



Netstager

PROPOSAL FOR DIGITAL MARKETING

Document Version : 1.0

Point of Contact:

Prajeesh KK

Mobile : +91 9847 961656

Email : prajeesh@netstager.com

Submitted by:

Netstager Technologies Pvt. Ltd

UL Cyberpark (SEZ)

Kozhikode - Kerala - 673020

www.netstager.com





SEARCH ENGINE OPTIMISATION (SEO)

Why Invest In SEO

In a world where everything is online, SEO is not a nice addition to your business - it's a must. SEO influences almost every aspect of your business from boosting web traffic and visibility to building your brand and generating high quality leads. Here are just a few reasons why implementing SEO in your business is a decision you'll hardly ever regret.

Sales

Many studies reported that more than 80% of people who are looking for doctors, medical assistance or related services have searched websites and social media profiles, with nearly 67% of them accessing websites via mobile once a week or more. And most of them admitted that search engines influence their purchasing decisions a lot.

Traffic

Organic search drives almost 95% of all traffic

Visibility

On average, content optimization increases brand visibility by 70% LEADS 57% of B2C marketers confirmed that SEO has a massive impact on lead generation

Cost Effectiveness

SEO is a lot more effective and cost-efficient than traditional marketing AWARENESS

50% of searchers who have already seen your company in the search results will click on it

Who We Are



Netstager has been a **leading full-service SEO agency for over 6 years** now. Our agency is a **Google Partner**, which means Google has officially certified our knowledge and expertise.

Our team consists of **over 30 team members** in SEO, PPC, eCommerce, social media, Google AdWords, site usability, websites, mobile apps, and more. They'll take into consideration all the nuances of your niche and work out a unique SEO action plan to **satisfy even the most ambitious business needs** and goals of yours.

We've already **helped more than 500 companies** to climb and dominate search results.

We work with companies of all sizes and shapes, from the world's leading brands to small or medium-sized businesses.

Our strategy

We're all for transparency and effectiveness. Therefore, we want you to be involved in the whole process as much as possible, being 100% aware of what's going on with your site. More than that, different customers have different needs, goals, and backgrounds. With that in mind, we form a range of necessary search marketing activities to match your business' objectives only.

Step 1: Initial analysis

When kicking off an SEO campaign, we start by diving deep into your company, website, industry, and competitive landscape. By doing so, we can make some rough estimates on how much time and work it requires for your site to conquer the desired Google top.

Step 2: Comprehensive keyword research and content optimization

After getting an idea of where you stand with your website and rankings, we'll carry out keyword research to find top sales-driving search terms for your business. This activity includes revealing keywords that your competitors rank for, digging for new keyword opportunities, as well as a lot of filtering and analysis. In the end, we'll come up with the most powerful list of keywords to further optimize your website for.

Step 3: Smart website auditing

The reality is, sometimes a small technical issue can result in poor user experience, hold back your rankings, and even get your site under a Google penalty. So at the next step, we'll run a 360° audit to identify your website's weak spots (crawlability, indexing, redirects, coding errors, etc.) and fix them before they grow into an SEO problem. We will provide the on page SEO Audit report which includes the SEO issues in the website and things to improve and you can either get the fixes done by your website developer or we can do it for an additional cost based on the hours.

Step 4: Improving UX

User experience has a massive impact on almost every aspect of your business including conversions, rankings, bounce rates, your brand's reputation, etc. Therefore, it's crucial for us to make your site meet Google's and your customers' high UX standards. We'll take care of your web pages' navigation, speed, accordance to search intent - simply speaking, everything to make your customers never want to leave.

Step 5: Quality link building

Fact is, reaching Google's higher ranking is impossible without building quality links. That is why at Netstager we take link building very seriously. Unlike many cheap, black-hat SEO agencies that simply buy you tons of low-quality links (that disappear in a month or get you under a Google penalty), we only acquire links from authoritative and trustworthy publishers.

We've already run a quick backlink audit and spotted some harmful links pointing to your site. We'll weed them out for you and go through your top competitors' backlink profiles to find you even more link building opportunities. See the Backlink Summary report in the attachment.

Step 6: Local search optimization

46% of all Google searches are local, and the number of "near me" search queries has doubled over the past year. Therefore, local SEO is a great opportunity for smaller companies that want exposure specifically in their geographic area. To make it happen, we'll run a local search campaign, which includes setting up and optimizing a Google My Business page, working on local on-page SEO factors, as well as local link building and citations.

Step 7: Working out a content strategy

"One-size-fits-all" is totally not the approach we follow when creating a content strategy for your organization. Instead, we work out content recommendations that are 100% custom and fit your business goals perfectly. They'll include high-level messaging, a value proposition, and a social media integration. To maximize the positive impact on SEO, we'll also develop publishing workflows for you to stick to.

Step 8: Delivering results

We strive for results and transparency. That is why every month, you'll get a full set of detailed and easy-to-understand reports to see what has improved and how the whole process is going.

Campaign objectives

Boosting of organic traffic by at least 30-50%

Better organic visibility for your relevant search terms.

More relevant leads customers / sign ups through Google organic search

Results

Here is a plausible scenario for what your SEO efforts might look like during the initial months, and the results you might expect.

Month 1 - Research and discovery, website audit, keyword strategy, and planning. If research and discovery can be done quickly, then technical changes may start being made to the website within the first month. In other cases a thorough research and discovery phase can last more than one month.

Month 2 - Begin technical SEO work, that is, making modification to the website based on site audit results. In some cases the website needs to be overhauled, and this of itself can take months. Other SEO activities such as working on the link profile and building content can be done at the same time the overhaul is happening. You may not see any results at

this stage, since the changes being made will only start to have an impact once they're finished.

Month 3 - At this stage we start focusing on content creation. Blogging, FAQs, whitepapers, articles, expanded product and company information, etc. You might start seeing some improvements in rankings by the end of this month. If those rankings are translating into leads or sales then even better, but you wouldn't necessarily expect them yet.

Month 4 - Continued content creation, technical optimization of the website, and development of a healthy link profile (which may include cleaning up low quality links).

By this month you could expect to see a marked increase in rankings, traffic, and lead generation. It won't be anywhere close to the improvements you should 12 months into your SEO efforts, but it should be significant enough that you know SEO is working.

Month 5 - By this month or perhaps earlier in the process you may have started incorporating social media management into your plan to amplify your content and increase direct traffic to your website. This can lead to a healthy, natural link profile, and of course generate leads in and of itself. You would continue with content creation and perhaps engage in some PR or media outreach. You should be seeing more and more traffic coming in from SEO at this point, and your leads should be growing as a result.

Month 6 - If your traffic has reached 5,000 visitors per month or more by this point, we would add conversion rate optimization to the efforts to improve how the traffic you're receiving converts into leads and/or sales. From this point on, our activities will be consistently focused on content creation and promoting that content, and we will be doing

things that are more creative. The specific activities can vary greatly depending on the business you are focused on.

Monthly Reports

Each month we will be sending you a detailed report that includes a ranking report based on the progress of your website on the search engines, list of activities performed in the previous month, our recommendations..etc

Our SEO Keyword Tracking Tool

We will be providing a unique SEO Keyword Tracking Tool where you can login and view the ranking of your keywords on a regular basis.

SEO Guarantee

Reputable SEO Agencies Do not Guarantee Search Engine Rankings

SEO firms have been known to offer their clients the “No. 1 Position” in Google organic search or for other search engines. This is a totally false guarantee, this is because we, or any other SEO company cannot control how Google ranks websites. As Google makes changes to their algorithm SEO companies do their best to understand what changes were made and modify your website to give Google what they want. At OuterBox we use very intelligent guesses as to what strategies to use, but we still do not know for sure and cannot control Google. Any SEO company that guarantees high Google rankings based on

their SEO services, without any upfront fee, is probably doing something they shouldn't be.

Read [Google's official statement on hiring an SEO company](#) in which they state, "**Beware of SEOs that claim to guarantee rankings**".

Ref: <https://support.google.com/webmasters/answer/35291?hl=en>

Companies Offering Guaranteed SEO Services Typically Include:

- Guaranteed ranking for very easy keywords
- Dangerous link building techniques which may get penalised in Google Algorithm Updates
- Poor copywriting
- Great sales team with poor execution
- Low quality link development
- Automated SEO programs
- & more deceptive tactics

What we Guarantee

A timeline for deliverables

A list of keywords or topics that position you to specifically target your audience

Improved Traffic and Relevant Leads

Findings and recommendations from an onsite analysis that follow industry best practices

Well-researched quality content Efficient code for your website.

Accurate reporting

Consistent communications

Why Choose Us

Transparency

At Amplified, we believe in absolute transparency. We have 100% confidence in all of the actions that will be completed for your website so we have built a custom fulfillment dashboard where you will be able to see every work item finished for your campaign in real-time. You will also be able to track the daily progress made on your keywords, and sync Google Analytics in order to see traffic and bounce rates all in one places.

Technology

Our SEO Team is made up of some of the most experienced analysts in the industry and all of our work is done in-house. Your dedicated account management team will strategize to provide a successful and efficient marketing plan for you and your business. By only managing a handful of accounts, each management team is able to dedicate their full attention to your business goals, familiarize themselves with your industry, and come up with a customized plan that will produce the most value for your investment.

Account Management

Your Account Manager will keep you up to date on the progress of your campaign and what can be done for further improvement. We make it our first priority to maintain top-level customer support, which is why more small businesses trust Amplified with their SEO budgets. We manage thousands of SMB customers on our enterprise level small business SEO platform and because of our proven results, we maintain one of the highest customer retention rates in the industry.

In House Fulfillment

Search engines are constantly improving their algorithms in order to provide the best search results for their visitors. This means that SEO practices and standards frequently change and it is important to hire an SEO firm that can roll with the punches and redirect focus when needed.

Google Recommended Strategy

Here at Amplified, we are always learning and familiarizing ourselves with the latest search engine updates and practices. We will never use 'black hat' or unethical techniques to cheat or manipulate rankings. All of the work that we do will always align with current SEO standards to ensure that you rank naturally and show continual organic growth.

Pricing / SEO Fee

Number of Keywords to Target	Monthly SEO Fee
25	Rs.20,000/-+GST*

*GST of 18% will be additional if the payments are in INR and this can be exempted if the payments are in foreign currency from abroad.



Google Ads Proposal

What We Offer

Google Ads and PPC advertising has the power to outreach your brand to global audience, generate new leads, new clients and ultimately more sales. Many small businesses do not have the resources to navigate through confusing data analysis, potentially wasted costs and complicated account interfaces, this is where we come in. At Netstager we are experts at helping your small businesses access the vast benefits of search advertising.

We do obsess about attention to detail, data analysis and the fast-moving science of turning online clicks into clients. But we also know that it is equally important to understand your business, think creatively and to deliver clear reports and workable actions. Ultimately our work is focused on your results and your sustained success.

Strategy

You need a comprehensive digital customer acquisition strategy using the insights generated from our in-depth research, grounded in proven consumer behavior and marketing fundamentals. We will provide you with a comprehensive PPC / SEM /

AdWords strategy outlining our recommended techniques for reaching your audience and rolling out a campaign that delivers on your digital objectives and goals.

Measurement and Key Performance Indicators

No brand, product, industry, or campaign is the same. We work with you to ensure you reach your goals and we measure the effectiveness of our campaign against those goals with meaningful KPIs. Whether your conversion is a sign up, purchase or a lead generation form, we can track, report on, and optimize the campaign to deliver on those objectives. We know when advertising works! If you don't have a hard conversion on your site, and your main objective is to increase the awareness of your brand against your target audience, we can do that too! We use Google's Brand Lift surveys to understand the impact our campaign has had on the awareness of your brand.

Campaign Set Up and Execution

Search Ads

Ad Groups

Your campaign will be divided into specific ad groups, allowing for the best possible optimization between different industries, product categories, or geographies targeted by the campaign.

Text Ad Development

Next, we take those keywords and build you the best search ads possible. We write the best copy to catch your customer's eye, and use industry best practices and features including sitelinks, call extensions, callouts, and more.

Keywords

We deliver more than just a list of words! We start with an initial consultation meeting to discuss your product/service, clients, industry, competition, and more. After this meeting, we will use the most sophisticated tools available to uncover which keywords will perform the best for your campaign and determine exactly which terms and phrases your customers are searching for.

Landing Pages Optimization

landing pages are a key part of a successful digital campaign that is too often overlooked. We provide valuable feedback on the structure and content of your landing pages to make the best use out of every dollar we spend sending customers to them. The better your landing page, the higher quality score your ads will have, and the more conversions you will see.

Bid Optimization

We will use the bidding strategy best aligned with the identified KPIs of the campaign, whether that be Cost per Click (CPC), Cost per Thousand Impressions (CPM), or Cost per Acquisition (CPA).

Display Ads and Remarketing

Outside of search, Google partners with thousands of sites to learn more about your consumer. Through sophisticated online targeting tactics, we can deliver your brand message to the right consumer at the right time. We will use a combination of the tactics below to best target your consumer.

- Contextual Targeting - We show your ads exactly when the audience is consuming content contextually relevant to your product
- Interest Categories - We reach your target audience, showing them relevant messages across the web
- Remarketing - We bring your customers back! These customers have shown interest in your product, but did not convert. This is a great way to re-engage those users.

Video Ads (YouTube)

YouTube is the second largest search engine in the world, second only to Google itself. We will put your impactful video brand message in front of your ideal audience. Using YouTube's TruView ad format, you will only pay when a user views your video for 30 seconds, or to completion, whichever comes first.

Campaign Management

Managing these campaigns takes a lot of time, something most business owners and marketers don't have. We're here to help. On a monthly, weekly, or daily basis, our optimization experts will manage and optimize your campaign, including but not limited to

removing underperforming ads/keywords, testing new ads/keywords, adding negative keywords, and landing page optimization recommendations to improve quality score.

Reporting

How do you know if all of this is working? Don't worry - we provide monthly reports including valuable campaign metrics and results, as well as a summary of all the awesome optimizations and insights we have from the previous month. We will let you know which ad groups, ads, and keywords are performing the best, and what we are doing to deliver the most conversions.

Our Promise

Your account will be assigned to a Google Certified manager and he will manage the ads and will constantly communicating with you.

We are committed to responsive and transparent service coupled with excellent communication.

Our Focus is on your Return on Investment (ROI) – maximizing your sales for the least advertising cost.

We are Google certified professionals

Our professionals who manage Google Ads are Google Ads certified for Search Ads, Display Ads, Video Ads, Shopping Ads and for Analytics.

Timeframe

To complete the work outlined in the project scope, we'll need approximately one week to the go live date, depending on feedback at each milestone. Upon signing the proposal, we are prepared to start work immediately

Your Investment

See below for different google ad types we suggest for Plunes.com and our suggested budget for each ad types for optimum results, in Google, we have the flexibility to adjust spent according to the budget and the result may vary as per the budget we spend.

Expected impressions and clicks are based on the historical data from google for similar campaigns in the selected demography.

Once we run the ad for a week and based on the performance of the ads we may have to increase / decrease the budget based on the results.

The budget mentioned in the table are the amount to be paid to google which does not include our management fee.

Locations Targeting:

Delhi, Mumbai, Bangalore, Chennai, Kolkata, Hyderabad, Ahmedabad, Kochi, Gurugram, Chandigarh & Pune.

Search Ads

Monthly Budget	Average Ad Position	Expected Impressions	Expected Clicks
55000	1.5	43000	2200

Display Ads

Monthly Budget	Impressions	Expected Clicks
10000	75000	6000

Landing Page Design & Development Fee (One time fee)

Rs.20,000/- + GST (One time fee)



Social Media Management Proposal

This proposal is for a comprehensive and coordinated campaign to build a social media presence on the popular social media outlets, particularly Facebook and Instagram but can include other social media outlets as well. Social media provides the opportunity to build brand awareness, transmit messages to key audiences, and drive website traffic at very low cost, therefore offering big returns through more leads and prospects which in turn promote sales and revenue.

Effective social media marketing takes quality and consistency over time to build interest and a following.

This section describes the activities that will be part of the social media marketing program.

We provide social media consulting and execution services in the following areas:

1. **General Analysis and Social Marketing Integration Consulting**
2. **Social Media Strategy Development and Execution**
3. **Daily Social Media Management Services**

Social Media Strategy and Execution

The proper and effective use of Social Media is to build community, conversation and relationships with your audience. There are significant opportunities to achieve gains within this medium. Currently, **plunes.com** is missing most social components, thereby forfeiting opportunities to engage clients, prospects and fans. Furthermore, there are

significant opportunities to optimize existing marketing and branding efforts to leverage the social components to attract additional prospects, customers and revenue.

Through consulting, strategy and executing in cooperation with Plunes.com, We will direct the proper implementation of Social Media channels that will further build the brand, loyal customer base and community.

Deliverables

Facebook

- Account creation / optimisation, management and daily responsibility
- Development and execution of a social content strategy
- Up to 15 Posts per month
- Designed images for promotional posts
- Cover images designed and changed periodically
- Responding and engaging with fans and followers to build relationships
- Special Days/National Holidays/Celebration/Festival Posts as and when occurring
- Running Facebook ads to increase the page audience.
- Respond to comments and answer visitors questions after consulting with Plunes.com

Instagram

- Account creation/optimisation, management and daily responsibility
- Development and execution of a social content strategy
- Up to 15 Posts per month
- Designed images for promotional posts
- Responding and engaging with fans and followers to build relationships
- Special Days/National Holidays/Celebration/Festival Posts as and when occurring
- Running Instagram ads to increase the page audience.
- Define campaign specific #hashtags and popular #hashtags
- Respond to comments and answer visitors questions after consulting with plunes.com

Content Calendar

- Coordination, development and fulfillment of content calendar
- Facebook and Instagram monthly content will be same but posted on different days
- Post frequency: 15 posts monthly.

Facebook Ads

- Identifying targeted users and setting up proper demo graphics
- Designing creative for Ads
- A dedicated community manager will check in/monitor Facebook and Instagram two times per day, each business day

Monthly Social Media Management Fee

Facebook	Instagram	Pricing
15-20 Posts Per Month	15-20 Posts Per Month	Rs.25,000/- + GST

Paid Campaigns(Facebook & Instagram):

Apart from the regular social media management and maintenance it is important to run various paid campaigns as well for best results, considering the nature of the business, we suggest following campaign types. Since facebook and instagram can be managed from a single ad management console, we are showing it as a common budget.

Conversions Campaign

This will be the ads which will redirect the users to the packages landing page and perform an action

Monthly Spent	Monthly Reach Estimate	Conversion Estimate
Rs.15000	18000-62000	110-300

Lead Generation

This campaign allows users to fill a form instantly and submit an Enquiry

Monthly Spent	Monthly Reach Estimate	Enquiries Expected
Rs.15000	18000-60000	120-300

Page Like Campaign

This campaign will help to get maximum likes for the plunes.com Facebook page so that the posts we are publishing on the page will reach more people.

Monthly Spent	Monthly Reach Estimate	Estimated Page Likes
Rs.5000	25000-40000	2000-4000

Total Suggested Budget for digital marketing campaign targeting Tier 1 cities in India.

Type of Campaign	Monthly Budget
SEO	Rs.20,000
Social Media Management	Rs.25,000
Google*	
Search Campaign	55000
Display Campaign	10000
Total Google Paid Spend	Rs.65000*
Facebook & Instagram*	
Conversion Campaign	15000
Lead Generation	15000
Page Like Campaign	5000
Total FB& Insta Ads Spent	Rs.35000*
Total	Rs.145000/-

*These amount we have to pay to Google & Facebook for running the campaign and it is flexible according to your digital marketing budget.

*Ad management fee will be additional and which is described in the following page.

Ad Management Fee

We charge a monthly ad management fee to set up and run the ads and this includes setting up the ads, ad copy preparation, designing of creatives (except video ads), daily campaign management & reporting.

Slab	Percentage
Upto 5 Lakhs / Month	15%
5-20 Lakhs	12%
20 - 50 Lakhs	10%
Above 50 Lakhs	8%

*GST of 18% will be additional if the payments are in INR and this can be exempted if the payments are in foreign currency from abroad.

Terms & Conditions

- The customer also has to provide required inputs to understand the business goals while setting up the campaign.
- We will be assigning an account manager for the campaign and he/she will be communicating with the customer on a regular basis.
- For video campaigns, the customer has to provide the videos relevant to the campaigns or we will be charging additional for video productions.
- If we found any development/structural issues in the website then it is the responsibility of the website developer to fix the issues or we will be charging a nominal hourly development fee to fix the issues.

- The SEO Fee & Social Media Management Fee has to be paid at the beginning of each month.
- For running the campaign in facebook and google either the client has to provide the credit card details to add in the ad management account, or have to deposit the monthly spend to corresponding accounts at the beginning of each month.
- The slight variations (+ / -) in the ad budget is normal for Google and Facebook campaigns, for eg:- suppose we set a monthly budget of 30,000 for a search campaign then there is a chance the ad spent reaching 32,000/- or even ad get stopped by 29,500/-.
- The ad management fee we will calculate at the end of the month based on the monthly spend and we will send a separate invoice for this.
- We will be submitting a detailed monthly performance report for SEO, Social Media and for Paid Campaigns.

Agreement

Agreement By signing below, **Plunes.com** agrees to accept this proposal and enter into a contractual agreement with **Netstager** beginning on the date of signing.

Plunes.com	Netstager
Name	Name
Date	Date
Signature	Signature