**Proposal For**

**SEO & SMO for Website**

**Submitted to**

***Ashish Nurshing Home***

**Submitted By**

Contents

[1. Overview 3](#_Toc512955224)

[2. SEARCH ENGINE OPTIMISATION 3](#_Toc512955225)

[3. SOCIAL MEDIA MARKETING 4](#_Toc512955226)

[4. Online Branding + Lead Generation with Email Marketing 4](#_Toc512955227)

[5. Project Costs 6](#_Toc512955228)

[6. Agreement Terms 6](#_Toc512955229)

# 1. Overview

To Do SEO and SMO activities to increase online presence and generate leads using digital media and website

Ashish Nursing Home Is One of the leading gynaecologists of the city, Ashish Nursing Home has established the clinic and has gained a loyal clientele over the past few years and is also frequently visited by several celebrities, aspiring models and other honourable clients and international patients as well. They also plan on expanding their business further and providing services to several more patients owing to its success over the past few years. The efficiency, dedication, precision and compassion offered at the clinic ensure that the patient's well-being, comfort and needs are kept of top priority. The clinic is equipped with latest types of equipment and boasts highly advanced surgical instruments that help in undergoing meticulous surgeries or procedures

# 2. SEARCH ENGINE OPTIMISATION

1. **Review and Analysis**
   1. Website competition Analysis (Key competitors)
   2. Keyword Research
   3. Number of keywords / Phrases optimization – 20
   4. Duplicate content deletion if any
2. **On Page optimization**
   1. Title and meta Tag optimization
   2. Content optimization – improve overall content with H1 and H2 tags
   3. Creation of new optimized pages if required
   4. Image tag optimization
   5. Hyper link optimization
   6. Canonical Tag implementation
   7. URL rewriting
   8. Header optimization
   9. Site Map creation
   10. Google XML site map creation
   11. Real Simple syndication – web feed creation
   12. Installing Google Analytics
   13. Robots.txt optimization
3. **Off Page Optimization**
   1. Manual Search Engine Submission
   2. Directory Submission
   3. One way link building ( Minimum 50)
   4. Video optimization
   5. Super Pages listing
   6. Press release distribution ( Provided by client)
   7. Article Writing and distribution
   8. Blog Writing and posting
   9. Heat Map creation – Page hits
   10. Traffic Status reports
   11. Email marketing

# 3. SOCIAL MEDIA MARKETING

1. To create network in social sites: Facebook, Twitter, LinkedIn, YouTube , WordPress, Google+ etc.
2. **Updates**
   1. Daily informative and promotional postings (Inputs provided by client)
   2. SMM questioner (Inputs provided by client)
   3. Profile Management
   4. Chat Discussions
   5. Group Creation
   6. Fan Page Post updates ( unlimited) -- input provided by client
   7. Group post updates (per month) – input provided by client
   8. Vanity URL creation (Facebook.com / Company name or keyword)
   9. Increase fan page likes ( Depending upon targeted audience)
   10. Polls and Surveys ( as per requirement)
   11. Blog post management – input provided by client
   12. Forum Promotion and communication on major portals
   13. Event created and host – input provided by client
   14. Facebook Analytics tacking
3. **Ad Campaign**
   1. Facebook Advertisements
   2. Tweet Promotions
   3. YouTube Promotions
   4. YouTube Unlimited updates – Videos provided by client
   5. Direct ads on – portals and websites

# 4. Online Branding + Lead Generation with Email Marketing

1. **Email – Newsletter – Analytics**
   1. Collect and manage subscribers
   2. Tack Subscriber Activity
   3. Upto 4 HTML email templates
   4. Immediately Engage Subscribers
   5. Email Analytics
2. **Google AdWords**
   1. 5 Campaign in one group
   2. Campaign optimization keyword research and bid management
   3. 5 ad groups with unique landing page
   4. Most Competitive Keyword list
   5. Images ads ( Images provided by client)
   6. By weekly performance report
   7. Lead Generation Page
3. **Landing page** 
   1. For select campaign dedicated landing page for particular courses
   2. Different landing pages for different ad groups
4. **Dedicated Campaign Manager** 
   1. Dedicated Campaign Manager to remove campaigns, ads editing and text editing
   2. Timely reports for analysis
   3. Expert bid strategist
   4. Conversion tracking
   5. Continuous optimization to improve your ROI
   6. Regular meetings for feedback

# 5. Project Costs

The prices given below are as per our current understanding of the project. This price is for one year starting from the date of signing the contract and making advance payment

|  |  |  |
| --- | --- | --- |
| **S.No** | **Features & Functionality** | **INR ( Rupees)** |
| 1 | Search Engine Optimization |  |
| 2 | Social Media Marketing |  |
| 3 | Online Branding + Lead Generation with Email Marketing |  |
| 4 | Ad Budget – Google AdWords / Facebook  Direct billing to Google / Facebook  ( 25000- Google + 5000 – Facebook) 30000\*7 months |  |
|  | **Grand Total** |  |

Target / Plan: - Generate minimum 1500 quality custom filtered leads via website

Please Note:

* The taxes would be charged extra
* Minimum time to achieve ranking will be 3-4 months
* We need to have a website to begin the SEO activities

# 6. Agreement Terms

* The payment to be distributed in four equal parts which is to be paid in advance by first week of month of that particular quarter
* All content to be provided by Client
* Approval will be given by the appointed person by clinet before uploading
* Client has the right to discontinue our service with 30 days prior notice.

----------------Thank You-------------------