ZERA.
creative

# SEARCH ENGINE OPTIMIZATION
PROPOSAL

OVERVIEW

Dear Sir,

Thank you for considering Zera Creative for your search engine optimization needs. We are glad that we had the opportunity to connect so that we could get a clear understanding of what exactly you want.

We can provide the level of quality and experience you deserve with the individualized attention that you would not receive from larger digital firms. We will work one-on-one with you to optimize your website.

We appreciate the opportunity to work with you. If you have any questions, please don't hesitate to get in touch.

Thank you.
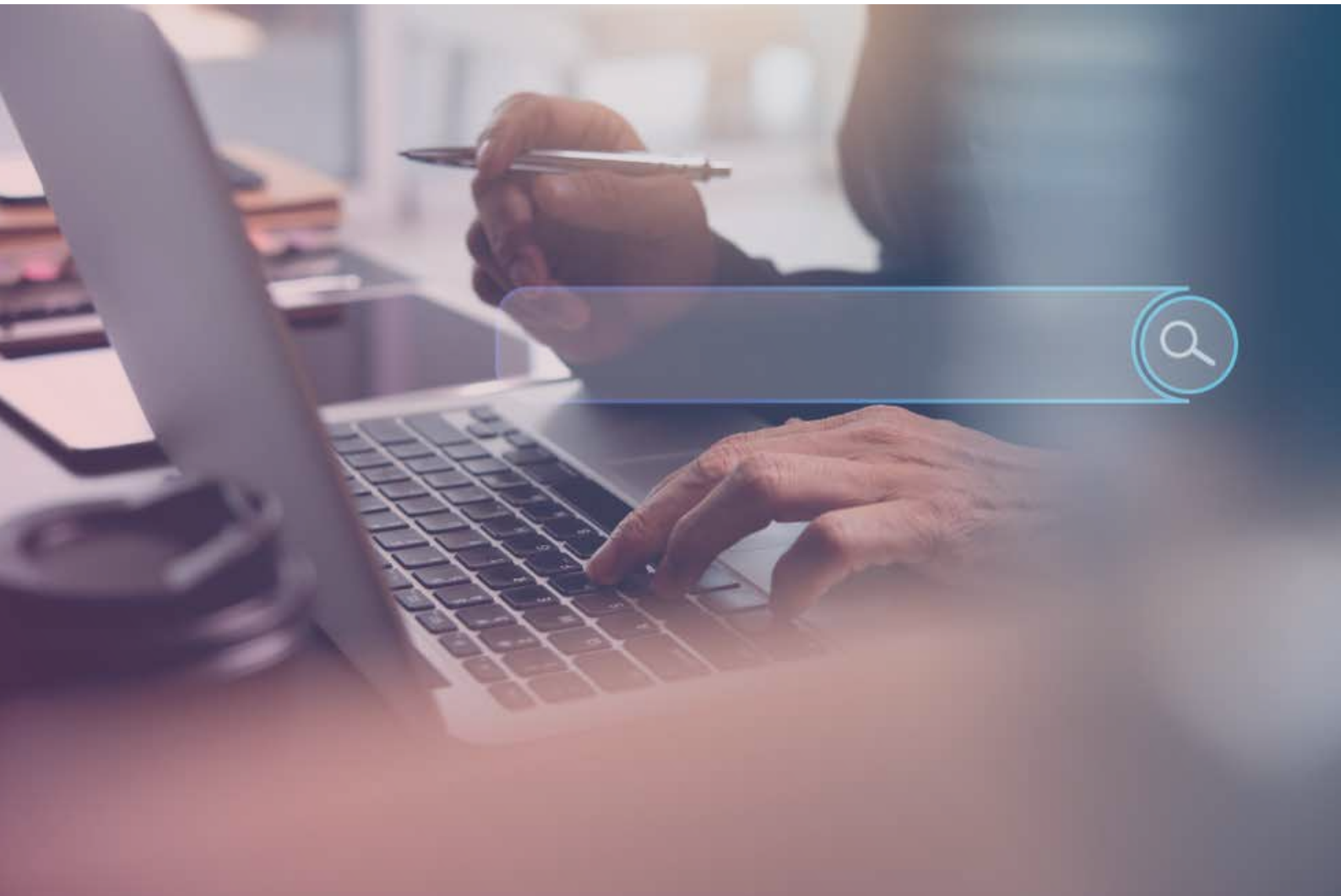
OBJECTIVE & SCOPE OF WORK

Zera Creative will be doing followng below stuff specifically.

Our SEO Program

Our SEO Program is designed to address search engine algorithms of all main search engines. The scope of the SEO Program is customized according to the needs of the website, the target audience it addresses and the online competition associated with it.

GOALS:

Rank in Organic Search

Your website is currently low in ranks in Google searches for keywords. Our top goal will be to push those rankings up to the first page.

Increase Website Traffic

We want to help potential customers find your website when searching for motivational speaker services. Our goal is to drive as much qualified traffic to your website as possible

Increase Website Engagement

In addition to overall traffic, it's important to increase time on site, pages per visit and decrease bounce rate. These are simple metrics that show quality user interactions.

Build Domain Equity

Over time great SEO will improve the overall authority of your website with search engines. Increased authority = increased rankings.

Increase Brand Awareness

We will create value added content and publish them on various online platforms and rank them in Google. This will help build your brand as an authority in the market.

Our SEO process is divided into the following 6 Stages:

- Stage I - Evaluation & Planning

- Stage II - Execution

- Stage III - SEO Implementation

- Stage IV – Completion

- Stage V – Off-page optimization

- Stage VI – Monitoring

STAGE I – EVALUATION & PLANNING PHASE

- Current site stats recording (Link Popularity, PR etc.)

- Search Engine Friendliness Analysis (In-depth)

- Keyword Research (draft)

- Keyword selection (based on your feedback)

- Keyword finalization (based on your selection)

- Pre-optimization Search Engine rank recording

- Content writing recommendations

- Selection of Webpages for optimization

STAGE II – EXECUTION PHASE

- Optimization data creation (to be used later in SEO implementation)

- SEO rule recommendation

STAGE III SEO IMPLEMENTATION PHASE

- **Page Title -** The page title plays an important role in on-page SEO. Search engines use page title information as the headline snippet for an organic result.

- **Page Description -** Page description is also used in a web page's search engine result. It's shown as the gray text lines that give more insight into what your page is about.

- **Canonical URL -** Now we're getting a bit more technical. The canonical URL tag directs traffic to a preferred web page.

- **Open Graph Tags -** Open Graph tags provide data for your web pages on social media platforms. When sharing your page on a social platform, OG tags will essentially turn that link into a rich object.

- **Headers -** A page header introduces content to a user and is the most prominent text on a web page. Because headers typically encompass an entire page's content, optimizing for a target keyword isn't too difficult.

- **Sub-headers -** Subheaders breaks your content down into digestible sections. It's also a good idea to drop your target keyword in your sub-headers when possible.

- **Alt Image Tags -** Images do a lot for your web page. They explain key ideas of your page, convey a tone or message and act as a visual break in content. And yes, optimizing images plays a big role on-page SEO.

- **Internal Links -** Internal links are links that go from one page on a domain to a different page on the same domain. These types of links are useful for users to navigate a website and help spread link juice (ranking power) around web-

- **Site Speed Optimization -** Recent research found that 47% of your target audience expects your website to load in under two seconds. What's more, slightly more than half of all U.S. online shoppers won't buy from a site if it loads slowly.

- **URL Structure: The URL –** Universal Resource Locator – is the address of the web page on your site. It's an important SEO best practice.

- **Google Search Console -** This service offered by Google that helps you monitors and maintains your site's presence in Search results. You don't have to sign up for Search Console for your site to be included in search results but doing so can help **you understand how BOT views your site and optimize its performance in search results.**

- **Crawl Error Resolution -** In the process of doing on-page user optimization to attract the attention of search engine spiders, there may be a crawl error encountered.

- **Structured Data Markup -** Structured data clarifies for the search engine what content on your page is about. Specifically, it helps the search engines understand what type of information you're presenting.

- **Creating Content That Drives Search Traffic -** Content is the backbone of a thriving business. You've probably heard the saying, "content is king." But, there is way more to successful content marketing than just "content." You have to publish the kind of content that will drive traffic and grow your business.

- **Other On-page Activities**

STAGE IV – ON PAGE SEO COMPLETION

- **Final site re-submissions to free search engines**

- **Completion report**

We only build "tier 1" links on high quality domains. When we say "quality", we look at a number of metrics:

- **Relevance:** While there is some debate as to the weight relevance carries when calculating the value of a link, our link targets should still be other websites that are related to your own expertise. Google's algorithm is now particularly efficient at matching link relevance.

- **Page Authority:** Unlike Domain Authority, Page authority is a Moz metric that applies only to an individual page rather than an entire domain. Measured on a scale of 1 to 100, Page Authority also uses MozRank, TrustRank, and several other factors to determine the likelihood of how well an individual page might rank.

- **Anchor Text:** Anchor text helps Google determine the core subject matter of the page establishing a link with and should be relevant to that page. Google then uses this information as part of its ranking algorithm, potentially ranking your site higher for that particular keyword/s. However, excessive use of anchor text, especially, with money keywords, can have a negative impact on organic SEO rankings.

- **Domain Authority:** Developed by MOZ, one of the leading authorities on Search Engines, domain authority determines the overall strength of a domain. Measured on a scale of 0-100, domain authority is considered by many SEO Experts as the most comprehensive measure to estimate how a domain will rank in search results. Domain authority involves two key metrics: MozTrust and MozRank.

STAGE V – OFF PAGE OPTIMIZATION (MONTHLY)

- **Classifieds/Craigslist Writing & Submission –** Classifieds submission can get us direct leads related to our businesses.

- **Social Bookmarks –** Use to give a little boost to website pages on search engines.

- **Slideshare Creation & Submissions –** Will use slideshare to get some backlinks from high authority websites.

- **PDF Submissions –** Will convert the slideshare into the PDF and get back-links from PDF submissions websites.

- **Articles Writing & Submission –** Article submission play an important part of any search engine marketing campaign. SEO friendly articles have tremendous benefit in driving themed or relevant traffic to your site.

- **Image Sharing –** Image sharing is used to get image base backlinks from authority sites like Pinterest & flickr.

- ***Other Link Building Activities***
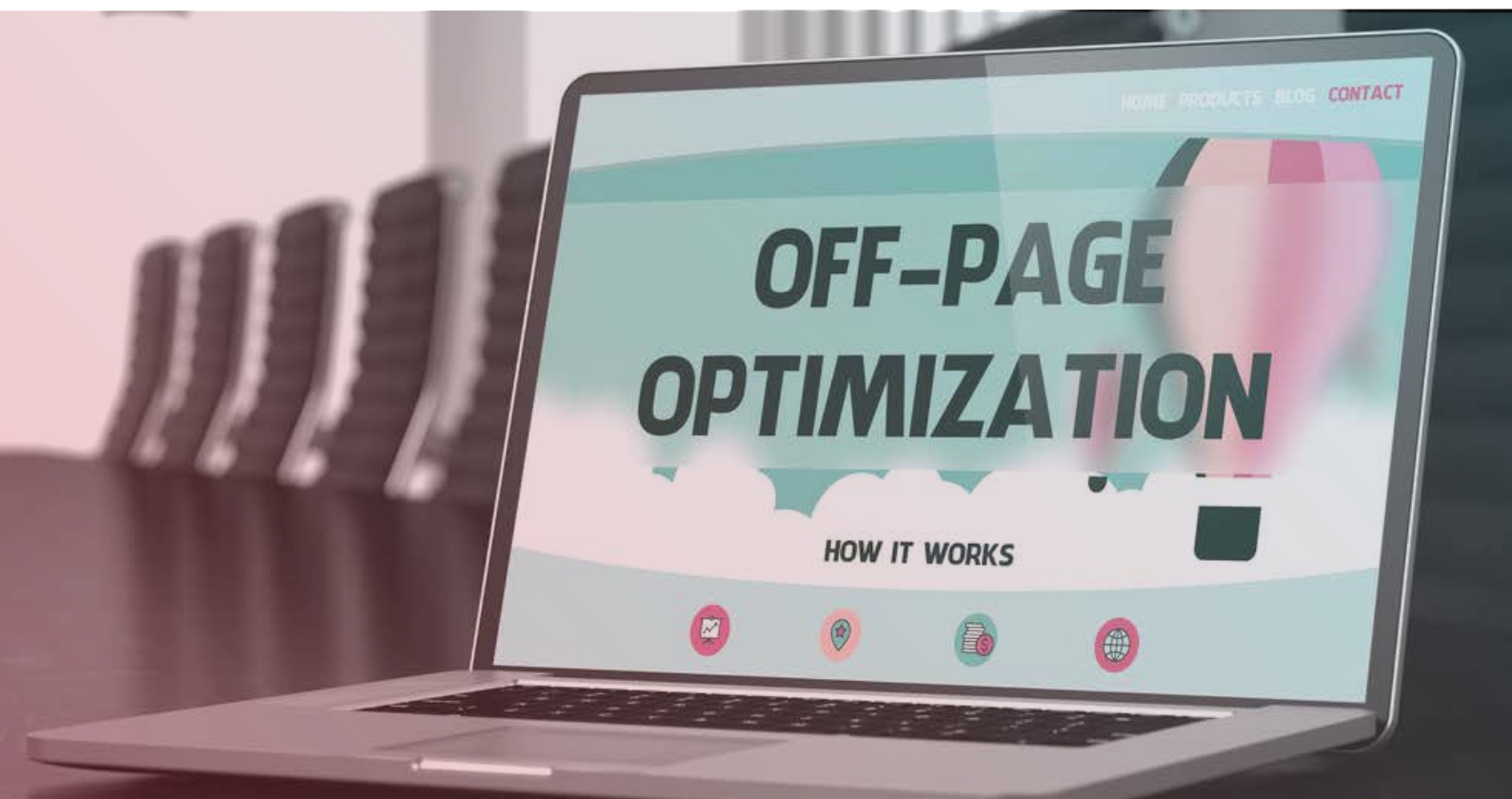
STAGE VI – SEO MONITORING (MONTHLY)

- **Rank monitoring –** Ranking report includes the current ranking positions of contracted keywords on major search engines.

- **Analytics report–** You should know the value of a single visitor to your site. That knowledge drives every aspect of our campaign.

  This report includes:

  * **Sessions –** A session is defined as a group of interactions one user takes within a given time frame on your website.

  * **Page Views –** An instance of a page being loaded (or reloaded) in a browser. Pageviews is a metric defined as the total number of pages viewed.

  * **Avg. Session Duration –** Average session duration is: total duration of all sessions (in seconds) / number of sessions.

  * **Traffic Sources –** The search engines, social networks, ad campaigns, and other sources that send users to your property are collectively known as campaigns and traffic sources.

  * **Organic Searches –** Traffic that arrives at your site through a search engine result from traffic that arrives through other referring channels, like paid advertisement or another site that links to yours. In your reports, this traffic segment is called organic search traffic.

  * **Referral Sources –** Referral traffic is Google's method of reporting visits that came to your site from sources outside of its search engine.

  * *Further on page recommendations (If, needed)*

OUR PACKAGES

Please find our project fees detailed below. If you have any questions about our pricing or timeframe, please let us know.

FEATURES	$200 Per Month Basic	$350 Per Month Value Plus	$450 Per Month Enterprise
Targeted Keywords	5	10	20
Number of Web-Pages	5	10	20
Directory Submissions	3	7	10
Article Submissions	1	3	6
On-Site Blog Articles	0	2	5
Guests Posts	2	5	10
HARO Link building	0	3	7
Web 2.0	0	0	2
On-page Content Writing	❌	✅	✅
Complete On-Page SEO	❌	Limited	✅
XML Sitemap	❌	✅	✅
Robots.txt	❌	✅	✅
Alt Text	❌	✅	✅
Technical SEO	❌	✅	✅
Page Speed	❌	✅	✅
Schema Markup	❌	❌	✅
Google My Business Listing	❌	❌	✅
Domain Authority Optimization	❌	✅	✅
Monthly Audit & Reporting	✅	✅	✅

ALL PACKAGES INCLUDE:

- Keyword Research

- Competitor Analysis

- SEO Strategy

- Backlink Analysis

- H1, H2 and H3 Optimization

- Meta Tags

- Google Webmaster Setup

- Google Analytics Setup

- Unique Title tags

- Content Duplicacy Check

- Monthly Reporting

- Monthly Briefing

OUR REQUIREMENT & CONDITIONS

- The client will change the URLs after the consultation from our end.

- All Meta tags i.e. title or description should not be altered without our consultation.

- If opting for On-Page SEO services, the client must grant complete access to the site including Admin and cPanel access to make alteration according to the requirements.

- Payment must be done on time otherwise optimization process will stop if all the dues are not cleared within the given due date.

- Content should not contain any plagiarism if being provided by the client.

- For custom SEO package, monthly charges will vary according to the requirement.

- Keywords difficulty should vary from easy to super hard; if all the keywords with super hard difficulty are to be ranked, the price will be decided on a mutual discussion.

- Minimum Contract Duration: 6 Months for the old website and 12 months for the new website.

WHY CHOOSE US?

Zera Creative has created compelling designs for a wide variety of project types. As a full service web development, video and content creation agency, we have grown from a small team, to a collaborative design, multimedia, and marketing studio. We are strong advocates for developing a clean and functional user experience, on top of beautiful designs that bring out the best in our clients and deliver effective results.

Our clients' satisfaction is what keeps us moving, and helping you stand out is the best way to make sure you're completely satisfied. We're committed to helping your brand stand out against a busy field of competitors.

Oh, and if you're wondering, why would you choose us so there are so many ways that we set ourselves different than others.

- Strategy-first Agency! We start with WHY not HOW.

- Updated with current industry trends for design, tech and marketing.

- Best client support and communication in the market.

- Professional team of 7+ years' experience.

- Over 300+ clients all around the world.

- Strong testimonials.

- Expertise in 360' brand solutions.

- Best process and reports in the market.

- Well documented and organized.

- Capable of initiating the project on the same day.

OUR CLIENTS & REVIEWS

- Government of Sindh
- Liberty Books — YOUR COMPLETE BOOKSTORE
- the F word — Food and Fitness
- credo school
- SOUTH CITY INSTITUTE OF NURSING — South City H
- KAZIM TRUST — "Empowering Minds that Learn Differently"
- IGNITE
- LUCKFEST
- MARWAT GROUP
- HUZEFA ENGINEERING SERVICES
- FALAKNAZ PROPERTIES
- Coffee Wagera
- LARASOF — Softwares that ease your business
- BIN HAIDER PROPERTIES
- WeWash — We serve you at your doorstep
- SIMFOTIX — Connect and Grow
- Silk
- APKI INSURANCE
- EMPIRE PAYTECH — SWIPE TO SUCCESS
- SOFIA Cuisine
- DEEP FRESH
- THE LAMINATE COMPANY
- DHA Finder
- Mobile Masters — Experience the Best

CLIENT'S REVIEWS

Good work, team Zera! Happy with all your services - website audit, domain registration, site migration, server setup wagera wagera. Best wishes

MUSH PANJWANI
FOUNDER & CEO, COFFEE WAGERA

As an educational institute that has a very different set of variables for the end-user to experience. Zera Creative consistently meets our expectations in providing the best value for the services we provide. Very professional and highly responsive, Zera's web development services are excellent Thank you for being a partner of Credo.

YOUSUF ZAHID
CREDO SCHOOL & COLLEGE SYSTEM

We at Mobile Masters became a Zera Creative's client in 2018 and we've been very happy with their IT and Security services since then. Not only do their consultants do an excellent job with ongoing IT maintenance and support, but they've also been great about taking on extra assignments. When it comes to Creative and IT support, Zera Creative really offers a complete solution.

FAHRRAN ABDULLAH
CEO, WAIIZ & TECHARABIYA

We have engaged Zera Creative for more than 6 months in many areas from Company Branding to Website Development, Company Profile, Brochures, Flyers & Tech Support for our Websites. Zera Creative is a reliable, honest & trusted agency that delivers, what they promise. It has been a real pleasure working with them and I am hoping for a long-term relationship.

AKIF M. SHAIKH
CEO, WAIIZ & TECHARABIYA

Very professional in their work. Noushad and his team were very responsive to my ideas and focused towards creating a product that met my expectations and vision. I would highly recommend their services.

OWAIS TAHIR
MANAGING PARTNER, REGALIEN GOLD MARQUEE

We came to Zera Creative with a vision for our corporate website. They listened, that vision with your constructive criticism and insight, produced a very attractive website! We hear nothing but positive comments! The process was smooth and we also got 3 months free tech and maintenance support. Totally Satisfied. So again, thank you!

AHMAD HUSSAIN
CEO, BROTETECH AND AXPULSE

I am very impressed with the core knowledge and dedication of the team head Noushad Ranani. Team Zera Creative is simply the best solution provider for a beginner in the digital world as well as totally professional for those who already have digital footprints.

MUHAMMAD JUNAID VOHRA
CEO, ESSENTIAL ELEMENT LEATHER

Naushad and Zera Creative have been amazing in delivering exactly what I expected. They were quick in responding to my queries and delivery was timely. Would def recommend anyone wanting to get digital services including website development.

ZAIN FAROOQ
CEO, ZEDTAX ACCOUNTING

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We look forward to work with you and supporting your efforts for SEO of your website. We have partnered with dozens of businesses before and we are confident that we can meet the challenges ahead and stand ready to partner with you in delivering an effective solution.

If you have questions on this proposal, feel free to contact us.

Thank You!