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| **SEO Deliverables - Preliminary SEO Assessment** |  |
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| Website Competitive Intelligence Analysis: That Includes | 10 Keywords |
| Baseline Keyword Ranking Analysis | 5-6 Pages |
| Website architecture evaluation and analysis |  |
| Keyword Research Report |  |
| Competitive analysis report |  |
| Benchmark Data to measure campaign success |  |
| Search Engine Optimization campaign (timeline project plan) |  |
| Directory Strategy |  |
| Re-evaluation and re-submission process |  |
| **On Page Deliverables** |  |
| Home Page Content Optimization |  |
| Meta Tags Creation and Deployment |  |
| Site Map Creation and Submission |  |
| Robots.txt creation and updates |  |
| Google Analytics setup and Integration |  |
| Call to Action Promotion on the site |  |
| Image Optimization | 5 images |
| Internal Link Creation | 5 Pages |
| Addition of Social Media Links |  |
| Header Tags Creation and Deployment | 5 Pages |
| Checks for Duplicate Content |  |
| Site Load Time Analysis |  |
| Comprehensive Broken Link Check |  |
| Set up of the Google and Bing Webmaster Tools Console |  |
| Keyword Density Check on the Home Page |  |
| **Off Page Deliverables - Link Building** |  |
| Manual citation Building | 15/month |
| Social Bookmarking Submissions | 10/month |
| Creation of Business Listing on Google, Yahoo and Bing Local |  |
| Submission to DMOZ |  |

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| **Pay Per Click Advertising** |  |
| Campaign setup in Google AdWords (Includes campaign setup, keyword research, ongoing bid management and ads) |  |
| **Online PR / Reputation Management** |  |
| Press Release writing & submissions | 1 |
| Additional distribution of Press Releases in online PR directories | 5 |
| **Video Marketing** |  |
| Video Creation (40-55 second length / Text based, 1 Video per quarter) |  |
| Video Syndication (optimized video distribution monthly) | 5 sites |
| **Social Media Marketing** |  |
| Account Setup - Without Background Design (Google+, Twitter, Facebook, LinkedIn, Pinterest, Instagram, Hootsuite) | Only Google+, Twitter  / Facebook |
| Updates on social media profiles and follower addition | Only Google+, Twitter  / Facebook updates |
| **Reporting & Analytics** |  |
| Initial Website Analysis Report |  |
| Keyword Research Report |  |
| Competitive Analysis Report |  |
| Detailed Google Analytics Campaign Reports |  |
| Monthly Progress Report (the status of each monthly deliverable will be presented in this report) |  |
| **Support** |  |
| Phone Support |  |
| Email Support |  |
| Chat Support |  |
| End to End Client Support | 1 hour |