

Search Engine Optimization (SEO) Package

At Nepallink Network, we believe that each website poses unique challenges and therefore requires a customized SEO strategy to get the best results. We design everything we do in such a way that new customers find you and your services and not your competitor.

It is with this view that we at Nepallink have devised a flexible SEO program that can be customized to suit individual needs. Sometimes, our clients wish to start at a basic SEO level and prefer to increase the intensity as they begin to reap the benefits of improved visibility, enhanced ranking, traffic and revenues. Other times, they choose to go full steam right from the start not only to get bigger results early but also to corner a larger market share and lead the competition. We shall help you define your SEO roadmap and strategy based on your budget and campaign objectives.



Our SEO Services Include:

- * Search Engine Optimization (SEO)
- * Search Engine Reporting
- * Search Engine Marketing with Monthly Reports
- * Pay-Per-Click Program
- * Search Engine Submissions
- * Website Review & Consultation

Search Engine Reporting

Our ranking report shows you exactly where your site ranks in the search engines. By using specific keywords, we can locate the position and page of your listings. The report includes ranking reviews in the major search engines using the keyword phrases you want to show up under.

Search Engine Optimization (SEO)

- Review of existing website statistics to determine how well the search engines are currently working and what search terms are generating traffic.
- Modifying the existing website to target the selected terms.

Website Review and Consultation Includes:

A review of your existing website design, navigation, traffic statistics, search engine positioning, and other factors that determine your potential for generating first-time visitors, repeat visitors, inquiries, and sales. This includes a verbal and e-mail summary of the major findings and recommendations.

Pay Per Click Program

This program allows you to pay only for the results you get! We will promote your site through Google AdWords and MS adCenter.



Each process is designed by our company after extensive research on search engine behavior and experience in the SEO industry. A few steps that we undertake to ensure SEO:

- **Study of website to be optimized**
We work with you to identify what the website will be designed to achieve.
- **Identification of keywords**
We work with you to identify the keywords that people will likely use to search with.
- **SEO Content writing**
We work with you to develop text that search engines will like.
- **HTML and Server Side Coding**
We work with you to write minor modifications of HTML and Server side coding (PHP, Python, ASP.NET, JSP etc) for SEO.
- **On-page optimization**
We work with you to develop custom URL for the purpose of SEO.
- **Developing Optimized Pages**
We work with you to create particular pages that will improve your optimization.
- **Search Engine Submissions & Directory Submissions**
We find the right directories for your site and have your link added.
- **Link Building**
We work to get links to your site in the places that your customers will see.
- **Post Optimization Analysis**
We prepare ranking reports, submission reports, traffic reports, and log file reports.
- **Re-optimization & Site Maintenance**
We work to bring your site back up in the rankings after it has slipped.



Comparison Table For Our Various SEO Services

	VALUE	BRONZE	SILVER	GOLD	PLATINUM
On-page Optimization					
Keyword Research	15	25	52	84	120
Title Tag Optimization	✓	✓	✓	✓	✓
Robots.txt Optimization	✓	✓	✓	✓	✓
W3c Validation	✓	✓	✓	✓	✓
Working on HTML Source Code	✓	✓	✓	✓	✓
Editing Content	10	15	20	30	50
Image & Hyperlink Optimization	✓	✓	✓	✓	✓
Link Development					
Creation of Themed link pages	✓	✓	✓	✓	✓
Manual Link Requests to Related Sites	450	600	1140	1475	1625
Submission to Local & International Search Engines & Directories	✓	✓	✓	✓	✓
One-Way Links	15	25	35	50	75
Other Activities					
Google Sitemap Creation	✓	✓	✓	✓	✓
Yahoo Sitemap Creation	✓	✓	✓	✓	✓
Google base feeds *	x	Upto 25 products	Upto 50 products	Upto 75 products	Upto 100 products
Reports					
Google Analytics (Statistics)	✓	✓	✓	✓	✓
Current Performance	✓	✓	✓	✓	✓
Monthly SEO Report	✓	✓	✓	✓	✓
Price Yearly (NRs)	15,000	25,000	35,000	50,000	75,000

Nepallink Support

Our mission has always been to provide reliable, efficient cutting-edge solutions to our customers, whom we hold in high esteem. We concentrate more on building long term relationships which are beneficial to our customers, their customers and the bottom-line of both companies. We offer free unlimited support to all our consumers.



- * Nepallink Live Support. Helps you to solve the problem instantly. You can chat with our operator any business hours.
- * Network and System Reboot Support is available 24/7.
- * Customers who purchase service packages get access to priority support.
- * All customers may request additional support on demand.
- * 100% Network Availability
- * 100% Hardware Availability
- * 100% Infrastructure Availability (Power / HVAC)

Visit: www.nepallink.net/support



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