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# Social Engine Optimization (Monthly)



 **Social Media Marketing (Monthly)**



**Paid Advertising**

 **(Monthly)**

**12,000 INR\***

**12,000 INR\***

**15,000 INR\***

**24,000 INR\***

**18,000 INR\***

**25,000 INR\***

**36,000 INR\***

**30,000 INR\***

**35,000 INR\***

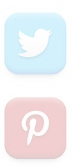
**Note: \*Basic Prices On Words \*Prices Are Monthly Basis \*Add Budget Will Charge Extra**

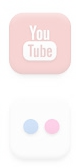


Digital Marketing Services

Search Engine Optimization (SEO) Services

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| **SEO Packages**  **Monthly Budget**  **[EXCLUSIVE OF ALL TAXES]** | **Local SEO**  **12,000\* INR** | **Global SEO**  **24,000\* INR** | **ECOM. SEO**  **36,000\* INR** |
| Minimum Duration | 3 Months | 4 Months | 6 Months |
| Keyword Plan | Upto 30 | Upto 50 | Upto 100 |
| Focus Keyword | 15 | 25 | 50 |
| Other Relevant Keywords | 15 | 25 | 50 |
| Keywords Top 10 Guarantee (%)\* | 25% | 30% | 45% |
| **INITIAL REVIEW & ANALYSIS** |  |  |  |
| In Depth W ebsite Analysis | Yes | Yes | Yes |
| Competitor Analysis | 2 | 4 | 6 |
| Content Duplicity Check | Yes | Yes | Yes |
| Initial Ranking Report | Yes | Yes | Yes |
| Keywords Research | Yes | Yes | Yes |
| **O N-P AGE SEO ANALYSIS** |  |  |  |
| Title Meta & Tags Optimization | Yes | Yes | Yes |
| Canonicalization | Yes | Yes | Yes |
| URL StructureAnalysis | Yes | Yes | Yes |
| W ebsite usability analysis | Yes | Yes | Yes |
| Schema Markup | Yes | Yes | Yes |
| Custom 40-4page analysis | Yes | Yes | Yes |
| Content Optimization | Yes | Yes | Yes |
| Image Optimization | Yes | Yes | Yes |
| Heading (H1 & H2) Tag Optimization | Yes | Yes | Yes |
| W ebsite SpeedO ptimization |  | Yes | Yes |
| Robots.txt | Yes | Yes | Yes |
| Check Mobility Issue | Yes | Yes | Yes |
| XML Sitemap Creation | Yes | Yes | Yes |
| HTML Sitemap Creation | Yes | Yes | Yes |
| Google Analytics Setup | Yes | Yes | Yes |
| Search Console Setup | Yes | Yes | Yes |
| Product Optimization Suggest(ioUnI/UX ) |  | Yes | Yes |
| Blog Optimization | 2 | 5 | 10 |
|  |  |  |  |





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| --- | --- | --- | --- |
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| **LOCAL SEO SETUP (If Needed)** |  |  |  |
| Google Map Integration on website | Yes | Yes | Yes |
| Google My Business Page Setup and Optimization | Yes | Yes | Yes |
| Business Listing / Local Citations | No | 2 | 5 |
| Google placesPhotos/multimedia | No | Yes | Yes |
| **CONTENT MARKETING** |  |  |  |
| Blog Posting (500- 700 words) | 1 | 2 | 3 |
| Article Writing and Submissions (500 - 700 words) | 1 | 2 | 2 |
| Press Release Submissions (300 - 500 words) | No | 1 | 2 |
| Info graphic Creation | No | 2 | 3 |
| **OFF-PAGE SEO** |  |  |  |
| SocialSharing | 15 | 20 | 30 |
| Blog Social Sharing | Yes | Yes | Yes |
| Broken Backlink Building | No | Yes | Yes |
| Competitor Backlink Research | No | Yes | Yes |
| Back Link Building | No | Yes | Yes |
| Company Profile Listing | Yes | Yes | Yes |
| Video- 1 Product Related Only 1 Minu | No | Yes | Yes |
| Q & A | No | Yes | Yes |
| Quora | Yes | Yes | Yes |
| **MONTHLY REPORTING** |  |  |  |
| Keyword Ranking Report | Yes | Yes | Yes |
| Google Analytics Report | Yes | Yes | Yes |



Digital Marketing Services

Social Media Marketing (SMM) Services

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| --- | --- | --- | --- |
| **SMM Packages**  **Monthly Budget**  **[EXCLUSIVE OF ALL TAXES]** | **Enterprise**  **30,000\* INR** | **Business**  **18,000\* INR** | **SME**  **12,000\* INR** |
| Minimum Duration | 6 Months | 3 Months | 3 Months |
| Account Management | Any 4 Platforms | Any 3 Platforms | Any 2 Platforms |
| Identify business Goals | Yes | Yes | Yes |
| Analyze your audiences | Yes | Yes | Yes |
| Dedicated Relationship Manager | Yes | Yes | Yes |
| Content Strategy Creation | Yes | Yes | Yes |
| Create Social Media Calendar | Yes | Yes | Yes |
| Hash tag Trend Research | Yes | Yes | Yes |
| Sponsored Ads (AdditionalCost) | Yes | Yes | Yes |
| **Facebook Management** |  |  |  |
| Page Creation | Yes | Yes | Yes |
| Facebook Cover And Profile Pic Creation | Yes | Yes | Yes |
| Page Optimization | Yes | Yes | Yes |
| Creative Image Post | 25 | 20 | 15 |
| Facebook Story Creation | Yes | Yes | No |
| Campaign Suggestions | 5 | 3 | 1 |
| Video Posting (Provided by Client) | Yes | Yes | No |
| Video Creation | 3 | 1 | No |
| Call To Action Button Creation | Yes | Yes | Yes |
| Creation Of Facebook Polls/ Quiz | Yes | Yes | No` |
| Responding To Comments | Yes | No | No |
| Page Monitoring | Yes | Yes | Yes |
| Competitor Analysis | Yes | No | No |
| **Instagram Management** |  |  |  |
| Profile Creation | Yes | Yes | Yes |
| Profile Optimization | Yes | Yes | Yes |
| Posting Per Month | 25 | 20 | 15 |
| Engagement Strategy | Yes | Yes | Yes |
| Instagram Targeted Followers Increase | Yes | Yes | No |
| Instagram Stories Creation | Yes | Yes | No |
| Competitors Analysis | Yes | No | No |
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| --- | --- | --- | --- |
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| IGTV Upload | Yes | Yes | No |
| Reels | Yes | No | No |
| Responding to comment | Yes | No | No |
| Link With Facebook Page | Yes | Yes | Yes |
| Outreach With Influencers | Yes | No | No |
| Image Tagging [To Increase Reach] | Yes | Yes | No |
| Instagram Analytics Monitoring | Yes | Yes | Yes |
| **LinkedIn Management** |  |  |  |
| Profile Creation | Yes | Yes | Yes |
| Profile Pic & Cover Pic Creation | Yes | Yes | Yes |
| Profile Optimization | Yes | Yes | Yes |
| Company Page Creation | Yes | Yes | Yes |
| Competitors Analysis | Yes | Yes | No |
| Posting Per Month | 25 | 20 | 15 |
| Video Posting | 3 | 1 | No |
| Invite Connection To Like Your Page | Yes | Yes | No |
| Responding To Comments | Yes | Yes | No |
| Relevant Group Joining | Yes | No | No |
| Sharing In Groups | Yes | Yes | No |
| **Twitter Management** |  |  |  |
| Profile Creation | Yes | Yes | Yes |
| Profile & Background Picture Creation | Yes | Yes | Yes |
| Tweet Posting | 25 | 20 | 15 |
| Retweets | Yes | Yes | No |
| Active In Trending Hashtag | Yes | Yes | No |
| List Creation | Yes | No | No |
| Creation Of Poll | Yes | Yes | No |
| Following Industry Related People | Yes | Yes | No |
| Creation Of Moments | Yes | No | No |
| Twitter Analytics Monitoring | Yes | Yes | No |



Digital Marketing Services

Paid Advertising (PPC) Services

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| --- | --- | --- | --- |
| **PPC Packages**  **Monthly Budget**  **[EXCLUSIVE OF ALL TAXES]** | **Enterprise**  **35,000\* INR** | **Business**  **25,000\* INR** | **SME**  **15,000\* INR** |
| Minimum Duration | 6 Months | 3 Months | 3 Months |
| Identify business Goals | Yes | Yes | Yes |
| Dedicated Relationship Manager | Yes | Yes | Yes |
| Sponsored Ads (Additional Cost) | Yes | Yes | Yes |
| Initial Estimate Report | Yes | Yes | Yes |
| Suggested No. Of Keywords | 50 | 100 | 150 |
| Campaign | Yes | Yes | Yes |
| AD Groups | Yes | Yes | Yes |
| Ad Copies | Yes | Yes | Yes |
| Unlimited Keywords | Yes | Yes | No |
| A/B testing | Yes | No | No |
| Google Analytics setup | Yes | Yes | No |
| Google Tag Manager Setup | Yes | Yes | No |
| Search Ads | Yes | Yes | Yes |
| Display Ads | Yes | Yes | Yes |
| Gmail Ads | Yes | Yes | No |
| Video Ads | Yes | Yes | No |
| Shopping Ads | Yes | No | No |
| App Promotion Ads | Yes | No | No |
| Conversion Tracking | Yes | Yes | Yes |
| Remarketing Ads | Yes | Yes | No |
| **PPC CAMPAIGN MANAGEMENT** |  |  |  |
| Competitor Analysis | Yes | Yes | Yes |
| Keyword Optimization | Yes | Yes | Yes |
| Ad Copy Optimization | Yes | Yes | Yes |
| **VALUE ADDS** |  |  |  |
| ROI Analysis | Yes | Yes | Yes |
| Landing Page Optimization | Yes | Yes | Yes |
| **MONTHLY REPORTING** |  |  |  |
| Reports - Monthly | Yes | Yes | Yes |
| Google Analytics Report | Yes | Yes | NO |
|  |  |  |  |