

## SEO Action Plan



<https://kidivo.in/>

### *Process We Follow to increase the traffic on the site and ranking position of keywords*

#### **Note:**

- **Require Developers for On page and technical changes**
- **Required list of exact competitors and targeted location.**

#### **Search Engine Optimization:**

We would be pleased to help you increase your website visibility in all the major search engines by improving keyword rankings and boosting your real time website traffic with lots of quality backlinks which are always done through White Hat techniques.

Our comprehensive SEO strategies consist of On-Page and Off-Page optimization.

Our team puts great efforts for researching niche directories, websites, blogs, social networks and keywords to connect your website to such forums. Here are some of the activities which we follow to generate quality backlinks for the project with the keywords that the website belongs with and some more related to it.

#### **ON PAGE OPTIMIZATION:**

**Keyword Research:** Research on what keywords can be targeted for the site. (If not done previously)

**Competitor Analysis:** Analyse what keywords the competitors are using.

**URL Analysis:** Check if the URLS are search engine friendly.

**Site Structure Check:** Check if the site structure is correct and the flow of information is in the correct direction.

**Checking Keyword Density:** Check the overall density of the keywords on the site.

**XML Sitemap Checkup & Creation:** Will check and create XML sitemap if not present.

**Fetch as Google:** Individually Submitting pages which are not indexed with Google.

**Google Local / Maps Registration:** Creating a Google Local / Map account to submit the site. (If not present already)

**Google Analytic Setup:** Includes review of Google Analytic account and setting up the goals.

**Mobile Website:** Landing Page for mobile websites. Enquiry Form Check: Check if the Enquiry form is working fine.

**Broken Link Check:** Check for any broken links on the site and fix them if present.

**404 Error:** Check if a page not found on the site is returning a 404 error.

**Spelling Check:** Spelling Check on the complete website.

**Orphaned Pages:** To make sure every page on your website is linked to from another page. A spider won't be able to find orphaned pages.

**Content Crawling and Indexing:** Check if the content on the site is being crawled and indexed properly.

**Synonyms:** Use of Synonyms on the site to get better results in ranking.

**Meta Tag Creation:** Creating SEO friendly Meta Tags for the site which includes:

1. Page Title
2. Description
3. Keywords
4. H1, H2 and H3 Tags
5. Alt Tags
6. Page Heading Optimization

**Meta Tag Implementation:** Implementing the Meta Tags on the website.

**On Page Content Optimization:** On Page content optimization to integrate the keywords on the site.

**Gmail Account:** We would need 1 Gmail account from the client for account creation and submissions.

## **OFF PAGE OPTIMIZATION:**

After completion of On page SEO, we will start link building, ie; Off page SEO for all the targeted pages and their relevant keywords which have a good search volume.

### **Our Offpage SEO will include some of the following steps:-**

- According to given keywords, we will create a strategy to get rank on all the targeted regions.
- We will focus on quality backlinks mainly rather than number of backlinks. Because quality is the most important factor in terms of Google.
- We will create quality backlinks on all high quality sites including press releases, articles, blogging and classified sites individually for all keywords which will help us in getting ranked well and getting the traffic.
- Analyse competitors backlinks (Require paid tools)

### **Will perform regular link building by the following main and powerful techniques- :**

- Guest Blog Postings on high domain authority Blog sites (Once in a week) (Paid)
- Press releases once a month (Once in month) (Paid)
- Search engine submission (Twice in a week)
- Social Bookmarking (Twice in a week)
- Article Submission (Once in a week)
- Blog submissions (Once in a week)
- Classified postings (Once in a week)
- Blog Commenting (Once in a week)
- Questions & Answers sites participation (Twice in a month)
- Infographic Submission (Twice in a month)
- PPT Sharing(Twice in a month)
- Web 2.0 Profiles Creation
- PDF Documents Creation and Posting (Twice in a month)

Apart from this, we will prepare a calendar for Social Media Marketing.

Our main focus will be on getting relevant traffic on the site through Organic and referral sources. The site will start getting the organic traffic and leads once our keywords will start getting ranked on search engines. Other than Organic, we will also focus on getting relevant referral traffic by sharing our services and content on quality referral sites like Quora and Reddit which have a high amount of user base.

## ROAD MAP & ACTION PLAN:-

We created one Road map followed by an action plan for the first 5 months, we ensure to achieve these milestones first and then will continue accordingly.

I :- **First Month**- We will start working on on page, off page and technical SEO(Here we set up google business listing, website pages indexing, keyword and competitor analysis)In the first month, we will try to index our all the website pages under google search results

II :-**Second month**- we will start off page submissions (Dedicated) and try to get rankings of our primary keywords under top 60-70 position

III :-During **Third month** we can expect our rankings under top 40-50 positions. We will try to increase our referral domains to increase our DA. We will focus on paid guest posting and competitor backlink submissions so we will start getting rank under top 20-30 positions.

IV:- **Fourth month**- our keywords will rank under top 3 or 5 positions. Top 5 positions can help us to gain more traffic on our website.

## RESOURCE MOBILISATION & COMMERCIALS:-

Will provide one dedicated resource for 168 Hours in Month for First 5 Months, once we achieve our milestones, from 6th month it needs a part time resource of 80 hours in Month to maintain google listing further.

The Cost of dedicated resources per month will be 54000/- (Fifty Four Thousand Rupees).

**Note:** With this, We will also share with you the monthly and weekly reports. Infographics and press release contents needed from client end.

Thank You!



