

# **Update Proposal for SEO Services**

**Client: Pushpanjali Hospital**

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## **Project Overview:**

To enhance the online visibility of Pushpanjali Hospital, we propose a comprehensive SEO strategy that will improve search engine rankings, drive organic traffic, and increase patient engagement. Our approach will focus on both on-page and off-page SEO to establish a strong digital presence for the hospital.

## **Scope of Work:**

### **1. Website Audit & Analysis:**

- Conduct a full website audit to identify technical and content-related SEO issues.
- Analyze competitors' strategies to benchmark and develop a competitive SEO plan.
- Identify high-potential keywords for organic ranking improvement.

## 2. On-Page SEO Optimization:

- Extensive keyword research and strategic implementation across all web pages.
- Craft compelling meta titles, descriptions, and header tags optimized for search engines.
- Optimize images with alt text and ensure fast-loading visuals.
- Improve the URL structure for better crawlability and indexing.
- Strengthen internal linking strategy to enhance user experience and navigation.
- Implement schema markup to enhance search result visibility.
- Content optimization to align with SEO best practices and user intent.

## 3. Technical SEO Improvements:

- Enhance website speed and performance for a better user experience.
- Ensure mobile responsiveness and compatibility across all devices.

- Fix broken links, crawl errors, and redirect issues.
- Generate and submit an XML sitemap to improve indexing.
- Optimize robots.txt to guide search engines effectively.
- Implement SSL certification for secure browsing.

#### 4. Off-Page SEO & Link Building:

- Build high-quality backlinks from authoritative and relevant sources.
- Engage in guest posting, PR outreach, and influencer collaborations.
- Participate in healthcare forums, Q&A sites, and community discussions.
- Implement social media strategies to amplify content reach.
- Directory submissions on trusted healthcare and medical-related platforms.
- Press releases and media outreach for brand awareness.

- Engagement in online discussions and professional groups related to healthcare.
- Creation of high-quality infographics and visual content for backlinking opportunities.
- 5-6 blog posts will be published every month to enhance organic traffic and authority.

#### 5. Content Marketing & Blogging:

- Create and publish informative blog posts tailored to patient queries.
- Develop engaging healthcare content, FAQs, and service pages.
- Share case studies and success stories to build credibility.
- Distribute content across social platforms for increased engagement.

#### 6. Conversion Rate Optimization (CRO):

- Improve CTAs (Call-to-Actions) for better lead generation.
- Enhance appointment booking and inquiry forms for a seamless user experience.

- Optimize landing pages for higher engagement and lower bounce rates.

## 7. Monthly Reporting & Analytics:

- Regular performance tracking using Google Search Console & Google Analytics.
- Monthly reports covering keyword rankings, website traffic, and conversion metrics.
- Data-driven strategy adjustments to improve SEO results continuously.

## Project Cost & Payment Terms:

- Total Monthly Cost: ₹15,000
- Billing Cycle: Monthly, with ongoing optimization and reporting.

## Additional Notes:

- SEO is a long-term strategy, and significant improvements can be seen in 3-6 months.

- A dedicated SEO specialist will monitor and optimize the campaign regularly.
- Custom SEO strategies can be developed based on hospital-specific goals.
- Additional services such as paid ad campaigns, social media marketing, and advanced content marketing are available upon request at an additional cost.

Looking forward to collaborating on this project. Please confirm acceptance of this proposal so we can proceed.

Task	Frequency
Blogs	4-5 Monthly
Backlink Creation	300 Backlinks Monthly
Maximum Backlinks for 1 keyword	2000 Backlinks
Keyword Research	10 Keywords per Month
PDF & PPT Submission	10 Submissions Monthly
Website Page Audit & SEO Optimization	10 Pages Monthly
Blog Page Optimization	Includes Content, image, Alt, Link, Tag & Schema, Optimization

Task	Frequency
Quora Submissions	5 Monthly
FAQ Content Optimization	5 Pages Monthly
Directory Submission	50 Submission Monthly

Best Regards,  
Shubhanshu Gupta