7.1 SEO Service Overview

Unisoftwares' SEO services help businesses increase organic search visibility, drive qualified traffic, and generate leads through strategic search engine optimization.

7.2 SEO Service Packages

7.2.1 Local SEO Package (For Local Businesses)

Best For: Restaurants, salons, law firms, dentists, local service providers

Deliverables:

- Google Business Profile optimization
- Local citations (50+ directories)
- Location-based keyword research (20-30 keywords)
- On-page optimization (10 pages)
- Monthly local link building (5-10 links)
- Review generation strategy
- Monthly reporting

Pricing: PKR 50,000 - 100,000/month ($175 - $350/month)
Contract: 6-month minimum

Expected Results:

- Google Local Pack ranking (3-6 months)
- 50-100% increase in "near me" searches
- Phone calls and direction requests increase

7.2.2 National SEO Package (For E-commerce & Service Businesses)

Best For: Online stores, SaaS, B2B services, national brands

Deliverables:

- Comprehensive keyword research (100+ keywords)
- Technical SEO audit & fixes
- On-page optimization (20-30 pages)
- Content strategy & creation (4-8 blog posts/month)

- Link building (15-25 high-quality backlinks/month)

- Competitor analysis

- Schema markup implementation

- Monthly performance reporting

Pricing: PKR 120,000 - 250,000/month ($425 - $875/month)
Contract: 6-12 month minimum

Expected Results:

- 100-200% traffic increase (6-12 months)

- Top 10 rankings for 30-50% of target keywords

- Improved domain authority

7.2.3 Enterprise SEO Package (For Large Sites)

Best For: Large e-commerce sites (1000+ products), multi-location businesses, enterprises

Deliverables:

- Advanced technical SEO (site architecture, speed, Core Web Vitals)

- Extensive keyword research (500+ keywords)

- On-page optimization (unlimited pages)

- Content hub development (12-16 posts/month)

- Aggressive link building (30-50 backlinks/month)

- Conversion rate optimization (CRO)

- Dedicated SEO strategist

- Bi-weekly strategy calls

Pricing: PKR 300,000 - 600,000/month ($1,000 - $2,100/month)
Contract: 12-month minimum

Expected Results:

- 200-400% traffic increase (12 months)

- Thousands of long-tail keyword rankings

- Significant revenue attribution to organic

7.3 SEO Process & Methodology

7.3.1 Month 1: Foundation & Audit

Week 1-2: Discovery & Audit

- Kickoff call with client (goals, target audience, competitors)
- Technical SEO audit using Screaming Frog, Ahrefs, SEMrush
    - Crawl errors, broken links
    - Page speed analysis
    - Mobile usability
    - Indexation issues
    - Duplicate content
- Backlink profile analysis
- Google Analytics & Search Console setup/audit
- Competitor analysis (top 5 competitors)

Week 3-4: Strategy Development

- Keyword research (search volume, difficulty, intent)
- Content gap analysis
- Site architecture recommendations
- Technical SEO priorities documented
- Month-by-month roadmap created
- Client approval on strategy

7.3.2 Month 2-3: Technical SEO & On-Page Optimization

Technical Fixes:

- Fix critical crawl errors
- Implement proper URL structure
- Optimize robots.txt and XML sitemap
- Add structured data (Schema.org)
- Improve page speed (image compression, lazy loading, CDN)

- Mobile optimization

- Fix canonical tags and redirects

- HTTPS implementation (if needed)

On-Page Optimization:

- Title tag optimization (primary keyword + modifiers)

- Meta description optimization (compelling CTAs)

- Header tag hierarchy (H1, H2, H3)

- Internal linking strategy

- Image alt text optimization

- Content optimization (keyword density, LSI keywords, readability)

7.3.3 Month 4-6: Content Creation & Link Building

Content Strategy:

- Publish 4-8 SEO-optimized blog posts/month

- Topic clusters around pillar pages

- Long-form content (1500-3000 words)

- Infographics, videos (where relevant)

- Update existing underperforming content

Link Building:

- Guest posting on relevant blogs (DA 30+)

- Digital PR (HARO, journalist outreach)

- Resource page link building

- Broken link building

- Unlinked mention reclamation

- Competitor backlink replication

7.3.4 Month 7-12: Scale & Optimize

Scaling Activities:

- Increase content production

- Aggressive link acquisition

- Expand to more keyword targets

- Optimize high-potential pages

- A/B test title tags and meta descriptions

- Advanced technical optimizations (JavaScript SEO, Core Web Vitals)

Continuous Optimization:

- Monthly performance review

- Keyword ranking tracking

- Traffic and conversion analysis

- Algorithm update monitoring and adjustments

- Competitor monitoring

7.4 SEO KPIs & Reporting

7.4.1 Primary Metrics

- **Organic Traffic**: Month-over-month growth

- **Keyword Rankings**: # of keywords in top 3, top 10, top 20

- **Domain Authority (DA)**: Ahrefs DR or Moz DA

- **Backlinks**: Total backlinks and referring domains

- **Organic Conversions**: Leads, sales, signups from organic

- **Organic Revenue**: Direct revenue attribution

7.4.2 Secondary Metrics

- **Pages Indexed**: Google Search Console

- **Click-Through Rate (CTR)**: From search results

- **Bounce Rate**: Organic traffic behavior

- **Time on Site**: Engagement metric

- **Core Web Vitals**: LCP, FID, CLS scores

7.4.3 Monthly Reporting

- **Delivered**: 1st week of each month

- **Format**: PDF report + live dashboard

- **Includes**:

    o Executive summary

    o Traffic trends (YoY, MoM)

    o Keyword ranking changes

    o Top performing pages

    o Backlink acquisition

    o Content published

    o Recommendations for next month

7.5 SEO Tools & Technology

7.5.1 Keyword Research

- Ahrefs Keywords Explorer

- SEMrush Keyword Magic Tool

- Google Keyword Planner

- AnswerThePublic

7.5.2 Technical SEO

- Screaming Frog SEO Spider

- Google Search Console

- Google PageSpeed Insights

- GTmetrix

- Ahrefs Site Audit

7.5.3 Rank Tracking

- Ahrefs Rank Tracker

- SEMrush Position Tracking

- Google Search Console Performance

7.5.4 Link Building

- Ahrefs (backlink analysis)

- Hunter.io (email finder)

- Pitchbox (outreach automation)

- BuzzStream

7.5.5 Content Optimization

- Surfer SEO

- Clearscope

- Hemingway Editor

- Grammarly

7.6 SEO Best Practices

7.6.1 Content Guidelines

- **Keyword Placement**: Title, H1, first 100 words, naturally throughout

- **Content Length**: Minimum 800 words (1500+ for competitive keywords)

- **Readability**: 8th-grade reading level, short paragraphs (2-3 sentences)

- **Freshness**: Update content annually

- **Multimedia**: Include images, videos where relevant

- **Internal Links**: 3-5 relevant internal links per article

7.6.2 Technical SEO Checklist

- ✅ HTTPS enabled

- ✅ XML sitemap submitted

- ✅ Robots.txt configured

- ✅ Canonical tags implemented

- ✅ Mobile-friendly (responsive design)

- ✅ Page speed < 3 seconds

- ✅ Structured data (Schema.org)

- ✅ No duplicate content

- ✅ Proper 301 redirects (no 302s unless temporary)

- ✅ Breadcrumb navigation

7.6.3 Link Building Quality Standards

- **Minimum DA**: 20+ (target 30+)

- **Relevance**: Same or related industry

- **Traffic**: Site should have organic traffic

- **Link Type**: Dofollow (some nofollow is natural)

- **Anchor Text**: Varied (branded, naked URL, partial match, exact match)

- **No**: PBNs, link farms, spammy directories, paid links (against Google guidelines)

7.7 SEO Project Timeline

Small Site (< 50 pages)

- Month 1-2: Audit and on-page optimization

- Month 3-4: Content and link building

- Month 5-6: Results start showing (rankings improve)

Medium Site (50-500 pages)

- Month 1-3: Audit, technical fixes, initial on-page

- Month 4-6: Content production, link building

- Month 7-9: Scaling efforts, optimization

- Month 10-12: Significant results (traffic doubles)

Large Site (500+ pages)

- Month 1-4: Comprehensive audit, architecture fixes

- Month 5-8: On-page optimization, content hub creation

- Month 9-12: Aggressive link building, scaling

- Month 12+: Continuous optimization, sustained growth

FAQs (SEO Services)

Q1: How long does SEO take to show results?
A: Typically 3-6 months for initial results, 6-12 months for significant traffic growth. (Source: SEO_Service_Documentation.pdf, Section 7.7)

Q2: What's included in the Local SEO package?
A: Google Business Profile optimization, local citations, keyword research, on-page SEO, link building, and monthly reporting. (Source: SEO_Service_Documentation.pdf, Section 7.2.1)

Q3: Do you guarantee #1 rankings?
A: No reputable SEO guarantees rankings (it's against Google's guidelines). We focus on sustainable growth and traffic increases. (Source: SEO_Service_Documentation.pdf)