

# **DST SOLUTIONS PVT LTD**

## **Business Proposal for SEO +SMM +SMO + ORM**

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Prepared For

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(Cabinet Rank Minister (Mineral), Govt. Of Uttarakhand)

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**SEO + SMO Work Plan**

- **Site Wide Factors**

1. Preliminary SEO Check
2. Detailed SEO Strategy and Plan
3. Keywords Analysis Report
4. Competitive Analysis Report
5. Working With HTML Source Code
6. Crawler Compliance Implementation
7. Google Analytics Analysis report
8. Google Webmaster Analysis report

- **SEO Compatibility**

1. Cross Browser Compatibility
2. Website Load Time
3. Page Size optimization
4. Broken Links
5. Duplicate Content
6. RSS Feeds

- **On Page Optimization–One Time in Month Report**

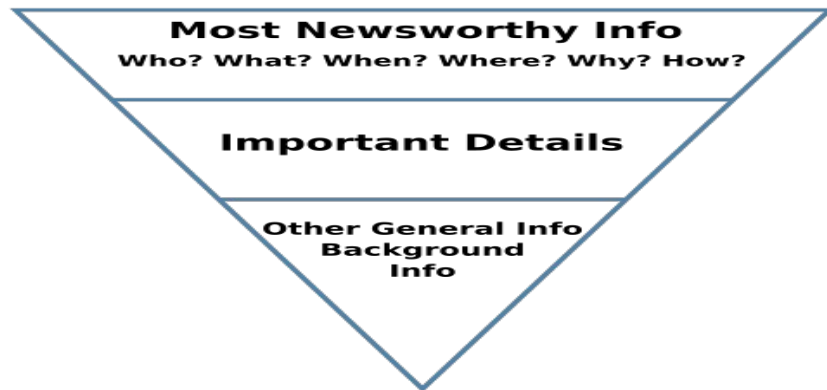
1. Website initial technical analysis
2. Robot.txt optimization
3. XML Sitemap
4. Urllist.txt sitemap
5. HTML sitemap
6. W3c Validation
7. HTML code validation

8. Title tags analysis and development
9. Meta tags analysis and development
10. Navigational structure optimization
11. New SEO Pages Creation if yes, please share
12. New SEO Pages Optimization
13. Heading tag analysis and development
14. Image data optimization
15. Keywords mapping
16. Doc type
17. Canonical issue
18. Content optimization
19. Keywords density management
20. Keywords frequency management
21. Proximity management
22. Prominence management
23. Internal linking
24. Anchor text optimization

#### • **Off Page Activities–Weekly Report**

1. Submission sites must be theme or business related category
2. Submission sites page rank should be 1 to 10
3. Higher Domain Authority
4. Higher Page Authority
5. NA SPAM
6. Higher Alexa ranking
7. IP addresses and class c subnets must be different every submission sites

8. Topics And Concepts must be unique for write the content like blog and article
9. How Much Text Do we need to write for your business



10. Manual article submissions
11. Press release submissions
12. Manual directory submissions
13. Social Bookmarking submissions
14. Forum posting
15. Blog submissions
16. Blog Social Bookmarking
17. Google local listing
18. Article Social Bookmarking
19. Infographics Submission
20. Image Sharing
21. Pinterest Image Submission
22. Slides Submission
23. Local Search Engine Submission
24. Local Business Listing
25. Wikimapia Updation
26. Classified Submission
27. Social Media Optimization
28. Geo-Social Targeting

- 29.Video Submission
- 30.Web 2.0 profile creation
- 31.Google analytics

## **Social Media Optimization (SMO)**

### **Facebook Activities**

- 1. Number of Key Phrases Optimized**
- 2. Tabs Creation**
- 3. Posting/Updates**
- 4. Polls**
- 5. Promoting brand in Target audience specific groups**
- 6. Per Day or week / month Page Traffic**
- 7. Tracking trending hashtags relating to the industry**
- 8. Review**
- 9. Page Likes**
- 10. User Engagement / Commenting**
- 11. Post likes and sharing**
- 12. Page view**
- 13. Post Reach**

### **Twitter Activities**

- 1. Tweetspost**
- 2. followers**
- 3. Participation in trending hashtags**

4. **Participation in conversations of active groups**
5. **Promoting brand in Target audience specific groups**
6. **Running Promoted Hashtags**

#### **Google + Activities**

1. **Posting/updates**
2. **followers**
3. **User Engagement**
4. **Participation in conversations of active groups**
5. **Post likes and sharing**

#### **Linkedin Activities**

1. **Posting/updates**
2. **Participation in target audience specific groups/ communities/forums**
3. **Influncer Targeting**
4. **Post likes and sharing**
5. **Pulse/article**

#### **Youtube Activities**

1. **video views**
2. **video submission**
3. **video commenting**
4. **Promotion of videos on social platforms**
5. **YouTube Channel creation**

## **Online Reputation Management (ORM)**

1. Diagnose Your Google Ranking & Online Reputation
2. Intro to Personal Search Engine Optimization (SEO)
3. Building the Foundation of Your Online Presence for Google Search Results
4. Advanced Tactics to Boost your Google Ranking & Online Reputation
5. Emergency Tactics For Fixing a Negative Google Search Result
6. Improving your Google Image Results

## Pay Per Click/Adwords (PPC)

1. **Add PPC Keywords:** Expand the reach of your PPC campaigns by adding keywords that are relevant to your business.
2. **Add Negative Keywords:** Add non-converting terms as negative keywords to improve campaign relevancy and reduce wasted spend.
3. **Split Ad Groups:** Improve click-through rate (CTR) and Quality Score by splitting up your ad groups into smaller, more relevant ad groups, which help you create more targeted ad text and landing pages.
4. **Review Costly PPC Keywords:** Review expensive, under-performing keywords and shut them off if necessary.
5. **Refine Landing Pages:** Modify the content and calls-to-action (CTAs) of your landing pages to align with individual search queries in order to boost conversion rates. Don't send all your traffic to the same page.
6. Weekly Reports of campaigning

