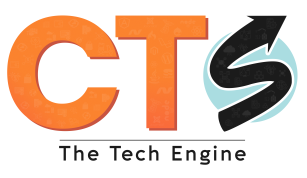
**ChawTech Solutions Pvt. Ltd**

**D-171, Sector 63, Noida**

**UP -201301**

**Email:info@chawtechsolutions.com**

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**Website URL:** [**https://dlussocollection.com/**](https://dlussocollection.com/)

**Audit Date: 10/02/2020**

**SEO /SMO ACTIVITY PLAN : Below Activities will be covered On Monthly basis:**

**SEO PACKAGE: Package silver $400/Month**

**ON PAGE OPTIMIZATION**

|  |  |
| --- | --- |
| * **Number Of Key phrases Optimized** | **Up to 50** |
| * **Preliminary SEO Check** |  |
| * **Detailed SEO Strategy & Plan** |  |
| * **Keywords Research & Analysis** |  |
| * **Competitor Analysis** |  |
| * **Initial Backlinks Analysis** |  |
| * **Google Penalty Check** |  |
| * **Cross Browser Compatibility** |  |
| * **Initial Backlinks Analysis** |  |
| * **Google Penalty Check** |  |
| * **Cross Browser Compatibility** |  |
| * **Website Loading Time** |  |
| * **Checking Page Size** |  |
| **Checking Broken Links**  **Duplicate Content Checking** |  |
| * **Canonical Tag** |  |
| * **W3C Validation** |  |
| * **Redirection Issues** |  |
| * **404 Custom Error Page** |  |
| * **Meta Tags Optimization (Title & Description)** |  |
| * **Robots.Txt Creation & Analysis** |  |
| * **Creation & Implementation Of XML Sitemap** |  |
| * **Google Analytics Setup & Conversion Tracking** |  |
| * **Image Optimization (Alt & Title Tags)** |  |
| * **Anchor Tag Optimization** |  |
| * **Heading Tag Optimization** |  |
| * **Existing Web Content Optimization** |  |
| * **URL Mapping** |  |

**OFF PAGE SUBMISSION:**

|  |  |
| --- | --- |
| * **“No Follow” Links Check** |  |
| * **Quality Social Bookmarking** | **20** |
| * **Informative Article Writing & Posting** | **5** |
| * **Informative Article Social Bookmarking** | **30** |
| * **Press Release Submission** | **10** |
| * **Logo /profile/ image Submission** |  |
| * **Infographic Distribution** | **5** |
| * **Press Releases Writing** | **2** |
| * **RSS News Feed Submission** | **10** |

**LOCAL OPTIMIZATION:**

|  |  |
| --- | --- |
| * **Local Listings (Google Plus & Yelp)** |  |
| * **Business Review Posting** |  |
| * **Google Map & Wikimapia Updation** |  |
| * **Classified Ad Submission** | **15** |

**BLOG OPTIMIZATION:**

|  |  |
| --- | --- |
| * **Blog Setup** |  |
| * **Internal Blog Integration & Optimization** |  |
| * **Blog Optimization** |  |
| * **Blog Articles Writing** |  |
| **Blog Submission** | **3** |
| * **Blog promotion** |  |
| * **Forum posting** | **5** |

**SMO PACKAGE: Package Gold $449/Month**

**FACEBOOK:**

|  |  |
| --- | --- |
| **Facebook profile and page set up** |  |
| **Posts per Month** | **50** |
| * **Logo & Cover Photo Design** |  |
| * **Profile Content Writing** |  |
| * **Increase Facebook Friends** |  |
| * **Facebook Analytics Tracking** |  |
| * **No Of Likes** | **70** |
| * **Facebook Event Creation** |  |
| **Creating Communities & Groups** |  |
| * **Increasing Post Likes, Comment & Shares** |  |
| **Facebook Ad creation** | **Additional charges** |
| **TWITTER:** |  |
| * **Twitter Account Set-Up** |  |
| * **Logo & Cover Photo Design** |  |
| * **Total Tweets Per Month** | **40** |
| **Re-Tweeting** |  |
| **Twitter Followers Per Month** | **60** |

**PINTEREST:**

|  |  |
| --- | --- |
| * **Pinterest Account Set-Up** |  |
| * **Pinterest Profile Content Writing** |  |
| * **Create Board** |  |
| * **Uploading Pins On Boards** |  |
| * **Increasing Pinterest Followers** |  |
| * **Following Relevant Pinners** |  |

**INSTAGRAM:**

|  |  |
| --- | --- |
| * **Account Creation/Management** |  |
| **Likes/Followers** |  |

**APSENSE:**

|  |  |
| --- | --- |
| * **Apsense Account Set-Up** |  |
| * **Profile Content Writing** |  |
| * **Logo & Cover Photo Design** |  |
| * **Brand Page Creation** |  |
| * **Monthly Updates** |  |

**VIDEO MARKETING:**

|  |  |
| --- | --- |
| **You Tube channel creation** |  |
| **You Tube background Design** |  |
| **Video submission (video provided by client)** |  |
| * **Video Creation & Optimization** | **10** |
| **Increasing video views** |  |