

SEO Project Plan



[www.techmyntra.co.in](http://www.techmyntra.co.in/)

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Company Profile

Introduction:

We at Techmyntra provide exquisite quality professional website development along with the design and maintenance services. Our vastly experienced and knowledgeable web developers successfully complete various kinds of website projects. The large pool of resources, the robust business and technical expertise of the professionals coupled with customer-centric approach enable us to develop a website of any complexity.

Appealing and professional style, rational use of space, user-friendly interface and color compatibility are some of the important things that we take into consideration while developing a website. And we are having partnership with more companies.

**OUR SERVICES**

* Website Designing.
* Website Development.
* Search Engine Promotion Services.
* Pay Per Click Advertising.

## Summary

The idea behind this marketing plan is to provide effective online marketing services to client by bringing their website in front of users and increasing its visibility in several search engines like Google & Yahoo.

# 4 Reasons Why You Need SEO for Your Website

In today’s world of e-commerce and online marketing, search engines play a vital role in determining your website’s success or failure. As such, a high ranked website is always at an advantage to a lower ranked website. There are many reasons why you need search engine optimization for your website. We will look at the top 4 reasons:

1. The primary objective of search engine optimization is to increase visitors to your site by enabling your site to rank higher on the search engines. A high ranking is very important because visitors often do not go beyond the first, second or maximum the third page when they search at a search engine. Even if your website Contains relevant material, but ranks lower, it is most likely that your website does not get a click. So, getting a better ranking for your website is one of the most important reasons to go for search engine optimization.
2. A high-ranking website also creates a good first impression on the visitors. It tells the visitors that you have marketed yourselves better than your competitors and that you are serious about your business.
3. You also need to optimize your website to go beyond the targeted audience and give your product or service a broader appeal. It is true that every product or service is targeted at a particular audience, however, if your website ranks high on the search engines, it definitely has a chance to go beyond that boundary and get you business from those territories which you had not thought-of or from those areas which you had not explored. You must know that anything online has no territorial limits.
4. With search engine optimization, you can also position yourself better before prospective customers. With the use of relevant keywords you can create a sense of familiarity and better rapport with the potential customers; and hence win the confidence of your prospective customers.

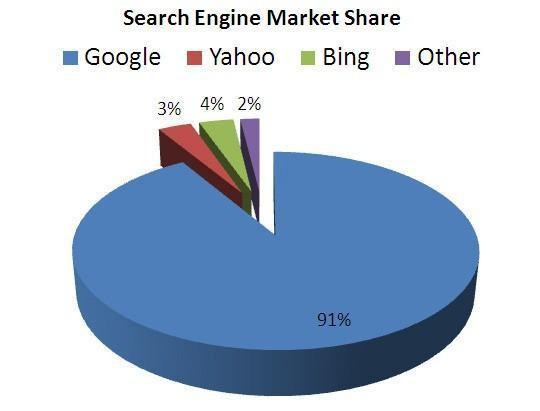
The bottom line is that optimizing your website for search engines will attract more visitors to your website and help you beat the competition. And this will translate into more business for you.

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What We Do in Internet Marketing

## SEO (Search Engine Optimization)

SEO is the active practice of optimizing a web site by improving internal and external aspects in order to increase the traffic the site receives from search engines. Companies that practice SEO can vary; some have a highly specialized focus, while others take a broader and general approach. Optimizing a web site for search engines can require looking at so many unique elements that many practitioners of SEO consider themselves to be in the broad field of website optimization (since so many of those elements intertwine)



The majority of web traffic is driven by the major commercial search engines Google. If your site cannot be found by search engines or your content cannot be put into their databases, you miss out on the incredible opportunities available to websites provided via search - people who want what you have visiting your site. Whether your site provides content, services, products, or information, search engines are a primary method of navigation for almost all Internet users.

Here are major SEO activities adopted by Techmyntra Solution.

**Website Analysis** – This activity is to cover the positive and negative points of the website that is affecting the ranking on search engines.

**On-Page Optimization** - On page SEO or search engine optimization is making sure that your website is as search engine friendly as possible. If your website is not optimized then you have less chance of getting good results in the search engines, here is a quick tour of On-Page SEO activities:

**Keyword Research –** This activity is an important step in the search engine optimization process. By choosing right keywords according to niche market, one can generate high revenue throughout the site.

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**Keyword Finalization –** To come up with the final list of keywords which we will target on the website.

**Content Optimization –** In this process we use your targeted keywords within content of the site with proper density and prominence.

**URL Analysis –** In this process we will check the all URL’s of the website is search engine friendly or not.

**Site Structure Check –** In this process we will check the website structure is correct or not, and the flow of information is in the correct direction.

**Meta Tag Creation –** We will create the Meta Tags for the all website pages which includes:

* + Page Title
  + Description
  + Keywords
  + H1, H2 & H3 Tags
  + Alt Tags
  + Page Heading Optimization

**Fetch as Google –** In this process we will individually submit the web pages which are not indexed by Google.

**Google Local / Maps Registration –** We will create a Google Local / Map account to submit the website.

**Google+ Account Creation –** We will create the Google+ account and share the useful content with the targeted audience and submit the positive reviews for business.

**Broken Link Check –** We will check the all broken links of the website and resolve it.

**404 Error Check –** We will check the all 404 error pages and redirect it to relevant website pages.

**Orphaned Check –** 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 & Indexing –** We will **c**heck the content on the website is being crawled and indexed properly.

**Synonyms –** We will use the synonyms on the website to get better results in ranking.

**HTML Optimization** – We scan the code of the website and repair according to search engine’s taste.

**Resource Renaming –** Here Resources stands for Pages, Images, Videos, Blogs and Articles you used within your website. We also take care of these resources to get higher ranking in search engines. We rename these resources according to search engine’s convenient.

**Webmaster Tools - Account Setup & Monitoring** - It is used to check indexing status of the website, also it includes submission and updation of sitemaps, robots.txt. Also used to check crawl rate and view statistics about how Google accesses a particular site.

**Analytics Tools - Account Setup & Monitoring** – It is used to track the website traffic & performance. It provides statistics and user behavior for search engine optimization (SEO) and marketing purposes.

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**Off Page Optimization** - Off Page Optimization is done outside of the website to get the best positions for particular set of keywords and attract more visitors. Off page optimization concentrates on getting back links via various link building strategies for particular keywords.

**High PR Niche Directory Submission** - Directory submission is proven to be a wonderful method for gaining quality one-way incoming back links. Higher the quantity and quality of incoming links is always better for search engine rankings and internet visibility.

**Link Building** - When it comes to top SEO results it’s really all about links... LINKS LINKS LINKS. We apply several methods for getting backlinks such as business listings, social sharing, social bookmarking, blog commenting and forum postings.

**Article Submission** - There are several advantages of article submission and the world is just waking up to how crucial it is for one’s online business.

**Blog Posting** - Blog posting is another great way to earn more back links to your site. Along With back links you can also expect to get an increase of visitors to your site.

**Business Reviews** – Submit your website on the high PR business reviews website for brand awarness.

#### **Social Bookmarking** – Social Bookmarking is yet another powerful way of promoting your website. We will submit your website on the high PR social bookmarking website to generate more relevant traffic.

**Classifieds** – We will do classifieds submissions to advertise your service on the top most free classifieds sites.

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|  | | Techmyntra | | | | | | | | |  | | | | |
| SEO Project Plan | | | | | | | | | | | | | | | |
| **S.No.** | **Activity** | | **Duration (In Weeks)** | | | | | | | | | | | |  |
|  |  |  | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** | **12** |
| **STAGE I -> Evaluation & Planning** | | |  |  |  |  |  |  |  |  |  |  |  |  |
| **1** | Website & Business Analysis | |  |  |  |  |  |  |  |  |  |  |  |  |
| **2** | Keyword Analysis and Research | |  |  |  |  |  |  |  |  |  |  |  |  |
| **3** | Keyword selection (based on your feedback) | |  |  |  |  |  |  |  |  |  |  |  |  |
| **4** | Keyword finalization | |  |  |  |  |  |  |  |  |  |  |  |  |
| **5** | Selection of WebPages for optimization | |  |  |  |  |  |  |  |  |  |  |  |  |
| **6** | Preliminary SEO Report | |  |  |  |  |  |  |  |  |  |  |  |  |
| **7** | Content writing recommendations | |  |  |  |  |  |  |  |  |  |  |  |  |
| **STAGE II -> On Page Optimization** | | | | | | | | | | | | | | |
| **8** | Meta Tag Creation | |  |  |  |  |  |  |  |  |  |  |  |  |
| **9** | Image ALT tag | |  |  |  |  |  |  |  |  |  |  |  |  |
| **10** | Heading Tags | |  |  |  |  |  |  |  |  |  |  |  |  |
| **11** | Content Optimization and Resources Renaming | |  |  |  |  |  |  |  |  |  |  |  |  |
| **12** | Google Analytics Code Integration | |  |  |  |  |  |  |  |  |  |  |  |  |
| **13** | Webmaster Tool Submission | |  |  |  |  |  |  |  |  |  |  |  |  |
| **14** | Google XML Sitemap & Robot txt Optimization | |  |  |  |  |  |  |  |  |  |  |  |  |
| **STAGE III -> Off Page Optimization** | | | | | | | | | | | | | | |
| **15** | Search Engine Submissions | |  |  |  |  |  |  |  |  |  |  |  |  |
| **16** | High PR Niche Directory Submission | |  |  |  |  |  |  |  |  |  |  |  |  |
| **17** | Google Places Listing & Local Business Listing | |  |  |  |  |  |  |  |  |  |  |  |  |
| **18** | Free Classifieds | |  |  |  |  |  |  |  |  |  |  |  |  |
| **19** | Article Submissions | |  |  |  |  |  |  |  |  |  |  |  |  |
| **20** | Link Building | |  |  |  |  |  |  |  |  |  |  |  |  |
| **21** | Blog Installation and Posting\*\* | |  |  |  |  |  |  |  |  |  |  |  |  |
| **22** | Blog Link Submissions\*\* | |  |  |  |  |  |  |  |  |  |  |  |  |
| **STAGE IV -> SEO Implementation Phase:** | | | | | | | | | | | | | | |
| **23** | SEO Implementation execution (development team)\*\* | |  |  |  |  |  |  |  |  |  |  |  |  |
| **24** | Changes if any (by our development team)\*\* | |  |  |  |  |  |  |  |  |  |  |  |  |
| **25** | Quality Check (QC) | |  |  |  |  |  |  |  |  |  |  |  |  |
| **STAGE V -> Popularity Phase: (Social Media Optimization)** | | | | | | | | | | | | | | |
| **26** | SMO Scope Recommendation and Social Media |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Accounts Creation |  |  |
| **STAGE VII -> Monitoring:** | | | | | | | | | | | | | | |
| **27** | Rank monitoring | |  |  |  |  |  |  |  |  |  |  |  |  |
| **28** | Traffic report analysis | |  |  |  |  |  |  |  |  |  |  |  |  |
| **29** | Further Planning & Recommendations | |  |  |  |  |  |  |  |  |  |  |  |  |

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Reporting & Monitoring

A detailed report of all the activities performed by Techmyntra Solution will be shared with you on monthly basis and SEO requirements to bring better keyword ranking will be sent to you on “as on” basis. The major reports include:

Keywords Ranking Report.

Traffic Report – Organic, Referral & Social Traffic Stats Top Landing Pages and Exit Pages.

Important major points that will cover the website performance. Weekly monitoring of the sites ranking on search engines.

Weekly Traffic Check through Google Analytics.

Caching and Crawling Check. Enquiry form Check.

Mobile Site compatibility Check: Check if the site works with Smart Phones and Tables

# Project Price :

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| SRNO | ACTIVITY | TOTAL SEARCH/ REACH PER MONTH/ ACTION | | | EXPECTED CLICKS TO WEBSITE PER MONTH | TOTAL - PAYABLE TO GOOGLE PER MONTH | TOTAL - PAYABLE TO INFINIX PER MONTH | |
| 1 | 1 Search Engine Optimization (SEO) | Not Applicable | | | Not Applicable | Not Applicable | | Rs. 1,500 per keyword (Min. 6 keywords) |
| 2 | Google Paid Ad : Creating Text ad, Display ad and Remarketing ads Management | 1,000+ (for Unlimited Keywords) |  | 150 Rs .10,000 | | | Rs. 3,000 | |

Project Deliverables

#### What am I getting for my Money?

* Boost in your keywords ranking to make the visibility of your website.
* Increased link popularity and Boost in targeted organic traffic.
* Better business awareness and branding on the Internet.
* Business Leads from qualified and targeted website traffic.

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