



IMPERIAL WEBMARKETERS LLP

Plam Infotech

Table of Contents

1. SEO.....	3
2. Payment Condition.....	7
3. Costing.....	8

1. SEO (Search Engine Optimization)

Elevate Your Online Presence with Effective Search Engine Optimization (SEO)

1.1 General Overview

Search Engine Optimization (SEO) is the practice of optimizing website content, structure, and performance to rank higher in search engine results pages (SERPs) for relevant keywords and phrases. By implementing effective SEO strategies, businesses can increase organic traffic, improve user experience, and ultimately drive conversions and revenue.

1.2 Modules

1.2.1 Keyword Research

- Identify Relevant Keyword
- Identify Relevant Phrases
- Target Audience
- List Of Products to identify Search List

1.2.2 On-Page Optimization

- Optimize On-Page Elements
- Refer Page Titles
- Refer Meta Description
- Refer Heading
- Refer Content

1.2.3 Content Creation

- Change High Quality Content
- Regularly Post Blogs
- Regularly Post Videos,Articles and Infogrphics
- Maintain Different FAQ
- Maintain Multimedia Content for Website

1.2.4 Link Building

- Creates High Quality Back links
- Maintain updation through Famous Topics Discussion in Blog

- Maintain SiteMap
- Create Content Syndication

1.2.5 Technical SEO

- Technical Optimization
- Crawling
- Indexing
- Mobile Responsive of website
- Increase website Speed
- Change URL Structure

1.3 Benefits

- Increase Organic Traffic
- Enhance User Experience
- Better Conversion Rates
- Long Term Sustainability

1.4 Important

- Company is Responsible for Marketing/Updation Only.
- Company is not responsible for Order Generation from website

2. Payment Condition

2.1 Payment Condition (SMO/SEO)

1. 100% of Amount will be payable Advance Payment.

Appendix A: Costing

Serial Number	Modules	Type	Costing	GST (18%)	Total
1	SEO	3 Months	Rs. 30,000	Rs. 5,400	Rs. 35,400
2		6 Months	Rs.50,000	Rs.9,000	Rs.59,000
3		1 Year	Rs.95,000	Rs.17,100	Rs.1,12,100
4	Setup Cost	1 Time (Applicable for 3 Months & 6 Months)	Rs.15,000	Rs.2,700	Rs.17,700

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