business analysis & understanding, Target Audience etc	
3	Goals Assessment & Understanding budget constraints.	
4	Keyword Research: Collection of keywords and finalization in consultation with the client	
5	Competitors Research and Analysis - Analyze top three competitors' websites that rank higher in search engines.	
6	Prevent Bleeding of Google Page Rank from the site to external websites.	
7	Suggestion to Make changes in website's structure to enhance visitor conversation & usability	
8	Take care of canonical issue	
9	# Meta Tags - Title Tag, Description Tag and Keyword Tag Optimization	
10	# Broken Link Check and Modifications	
11	# Alt Tag Optimization	
12	# HTML Optimization & Modifications	
13	# Create Fresh XML sitemap and submit to Google, Yahoo!, and Bing	
14	# Optimize anchor text of the links to include core keywords in them	
15	# Include H1, H2, and H3 heading tags in page copy (If agree or wherever appropriate)	
S.No	OFF-PAGE OPTIMISATION	
1	<b>50 Niche Directory Submissions - onetime</b>	
	Manual Submissions to handpicked database of directories with good alexa ranks and page ranks	
2	<b>100 Search Engine Submissions - onetime</b>	
	Manual Submissions to handpicked database of search engines	
	<b>2 Press Release Writups ( Bi-Weekly )</b>	<b>Writing Job</b>
	Press Release Writing and Distribution	
3	<b>20 Press Release Submissions (10x2)</b>	
	Press Release Publication: Submit the PRs on top 20 PR sites like PRLog, SanePR, Prweb etc. (In Variation of 10-10)	
	<b>2 Article Writups ( Bi-Weekly)</b>	<b>Writing Job</b>

	Article Writing and Circulation on Net	
4	<b>20 Article Submissions (10x2)</b>	
	Articles Manually promoted to TOP 20 Article sites like goarticles, article dashboard etc. (in Variation of 10-10)	
	<b>Blog Writing ( 1 Blog Post Weekly ) 1x4 = 4 Monthly</b>	<b>Writing Job</b>
5	<b>Blog Maintenance</b>	
	Blog Post written and uploaded on weekly basis – Optimized as per short-listed keywords	
6	<b>20 Social Book Marking</b>	
	Promotions on reputed bookmarking sites like Digg, Delicious, StumbleUpon, Technorati.com	
7	<b>10 Local Classifieds on related websites on targeted Keywords ( olx, craigslist, worldfreeads, etc )</b>	
	Publish Classifieds locally to boost the rankings on keywords	
8	<b>10 Answers posting on related questions on answers.yahoo.com</b>	
	Posting Answers on related questions with a text link towards website	
9	<b>RSS Feed Submissions</b>	
	Feeding the content to search engines for better indexing	
10	<b>10 Video Posting ( if you have a Video to promote online)</b>	
	Submit your promotional video to the popular video sites (10.Min Video)	
11	<b>10 Local Business Directory Submissions</b>	
	( monthly or bimonthly )	
12	<b>Google, Yahoo, Bing Map Listing</b>	
	Listing on the maps of major search engines help to drive direct traffic	
13	<b>Twitter Promotion</b>	
	Tweeting the website Link and Articles on Twitter	
14	<b>FaceBook Promotion</b>	
	Promoting website through Status Postings, Comments, Blogs and Articles updates on Facebook	

15	Pin Interest Promotion	
	Pin and Re-pin the Products or Services offered by the Site	
	Technical Support	
1	Progress Analysis	
2	Strategy Revision if Required	
3	E-mail reports, Weekly Activity Reports	
4	Search Engine Ranking Reports - Monthly	
5	Consultation on emerging Trends in SEO	
6	Communication Mechanism - Email and Instant Messenger	
7	Regular update on the changing Google Algorithms	

Cost		
First Month Cost	800 USD	
Regular Monthly Cost	700 USD	
Number of Keywords	15 Keywords	
Timeframe		
On Page Implementation	15 Business Days	
Off Page Implementation	30 Days	
Project Delivery	45-50 Days	
Regular Marketing	Monthly Reports will be Sent	
Requirement		
Site Access	FTP Access require for implementation of on page process	
Login/ Password	Site: user name = password=	
Google Analytics Access		
Blog Access	Blog Access Require for Optimization on regular basis	

