

Proposal
for
SEO @ 500 PM

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<http://www.ziindia.com>

SEO Strategy

We do Google Safe SEO (On-page and Off-page) to build high quality back links for any of our clients' websites. It's no surprise that the Internet contains massive amounts of spam. So we will take more care while in promotions and in contents even.

To achieve top ranks in Search Engines like Google, Bing and Yahoo as well both On-Page & Off-Page has to been fixed perfectly.

Our Methodology

Phase 1 - Initial Consultation (Primary Analysis)

In this phase we try to understand every aspect of your business, products, services, policies, your business goals and clearly receive your expectation with us. This makes us easy to better devise the SEO methodology for you. We also like you to get updated on our SEO and SEM services and its impacts afterwards.

Phase 2 - Requirement Analysis & Market Research

With the inputs received from you, we proceed forward to analyze your requirements, do our part of Research & Development to identify about your niche market. Our first focus is on knowing about your present and potential customers, and also understanding how the industry or the market that you operate in behave and react online. We do appropriate market segmentation and customers differentiation based on internal and external needs and values.

Phase 3 - Competitor Analysis

Based on the findings of Phase 2, we then examine and study about your current and potential competitors. We make analysis of your competitors to study which SEO activities they are using for their websites and what is their online behavior and reputation. It provides us a basis to structure the SEO methodologies required for your business. We aim at strengthening your business and get higher rankings than your competitors in the search engine results.

Phase 4 - Internet Marketing Plan Development

This is another crucial phase in the overall SEO process. The success of the entire SEO campaign is largely dependent on the strength and working of the plan developed. Based on all our analysis and findings, we develop the Internet Marketing plan for your business. We strategically list the SEO and SEM activities and the process flow to be executed so as to rank your websites on top search engines, such as Google, Yahoo, and Bing.

Phase 5 - Implementation & Review

Based on the solid Internet Marketing plan that we have devised for you, we then finally implement all the activities. We send you Custom Report of SEO activities every month for your review and subsequent approval. On that basis, we make necessary modifications and improvements to meet the desired result.

Search Engine Optimization

Search Engine Optimization is as you believe is not only just making your website search engine friendly, but most importantly making it, a USER FRIENDLY website. Most businesses think, why USER FRIENDLY? The answer lies in itself. In every business, the sole part of the business is its consumers. Whatever we do, we do it for the customers only. So, the main consumers of your website would be the targeted customers (visitors) not the search engines. Search engines are only a path to get our customers on our website.

If the visitors of our websites are satisfied with their user experience of our website then the work for search engines would become easy to get us rank higher and higher for our targeted business. Search Engine Optimization consists of two very important parts. They are On Page SEO and Off Page SEO. We, search engine optimizers, understands that concentrating on both on page and off page would help your website rank much higher than usual making it a better website for our targeted customers. Following are the factors which will be considered working on your website:

On Page Optimization:

Links are not everything in SEO, but also search professionals attribute a large portion of the engines' algorithms to link-related factors.

- ☒ Through the links, engines can not only analyze the popularity websites and pages.
- ☒ The content of a page is what makes too worthy of a search result position. So we maintain unique & fresh contents
- ☒ Monitoring your competitor to get better results within short time
- ☒ Be hyper-relevant to a specific topic
- ☒ To fulfill the clients' requirement of placing keywords at 1st page, we use several online marketing techniques like SEO, SMO, PPC, SMM according to latest Google penguin, hummingbird updates.

Off Page Optimization:

Link building is the process of acquiring hyperlinks from other websites to your own. If you're starting a new business website, first of all it is important to create a BRAND name for it and I can say it is surely comes from LINK BUILDING SEO.

- ☒ Building high-quality links will acquires hyperlinks (back-links) from other websites, so that we'll take care in Link Building Process.
- ☒ Giving Quality Links which are having 30+ Domain Authority (DA) and 30+ Page Authority (PA)
- ☒ Understanding clearly about the client's business and the targeted areas of promotions.
- ☒ Using only the Updated Tactics which are sufficient for the client's business.
- ☒ Link Building is completely is done on basis of White Hat SEO to get your website in a safe position.
- ☒ Regularly updates our search techniques and follow Google Algorithms to provide the best strategic approach to our clients.

Social Media Marketing

Your presence is very important. People are starting buying online these days, which proves that if you want more business, start working on Social Media Sites. I started working on Social Media Sites since it was not yet much in the boom. So, I understand what customers actually want to see in your posts rather just your products and discounts. Social Media Sites will include Facebook, Google Places, Twitter, LinkedIn, Pinterest, Instagram, etc. One of the most important tasks to increase the traffic of your website. Following are the list of websites, where your presence is a MUST.

- Facebook - Best place for your business to grow
- Google Places - Best place to get famous locally
- Twitter - Best place to represent your business as a brand
- Pinterest - Best place to get pinned by your customers
- Instagram - Best place to share your business images among your customers

Content Writing

Content has always been a King. SEO/SMO is nothing without the content. Unique, informative, influencing content can give you a business like never before. How frequently your customers get some information that is very useful for them, how impressive is your information, etc. all these what matters a lot these days. Be sure what you are posting on your website, blog, social media sites, etc. we are having an experience of writing good and much impressive content on various topics, for websites, blogs, articles, press releases, social media sites, infographics, WIKI page for the organizations, etc.

Month wise Activities

Month 1:

- ☑ Analyze existing website and prepare pre-analysis report
- ☑ Research on the website keywords provided by Customer
- ☑ Local Business Configuration in local Business .
- ☑ XML Sitemap uploading and configured for Analytics
- ☑ Submit Website Search Directory like Google, Dmoz , Yahoo ,Bingo etc.

Month 2:

- ☑ Analytics configuration of websites
- ☑ Include the target keyword/search phrase in the page
- ☑ Creating unique titles of all the important pages of the website
- ☑ Work on Speed & Error of website
- ☑ Robots.txt as per website compliance
- ☑ Geo, Encoding & Dublin Core Meta Tags
- ☑ Checking Keyword Density & Share the same with Client as per traffic .

Month 3:

- ☐ Re - Submit Website with Search Directory like Google, Dmoz , Yahoo ,Bingo etc.
- ☐ Checking for website errors into Google WMC & Rectify those errors .
- ☐ Create Backlinks from Wikipedia & Social Media Sites
- ☐ Image , Content Optimization (add keyphases in text where required).
- ☐ Checking Canonical Issues, rectifying if found
- ☐ Update META Tag & Keyword as per Google Keyword Planner after discussing with client.
- ☐ Mobile Site Compatibility detail shared with client (charge extra if change needed

Note

- ☐ We would be providing monthly SEO work report .
- ☐ Content Writing and Social Media Marketing charges will not be included in SEO part's

Looking forward to build a healthy and long term relationship with you.

Yours Sincerely,

Zest Infotech.

Terms & Conditions

- ☒ Payment will be 100% advance.
- ☒ SEO services for a website will be minimum of 3 months.
- ☒ Reporting will be done every 15 working days and shared with client online.
- ☒ Payment will be non refundable.
- ☒ Once the keywords decided during the contract, no keyword can be added in the decided list. But if the client needs to work on it, the charges will be decided on that particular period with 100% payment in advance.
- ☒ We require site FTP details, login details, etc. to make the changes. (any major changes need to cater by Customer Development team / charge extra)
- ☒ The rankings cannot directly jump on the page 1. It will take time and it may appear in a descending order too.
- ☒ Google's algorithms get changed time, so we do not promise on the rank of the website, but we assure you to get the improved results.