



ACTIVITIES	BASIC	STANDARD (Most popular)	PRO	PREMIUM
PHASE 1: Analysis & Planning				
Number of Keywords/ Key Phrases	15 Keywords	30 Keywords	50 Keywords	100 Keywords
In-depth Site Analysis	✓	✓	✓	✓
Keyword Research & Analysis	✓	✓	✓	✓
Baseline Search Engine Ranking Report	✓	✓	✓	✓
Baseline Traffic Report	✓	✓	✓	✓
Competition Analysis	✓	✓	✓	✓
PHASE 2: On-page Optimization				
Meta Tag Optimization	✓	✓	✓	✓
Content Optimization	✓	✓	✓	✓
On Site Blog Integration	✓	✓	✓	✓
URL Optimization	✓	✓	✓	✓
Hyperlinks Optimization	✓	✓	✓	✓
Addition of Google Rich Snippet	✓	✓	✓	✓
SEO Meta Tags	✓	✓	✓	✓
Header Optimization	✓	✓	✓	✓
Image Optimization	✓	✓	✓	✓
Robots.txt Creation/ Analysis	✓	✓	✓	✓
HTML Sitemap Creation and Optimization	✓	✓	✓	✓
XML Sitemap & Url List.txt	✓	✓	✓	✓
Webmaster Tools - Google and Bing	✓	✓	✓	✓
Google Analytics - Set-up and Integration	✓	✓	✓	✓
SEO Implementation *	✓	✓	✓	✓
Phase 3: Technical Website Evaluation				
Crawl Errors	✓	✓	✓	✓
Site Architecture Evaluation	✓	✓	✓	✓
Programming Code Evaluation	✓	✓	✓	✓
Backlinks Profiling & Audit	✓	✓	✓	✓
Webpage Design Issues	✓	✓	✓	✓
Dead Pages/ Broken Links	✓	✓	✓	✓
Duplicate Content Issues	✓	✓	✓	✓
W3C Validation (Only home page)	✓	✓	✓	✓
Site Download Speed Analysis	✓	✓	✓	✓
Fixing the Identified Issues **	✓	✓	✓	✓
PHASE 4: Off Page Optimization / Link Building				
4.1. Social Media Pages				
Google+	✓	✓	✓	✓
Facebook	✓	✓	✓	✓
Twitter	✗	✓	✓	✓
Pinterest	✗	✗	✓	✓
Linkedin	✗	✗	✓	✓
Social media buttons installation	✗	✗	✓	✓
Social Website Promotion	1	3	6	8
Social Bookmarking (Do follow) per Month	20	40	50	75
4.2. Business Profile Pages				
Google Places	✓	✓	✓	✓
Bing Local	✓	✓	✓	✓
Yahoo Local	✗	✓	✓	✓
Yelp Business Page	✗	✗	✓	✓
Squido, Scribd, HubPages (Page Creation 500-600 words)	1/Mo.	2/Mo.	2/Mo.	3/Mo.
Local Listings Submissions (If applicable)	5/Mo.	8/Mo.	12/Mo.	15/Mo.
Business Profile Listing	2/Mo.	4/Mo.	4/Mo.	6/Mo.
4.3. Content Development & Promotion				
Unique Article Writing & Promotion Every Month.	1/Mo.	2/Mo.	3/Mo.	4/Mo.
Blog Creation & Postings per month	2/Mo.	4/Mo.	6/Mo.	10/Mo.
Directory Submissions/ Month	5/Mo.	8/Mo.	10/Mo.	12/Mo.
Social Share, Bookmarks & Directory Submissions/ Month	5/Mo.	8/Mo.	10/Mo.	12/Mo.
Authority Directory Submissions	10/Mo.	20/Mo.	30/Mo.	40/Mo.
Image Promotion	1/Mo.	8/Mo.	12/Mo.	16/Mo.
Video Promotion	1/Mo.	2/Mo.	3/Mo.	4/Mo.
Image Creation (Stock photography)	1/Mo	2/Mo.	3/Mo.	4/Mo.
4.4. Video Development & Promotion				
Video Creation	✗	✓ 1 Basic/Qtrly.***	✓ 1 Standard/Qtrly***	✓ 2 Premium/Qtrly***
Video Submission	✗	✓	YouTube & Vimeo	Dailymotion
Youtube Profile	✗	✗	✓	✓
4.5. Other Off Page Strategies				
RSS Feeds Optimization	15/Mo.	30/Mo.	75/Mo.	150/Mo.
Review Website Submission	1/Mo.	2/Mo.	3/Mo.	5/Mo.
Shopping Feeds Promotion (If applicable)	15/Mo.	30/Mo.	50/Mo.	100/Mo.
Out of Box Link Building Strategies	✗	✓	✓	✓
PHASE 5: Monthly Reporting				
Search Engine Ranking Report	✓	✓	✓	✓
Separate Off Page Reports	✓	✓	✓	✓
Google Analytics Traffic Report	✓	✓	✓	✓
Executive Summary Report	✓	✓	✓	✓
Customer Support				
Email	✓	✓	✓	✓
Phone Support	✓	✓	✓	✓
Special Discounts on Plans				
4 Month Contract (Required)	4/Mo	4/Mo	4/Mo	4/Mo
12 Month Contract	10%	10%	10%	10%

* For implementation of SEO recommendation proposed, client would need to provide us with the CMS (if any), hosting control panel and FTP login details.

** We will only fix the issues which are directly related to the SEO even though we might report them in the website evaluation report.

***Basic Video (15-30s/Images/Sound x Quarterly)

***Standard Video (30-60s/Profnl. Voiceover/Music x Quarterly)

***Premium Video (30-60s/Profnl. Voiceover/Music x Quarterly)