

Proposal of Actions

PHASE: 1 – KEYWORDS AND WEBSITE ANALYSIS

- 1.Keyword research
- 2.Analysis of Keywords Search Global and Local Volume ,Competition and Relevancy

PHASE: 2 - ON-PAGE OPTIMIZATION (To make our site SEO friendly)

- Optimization of Title Tags (Main Pages)
- Optimization of Meta Description Tags "According to the Page content"(Main Pages)
- Optimization of Meta Keywords Tags(Main Pages)
- Header Tags Optimization for all important pages(Main pages)
- URL Optimization
- Optimization of italics and bold tags(Main pages)
- Optimizing HTML Code(Main pages)
- Analysis of non index table attributes (Main pages)
- Robots Optimization(Main pages)
- Image Analysis and Optimization of Alt and Title tags(Main pages)
- Hyperlink Analysis and Optimization(Main pages)
- Optimization of internal Navigation /linking structure(Main pages)
- Optimization of external Links(Main pages)
- Analysis of Broken Links (Main pages)
- Page Content Optimization(Main pages)
- Checking of Canonicalization error (Main pages)
- Website URL Redirection(Main pages)
- Cross browser compatibility
- Website load time
- Checking the page size

PHASE: 3 – SITEMAP OPTIMIZATION :

- Optimized HTML Site Map Creation
- Optimized XML Site Map Creation for Google

PHASE: 4 - WEBSITE PROMOTION /LINK BUILDING (OFF PAGE)

- Search Engine Submission
- Directory Submission
- Article Submission
- Press Release Submission
- Social Bookmarking
- Blog Comments
- Thematic links (Theme based links from high PR sites)
- Local listing
- Video submission (We will provide)
- Classified submission
- Yahoo answer
- Document sharing – client need to provide any document or file for sharing

- Blog creation /setup
- Blog optimization
- Social profile creation

PHASE: 5 – SMO Work

1- Facebook management

- a. custom branded landing tab,
- b. integration of facebook deals,
- c. integration of facebook places,
- d. develop a facebook strategy relevant to your business,
- e. implement the strategy, regular viral status updates,
- f. deleting spams,
- g. maintenance of facebook page
- h. Developing, maintaining and integrating facebook ad campaigns
- i. Custom cover image design.

2- Twitter Management

- a. post regular tweets relevant to your audience and followers
- b. custom twitter background design.
- c. Increase new targeted followers.
- d. Increase engagement with current followers

3- Blog Management

- a. regular posts on your blog with relevant content to your business and audience.
- b. SEO friendly unique new engaging content for blogs.

4- Pinterest Marketing and Management

- a. Manage Pinboards and start new ones
- b. Increase followers on Pinterest.

5- Google+ Management

- a. post regular posts and links relevant to your audience and followers
- b. custom Google+ top banner design.
- c. Increase new targeted followers.
- d. Increase engagement with current followers
- e. develop and post creative content that has SEO value.

PHASE:6 - SEO REPORTS

- Article and Press Release
- Detailed Report of Submitted Links with its Page Rank and Website Links
- Weekly update report
- Detailed Report of On-Page SEO in Word Document.
- Update ranking report
- Recommendation if required while doing on page SEO
- Set up of social media pages (if not already done, this is part of the SMO work as well)