

Search Engine Optimization Proposal for - digiturnal.com:

Our whole process consists of 7 modules:

- Competition Research
- Keyword Research
- Website Current Health Analysis
- Onsite Optimization
- Offsite Link Building
- Setting and Tracking Goals
- Weekly Reporting

The duration of the overall campaign is 4–6 months. Details of what gets done each month are explained below:

Month 1:

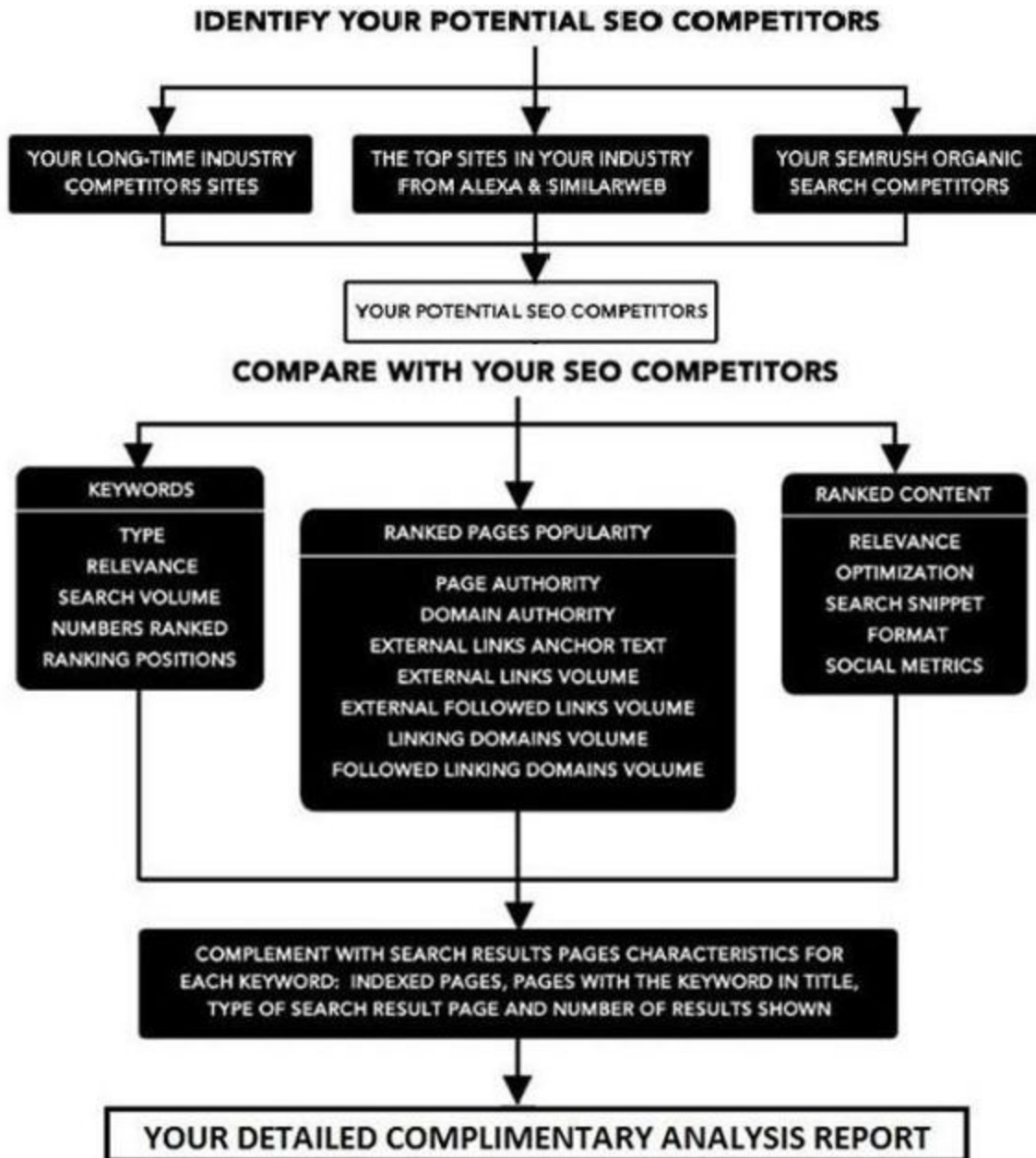
- Competition Research
- Keyword Research
- Website Current Health Analysis
- Onsite Optimization
- Offsite Link Building
- Setting and Tracking Goals
- Weekly Reporting

Month 2 – Month 6:

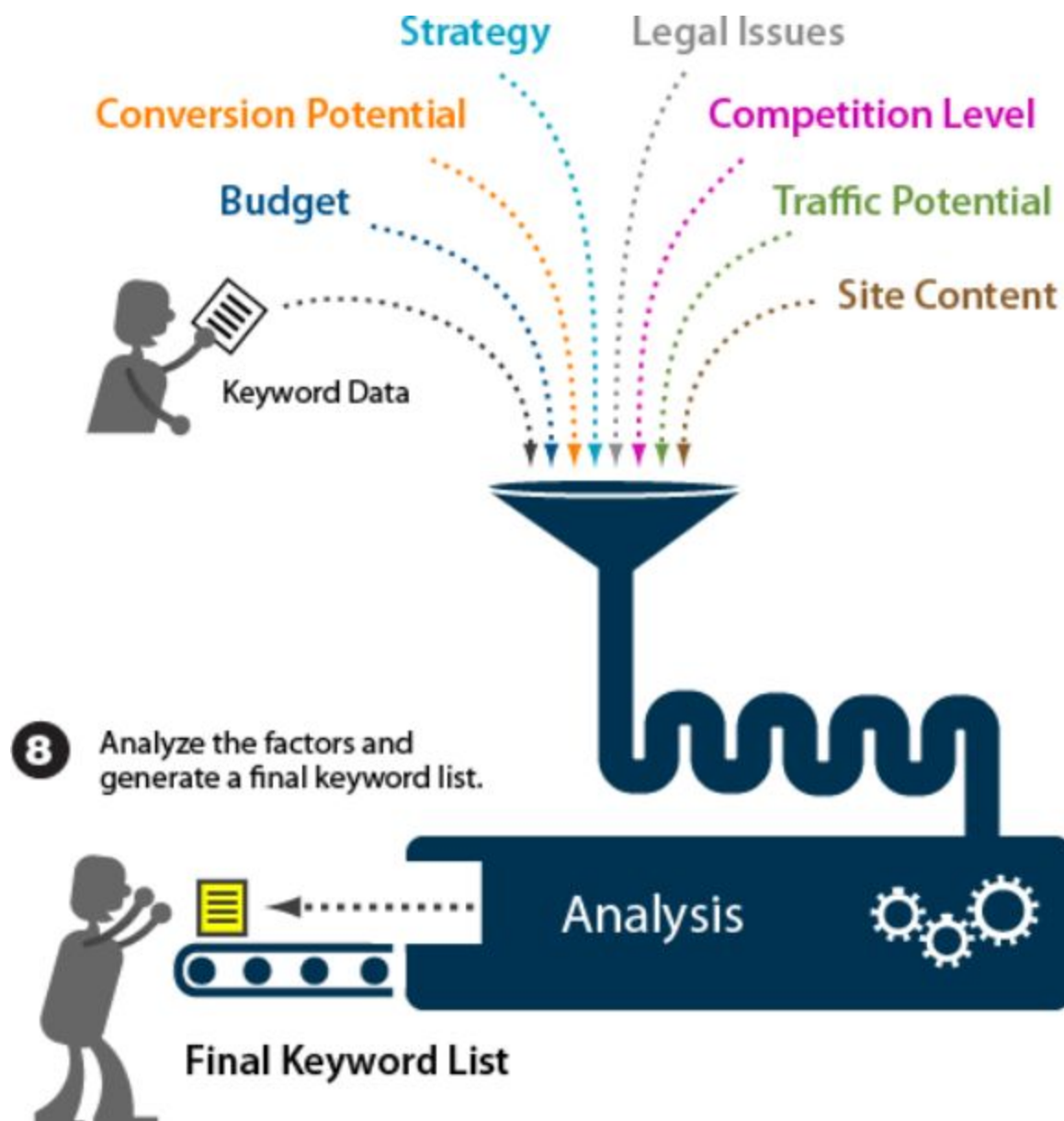
- Continuous Onsite Optimization
- Continuous Offsite Link Building
- Weekly Reporting

Explanation of each module:

Competition Research:



Keyword Research:



Website Current Health Analysis:

We analyze your website for any current onsite and offsite issues which may prevent us from getting you good results.

Onsite Optimization:

We take care of every major onsite issue of your website and optimize it properly to get good results.

ON SITE ANALYSIS

Health Check

- ☐ Perform a site search ("site:www.yourdomain.com")
- ☐ Perform brand searches (product/service name)
- ☐ Review the total pages indexed
- ☐ Duplicate content review (www vs. non-www, etc)

Usability Review

- ☐ Site load time
- ☐ Home page layout
- ☐ Landing interior pages
→ Keyword focus
- ☐ Quality/frequency of CTA

Content Review

- ☐ Quality
- ☐ Length
- ☐ Human or goal-focused
- ☐ Ease of read/use

Server Redirect/Response Codes

- | | |
|------------------------------|------------------------------|
| <input type="checkbox"/> 301 | <input type="checkbox"/> 302 |
| <input type="checkbox"/> 307 | <input type="checkbox"/> 404 |
| <input type="checkbox"/> 410 | <input type="checkbox"/> 500 |
| | <input type="checkbox"/> 503 |

Page Structure 1

- ☐ Search-friendly URLs
- ☐ Complete and relevant Title Tags
- ☐ Unique, relevant Meta Descriptions
- ☐ Number of links on the page

Page Structure 2

- ☐ Review of internal link structure (including anchor text)
- ☐ Image names
- ☐ Image sizes
- ☐ Semantic HTML review

Some more onsite activities which will be taken care by our SEO team and Development team

- Full Onsite Analysis of client website, report generation and recommend changes if any.
- Meta Tags
- On page content
- Image Alt Tags
- Keyword density
- Header Tags
- Google analytics and search console setup
- Webpage speed
- Webpage load time

Offsite Link Building:

Link building helps increase your website authority, relevance and popularity.



One of the hardest parts of SEO is building links. In our off site process, we follow tier link building in which we target backlinks from high DA (Domain Authority) websites.

Offsite To Dos: -

5-8 Citations (Business listings)

20-30 normal backlinks

Monthly Task: Link Building Is an on-going process,so till the time your website doesn't reach the first page of Google SERP we will keep on implementing our tier link building strategy by providing high quality backlinks on a daily basis.

Conversion Rate Optimization:

When You start thinking about conversion rate optimization, it's tempting to fiddle around with buttons and forms and other low-in-the-funnel design elements that might make or break the sale.

But Remember that part of optimizing conversions is getting the right visitors to your site in the first place by having a proper landing page and using the best techniques.

Weekly Reporting:

We track all the keywords on a daily basis.