



SEO PLAN PROPOSAL

*Detailed overview of our SEO Plan with estimated cost
and strategies!*

**Dev Technosys
Pvt. Ltd.**

At a Glance:

Dev Technosys Pvt. Ltd. is a global management consulting, technology services and outsourcing company, with **70+employee** serving clients in more than 7 countries, **India, US, UK, UAE, Germany, Australia, Canada** and so on. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, we (Dev Technosys) collaborate with clients to help them become high-performance businesses.

Company Overview

Dev Technosys is an **ISO 9001:2008** certified IT solution provider company based in India. It deals in all kinds of IT Solutions for web and mobiles. It was established in the year of 2010 with a simple motto – “**Inspired by thoughts**”.

Dev Technosys Pvt. Ltd. is an initiative to meet the burgeoning web development and web marketing requirements of the industry. The company was started with a simple motive, to deliver the quality services at the most affordable prices. And after sustaining such a long time in the industry, which is just eternity in the internet market, the company has made its significant reputation for the services it provides.

The company offers Affordable, Reliable and Robust Web Solutions in inclusion with **Responsive Web Designing & Development, Mobile App. Development, Online Marketing Consultation (SEO), Ria Development Services**, etc. at modest prices.

Our Vision - With a future centric approach, our vision is to work along and across the continents, to continue on our quest for excellence and to deliver “Quality with Affordability”.

Our Mission - Our mission is to enable people and companies to maximize their business success.

Our SEO Strength

We have already established a great value in our strengths, through our optimization and strategical supremacy. We believe in **result oriented Online Marketing Consultations (SEO)**, thus we just offer a straight forward approach to achieve goals.

In our SEO strength, we have included:

1. Easy to Go with adaptations of new trends in SEO
2. Result Oriented SEO strategy Planning
3. Passionate team of experts
4. Focused straight forward approach
5. Detailed and continuous checkup of SEO flow

Key Features of SEO Plan

We are excited to show our key features that implies a great impact over our SEO workflow. Here are they:

- Whole site analyses (Meta tags, designs, URLs, etc.)
- Keyword competitiveness analysis
- Competitors' site content and back link analysis
- Main keyword(s) analysis
- W3C validation
- Significant increase in link popularity
- One way links building
- Links from themed sites only
- Weekly Broken link check
- Removal of bad links (sites non related to yours) which point to your sites
- Content modification (if necessary)
- Google Site map generation
- Human edited Directory submission
- Monthly search engine optimization (SEO) report
- Additional Pages / contents may require for optimization will be created by us
- Blog / RSS submission if your site supports these modules.

Detailed SEO Plan

To imply a great impact, here we reveal our detailed SEO strategy plan that clears out what we offer and what we do. First of all, we offer a complete SEO package for a **minimum of 6 month** target and assures for results.

We offer 4 basic SEO plans named as Bronze, Silver, Gold and Platinum, according to business needs and obvious as per the budget.

SEO Plans

	Bronze	Silver	Gold	Platinum
Minimum Contract	6 Months	6 Months	6 Months	6 Months
Cost Per Month	\$ 100	\$ 200	\$ 300	\$ 400

On Page Techniques

Site Audit	Y	Y	Y	Y
No. of Keywords	10	15	20	25
Keyword Analysis	Y	Y	Y	Y
Competitors Analysis	N	N	Y	Y
Canonical Optimization	Y	Y	Y	Y
Sitemap (HTML & XML)	N	N	Y	Y
Robots.txt File	Y	Y	Y	Y
HTML Structure (H1-H6 tags, Alt tags, etc.)	Y	Y	Y	Y
Conversion Tracking (Analytics Setup)	Y	Y	Y	Y
Website Load Time Checking	N	Y	Y	Y
Broken Links Check	N	Y	Y	Y
Duplicate Content Checking	N	Y	Y	Y
Internal Link Structure Check	Y	Y	Y	Y
Image Optimization	N	N	Y	Y
Webmaster Setup	Y	Y	Y	Y
Title/Meta Creation	Y	Y	Y	Y
URL Rewriting Suggestion	Y	Y	Y	Y
Dynamic Pages SEO Suggestion	N	N	N	Y

Off-Page Techniques

Thematic Link Building	Y	Y	Y	Y
Profile Page Creation	20	25	30	35
Search Engine Submission	3	5	10	20
Directory Submission/ Business Listing	15	20	25	30
Article Submission	15	20	25	30
PR Submission	10	13	16	20
Blog Submission	Y	Y	Y	Y
Classifieds	Y	Y	Y	Y
Social Bookmarking	40	50	60	70
Submit Website in Yahoo Local	N	N	Y	Y
Forum Posting/ Blog Commenting	N	Y	Y	Y
Syndication/ RSS Feed Submission	N	Y	Y	Y

Digital Marketing Techniques

PPT Submission	N	N	Y	Y
PDF Submission	Y	Y	Y	Y
Video Submission	N	N	Y	Y

Social Media Optimization_(weekly update)

Facebook Page Creation	N	N	N	Y
Facebook Promotion & Update	Y	Y	Y	Y
Twitter Page Creation	N	N	N	Y
Twitter Promotion & Update	Y	Y	Y	Y
Linkedin Profile Creation	N	N	N	Y
Linkedin - Company Page	N	N	N	Y
Linkedin Updates	N	N	N	Y

Google+Page Creation	N	N	N	Y
Google Circle Adding & Update	Y	Y	Y	Y

Report and Support

15 day's Report	Y	Y	Y	Y
Monthly Report	Y	Y	Y	Y
Email/instant Messaging Support	Y	Y	Y	Y
Month end Call Support with our team	Y	Y	Y	Y
Live Support and discussion	Y	Y	Y	Y
Alterations if Needed	Y	Y	Y	Y

Working Strategy

We are highly dedicated to provide result oriented optimization, thus we offer relaxed or expert friendly working strategy. This approach makes our expert more concentrate towards results and focused over result oriented and quality SEO workflow.

- To make quality work and results, we target only 3 keywords per month.
- Initially our concern will be to optimize home page and we will try to get ranking of home page. Once we get it, we will move to further pages and work for them to get ranking easily.
- We mentioned 10 keywords for 6 months in our Bronze Plan, but we work on several supporting keywords as well. This approach helps us to get rank in SERP.

Terms and Conditions

- All the above plans mentioned are for existing websites only - New designs require custom quotes to include design fees.
- All Plans and Packages are priced excluding taxes.

- Higher page ranks some time take more times to complete. We'll send you the list of URL's and corresponding page ranks at the end of the month / or completion of the project.

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