

Technical and Financial Proposal

SEO Proposal

Prepared by: Fahim Khan

Operations Manager

Zaman IT

Phone: +88 09612776677

Cell: +88 01973 009007

Email: info@zaman-it.com

Skype: masud007rana



House # 63, Road # 13, Sector # 10, Uttara, Dhaka-1230, bangladesh

Phone: +8809612776677, Mobile no: +8801973009007

E-mail: info@zaman-it.com, Website: www.zaman-it.com

ZAMAN IT AT A GLANCE

Name of Company	Zaman IT
Year Established	21-11-2008
Business Function	Website design and software development company
Corporate Office Address	House # 63, Road # 13, Sector # 10, Uttara, Dhaka-1230, Bangladesh
Members of	Bangladesh Association of Software & Information Services (BASIS)
Total Employees	75
Website Address	www.zaman-it.com
Company Email	Information Desk: info@zaman-it.com Sales Desk: sales@zaman-it.com Support Desk: support@zaman-it.com
Company Hotline	Phone: +8809612776677, +8809612776678 Information: (+88) 01973 009007 Sales: (+88) 01759 869373 Support: (+88) 01775289058
Areas of Expertise	Website development, Software development, Email marketing, SMS marketing
Market Coverage	Bangladesh, USA, UK, Canada, Australia, Saudi Arabia, Dubai, India
Bank Information	Name of Bank : BRAC BANK Address of Bank : ROKEYA SHARONI BRANCH Account No : 1548202099997001 Account Name : Zaman IT SWIFT Number : BRAKBDDH

Search Engine Optimization

Search engine submission is the most effective and inexpensive form of web site promotion on the Internet. An effective promotion is the most vital step in getting the web site exposure that you need. At least 80% of web site traffic is generated through Internet search engines and directory searches. Making web site submission a part of your on-line business campaign is essential... It is something you simply must do!

Figuratively, Yahoo! and Google alone make well over 90% of the total online traffic coming to a site. Now that's impressive figure, isn't that? So evidently, Search Engine Optimization not only complements a website, but it's also absolutely indispensable in today's belligerent market scenario - "if you are not raking in the moolah" through the net, then your competitor might be doing just that. It thus makes perfect business sense to go all out in exploiting the business opportunities at hand. So, go ahead, get hold of that extra edge for your business, and let your target audience find you online!!

It is important to understand how the search engines and directories work in order to meet their criteria and gain a good position when people do a search. Each search site has it's own criteria or rules for listing pages. It is of prime importance that your web pages be tailored for promotion to the top search engines and directories.

We know you are busy, so we offer packages where we review your site and provide easy instructions and cut & paste HTML Code solutions to prime your site for promotion. You don't need to learn everything about web promotion - let us do it for you, so you can get on with what you do best...doing business.

These are the key points includes optimizing your website:

1. Search Engine Optimization content development for the site with targeted keywords.
2. Develop keyword density in links.
3. Images optimization (load time with alt tag)
4. Optimization all the pages of the site with keywords
5. Creation of Search Engine Friendly Site Map
6. Spell Checking for all the WebPages
7. Load Time Monitoring & Reporting
8. Link Popularity development
9. HTML Validation Checking
10. HTML Design Analysis & Changes accordingly
11. Browser Compatibility checking
12. Keyword Density maintenance
13. Backlinks Development
14. Creation of Optimized Robots.txt File
15. Develop inbound links for the pages (it will increase pr of the site)
16. Develop outbound links for all the pages (it will increase pr of the site)
17. Work on meta tag with googlebot.
18. Blogging for develop link popularity
19. Maintain forum for the pages to reach more visitor.
20. Depth Keyword Research & Suggestions Related to Your Industry

- 21.Targeting of Unlimited Keyword Phrases
- 22.Link Reputation Analysis
- 23.Linking Strategy and Management
- 24.Link Management.
- 25. PPC Management
- 26.Pay for Placement
- 27.Organic Search Engine Optimization.
- 28. Blogs Development.
- 29. Directory Management
- 30.Internet Marketing.

Cost: 15000 taka/month(\$200 per month) for 3 keyword

Next Each Keyword: 5000 Taka

Estimate time: Minimum 6 month for 1 to 3 pages

Payment Procedure:

- 100% advance payment in every month
- Client must provide all keyword with work order.
- Payment will goes to “Zaman IT” account pay check.

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