

Search Engine Optimization Proposal

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Introduction

Between 85% to 90% of all website traffic comes from the search engines, like Google, Yahoo and Bing, which are the primary source for driving traffic to any website.

Just because your site is listed in the search engines won't mean that your customers can find it. But only **“search engine optimization and position”** strategies that are designed to give the engines what they want and need in order to find your site among your competitors and other sites related to your category.

We do the search marketing research and identify the targeted potential keywords for your products and service which has high search volume. And then we develop a content strategy for your website and optimize the site based on the keyword research and search engines algorithms; Resulting in increase of your website visibility in the search engine result page [SERP].

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SEO is the key factor that determines the visibility of any online marketing company. Every online marketing company is striving to get the higher rankings on the major search engine and here comes the need of hiring the top most specialized and expert services.

According to the present era where everyday a new product is launched in the market which leads to greater degree of competition. With the advent of new products and brands in the market, this Search Engine Optimization process can keep visible and ahead of your competitors.

In order to get the higher traffic and increased profits, marketing firms need to hire the SEO services.

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How does it help to your Business?

People use Search Engines much like they use the Yellow pages but with one BIG difference:

* The order in which businesses are listed is based on their relevance to each searcher's particular query or question.

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* People seldom get past the first page of listings, so if your business isn't on the first page, you lose qualified traffic from potential customers.

Strategic Overview & Assessment

Building off the Site Audit, we detail a plan of action for:

Any SEO project, large or small - should include some sort of early and upfront strategy before any work commences.

* **Link-Building:** How to develop natural links via quality content, inbound-only links, directory listings with links, creating your own external links, & through PR.

* **Website Optimization:** A website analysis, to evaluate the site content, layout, linking structure and to begin keyword selection and research.

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* **Content Optimization:** Specific recommendations on content to ensure search engines will assess the page as being highly relevant to a particular search term.

* **Sitemap Optimization:** Use of sitemap is important, and should be linked from each page of the website.

* **Keyword Research:** Finalization of keyword selection, Keywords were mix of products, companies, Informative Keywords & Competitor names with our extensive keyword expert.

* **Index Coverage:** How we will achieve index inclusion in the different search engines: site submission, sitemaps, robot indexing activity, indexing of dynamic content, etc.

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* **Performance Monitoring:** Track key metrics. Prepare & analyze reports. Provide specific plans to address capitalize on opportunity and address any shortfalls.

***Ranking:** The foundation for any successful Internet marketing campaign is high Search Engine Ranking. We reports that over 90% of all Search Engine traffic comes from the major engines. Our SEO service gives your website a better chance to be found when people are searching.

On - Page Optimization

Title Tags Optimization	Only Required Pages	Only Required Pages	Complete Site	Complete Site
Meta Tags Optimization	Only Required Pages	Only Required Pages	Complete Site	Complete Site
Robot.txt	Yes	Yes	Yes	Yes
Site Navigation	Only Required Pages	Only Required Pages	Yes	Yes
Image Optimization	Only Required Pages	Only Required Pages	Yes	Yes
Anchor Text Optimization	Only Required Pages	Only Required Pages	Yes	Yes
Content Optimization	Only Required Pages	Only Required Pages	Complete Site	Complete Site
Content Duplicity Check	Yes	Yes	Yes	Yes
Canonical URLs Implementation	Yes	Yes	Yes	Yes

W3C Validations	No	No	Yes	Yes
Website Load Time Checking	No	No	Yes	Yes
Broken Link Checking	Yes	Yes	Yes	Yes
XML Sitemap Creation	Yes	Yes	Yes	Yes

Off - Page Optimization

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Directory Submission	10	20	30	30
Social Bookmarking	20	30	40	60
Article Creation	2	3	4	5
Article Submission	10	15	20	25
Blog Creation	2	3	4	5
Blog Posting	10	15	20	25
Blog Pinging	10	20	30	40
Guest Blogging	5	10	15	20
Blog Directory Submission	10	20	30	40
Classified Ads	10	10	15	20
Business Listing	10	15	20	30
Video Submission	10	15	20	30
Video Promotion	50	75		
Search Engine Submission	10	15	20	30

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Image Submission	5	10	15	25
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