

Turnover SEO Plans	 Basic	 Standard	 Pro (Most Popular)	 Premium
Estimate Man-Hour	45/Mo	95/Mo	185/Mo	275/Mo
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: Onpage Optimization				
Meta Tag Optimization <small>Includes Titles, Meta description and Keywords tag optimization</small>	✔	✔	✔	✔
Content Optimization , <small>Focus on Keyword density, Order, Proximity and Prominence</small>	✔	✔	✔	✔
On Site Blog Integration <small>Integration of Blog on the site for Enhanced Content Marketing</small>	✔	✔	✔	✔
URL Optimization <small>Inclusion of Keywords in the File, Folder name, Use of hyphen etc</small>	✔	✔	✔	✔
Hyperlinks Optimization <small>Site information architecture and anchor text optimization</small>	✔	✔	✔	✔
Addition of Google Rich Snippet <small>Rich snippets (microdata, microformats, and RDFa)</small>	✔	✔	✔	✔
SEO Meta Tags <small>Addition of Canonical, NOODP, NOYDIR tags</small>	✔	✔	✔	✔
Header Optimization <small><H1> to <H6> tag optimization with proper use of CSS</small>	✔	✔	✔	✔
Image Optimization <small>ALT tag and Image file name optimization</small>	✔	✔	✔	✔
Hobots.txt Creation/ Analysis Aids search <small>engine crawler, fix errors and auto sitemaps discovery</small>	✔	✔	✔	✔
HTML Sitemap Creation and Optimization	✔	✔	✔	✔
XML Sitemap & urllist.txt <small>Creation/ Update and Submission with Google and Bing</small>	✔	✔	✔	✔
Webmaster Tools <small>Account Set-up and Monitoring - Google and Bing</small>	✔	✔	✔	✔
Google Analytics <small>Account Set-up and Integration</small>	✔	✔	✔	✔
SEO Implementation * <small>Includes Implementation of all recommended SEO Changes</small>	✔	✔	✔	✔
Phase 3: Technical Website Evaluation				
Each Website has its own specific areas of SEO Technical weaknesses.Some standard evaluation we conduct includes:				
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 (Only Basic Issues)	✔	✔	✔	✔
Phase 4: Off Page Optimization/ Link Building				
4.1 Social Media				
Google+ Busines Profile	✔	✔	✔	✔
Pinterest Business Page	✔	✔	✔	✔
Twitter Profile	✖	✔	✔	✔
Facebook Business Page	✖	✔	✔	✔
Social media buttons installation	✖	✖	✔	✔
Social Website Promotion	Google+ & Pinterest	Google+, Pinterest & Twitter	Google+, Pinterest & Twitter	Google+, Pinterest, Twitter + 1
Social Bookmarking (Do follow) per Month	20	45	50	75
4.2 Business Profile Pages				
Google Places	✔	✔	✔	✔
Bing Local	✔	✔	✔	✔
Yahoo Local	✖	✔	✔	✔
Yelp Business Page	✖	✖	✔	✔
Squido, Scribd, HubPages Pages <small>Page Creation500-600 words, Initial lens promotion with social bookmarking, ring submission & grouping</small>	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				
Press Release Promotion <small>Writing & Promotion Per Month. Each PR submitted with 50 PR distribution sites</small>	1 PR/Mo.	2 PR/Mo.	2 PR/Mo.	3 PR/Mo.
Article Promotion (Authority Sites) <small>Unique Article Writing & Promotion Every Month. Each article submitted with 10 authority article publishing sites</small>	1/Mo.	2/Mo.	3/Mo.	4/Mo.
Blog Creation & Postings per month	2/Mo.	4/Mo.	6/Mo.	10/Mo.
On Site Blog Promotion Social Share, <small>Bookmarks & Directory Submissions/Month</small>	5/Mo.	8/Mo	10/Mo.	12/Mo.
External Blog Promotion <small>Social Share, Bookmarks & Directory Submissions/ Month</small>	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.
4.4 Video Development & Promotion				
Video creation	✖	1 Basic/Qtyrly***	1 Standard/Qtyrly***	2 Premium/Qtyrly***
Video submission	✖	✔	YouTube & Vimeo	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) <small>Product Feeds Per Month</small>	15/Mo.	30/Mo.	50/Mo.	100/Mo.
Out of Box Link Building Strategies	✖	✔	✔	✔
Paid Directory Submission, <small>based on the client's budget</small>	✔	✔	✔	✔
Paid Press Release Promotion, <small>based on the client's budget</small>	✔	✔	✔	✔
Paid Article Writing & Promotion <small>based on the client's budget</small>	✔	✔	✔	✔
Phase 5: Monthly Reporting				
Search Engine Ranking Report	✔	✔	✔	✔
10-12 Separate Off Page Reports	✔	✔	✔	✔
Google Analytics Traffic Report	✔	✔	✔	✔
Executive Summary Report	✔	✔	✔	✔
Customer Support				
Email	✔	✔	✔	✔
Phone Support	✔	✔	✔	✔
Special Discount on Plans				
4 Month Contract (Required)	4/Mo	4/Mo	4/Mo	4/Mo
6 Month Contract	5%	5%	5%	5%
12 Month Contract	10%	10%	10%	10%
18 Month Contract	15%	15%	15%	15%
24 Month Contract	20%	20%	20%	20%

* For implementation of SEO recommendations 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/Print, Voiceover/Music x Quarterly)

***Premium Video (30-60s/Print, Voiceover/Music x Quarterly)