



Scope of Work

Client Name:	iohjpihoi
Client SPOC:	oihoiho
Contract Type:	Digital Marketing
Contract Start date:	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

,Twitter

,Instagram

,LinkedIn

- Creating brand-specific social media guidelines
- 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
- 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.