



## Scope of Work

<b>Client Name:</b>	iohjpihoi
<b>Client SPOC:</b>	oihoiho
<b>Contract Type:</b>	Digital Marketing
<b>Contract Start date:</b>	2018-04-01

### Search Engine Optimization

#### - On Page

- \* Recommendations for Improving on-page SEO
- \* Keyword Research & Targeting
- \* HTML/Code Update Recommendations
- \* Content Writing & Optimization Recommendations
- \* Optimized URL Structure Recommendations
- \* Index submissions, as applicable

### Social Media Management

#### - Account Management of Facebook

- Up to 3-4 posts per week in total on all managed social networks, based on best practices
- Creation of 15 days social media calendar for all social media networks, as desired
- Creating graphics/banners for social media pages
- Recommendation Social media integration with the brands website on multiple levels (for individual pages, products etc.), if applicable
- User comments monitoring, reporting and replying across all managed social media channels
- Social Media strategy consultation

### Search Engine Marketing

#### - Google ads

- \*Setup Cost

### PRICING

1 Search Engine Optimization	INR 200 exclusive of GST
2 Social Media Management	INR 1950 exclusive of GST
3 Search Engine Marketing	INR 100 exclusive of GST
-Applicable taxes additional(Currently GST @ 18%)	



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## LEGAL

By signing this estimate client is agreeing to:

- The price mentioned in this quote is in Indian Rupees.
- The client will pay for any gift items/sweepstakes awards/giveaways that may be used for promotion on social media channels
- The pricing mentioned in this quote is bulk pricing based on the project. The pricing is not for any individual components, but is based on milestones as mentioned
- To allow Dignitas Digital to legally use clients logo and name on dignitasdigital.com stating the project, if desired.