

Search Engine Optimization Packages

SEO Packages	STARTER	BEST BUY	PREMIUM	ADVANCED
Cost Per Month	Rs. 5500	Rs. 11500	Rs. 15500	Rs. 17000
Number of Keywords Optimized	5	10	15	20
Review and Analysis				
Keyword Analysis & Mapping	✓	✓	✓	✓
Website Analysis	✓	✓	✓	✓
Competitor Analysis	✗	✗	✓	✓
On Page Optimization				
Optimization of Meta Tags	Up to 10 Pages	Up to 15 Pages	Up to 20 Pages	Up to 40 Pages / As Required
Checking Content for Duplication/Plagiarism	✓	✓	✓	✓
Image Optimization	✗	✓	✓	✓
Optimization of H1/H2 [If Needed]	✗	✗	✗	✓
Checking Broken Links		✓	✓	✓
Setting up Google	✓	✓	✓	✓
Alexa Verification	✓	✓	✓	✓
Creating of Google Analytics	✓	✓	✓	✓
Solving Canonical Issues [if needed]	✓	✓	✓	✓
Website Review Using Different Tools and Recommendation for Improvement	✓	✓	✓	✓
Publisher Tag / Author Tag for Google Plus (Authorship	✓	✓	✓	✓
Verification)				
Sitemap, Robots and Feeds				
Creating XML /Sitemap	✓	✓	✓	✓

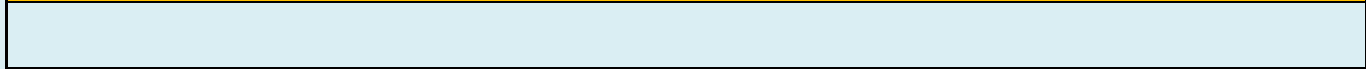
Creating Robots.txt File	✓	✓	✓	✓
Off Page Optimization				
Manual Search Engine Submissions (One Time)	20	30	35	40
Classified Ad Posting	10/Month	15/Month	20/Month	25/Month
Social Bookmarking Submission	15	25	30	50
Article Writing	1	2	3	4
Article Submission / Marketing	2	4	6	8
Free WordPress Blog	1	2	3	4
Blog Posting	1	1	2	2
Image Promotion	✗	✓	✓	✓
Social Media Optimization				
Social Media Profile Creation	2	4	5	5
Facebook Activities	✓	✓	✓	✓
Google+ Activities	✓	✓	✓	✓
Pinterest Activities	✓	✓	✓	✓

Twitter Activities	✓	✓	✓	✓
Linkedin Activities	✗	✗	✓	✓
Video Submission	✗	✗	✓	✓
Reporting				
Monthly Ranking Reports	✓	✓	✓	✓
Google Analytics Report (Statistics)	✓	✓	✓	✓
Monthly Work Reports	✗	✓	✓	✓
Social Media Activities Report	✗	✓	✓	✓

Social Media Optimization Package:

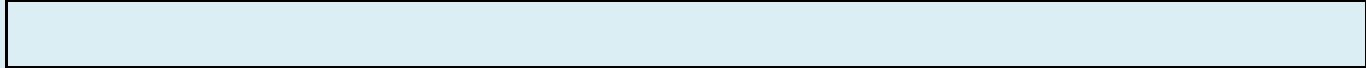
Social Media Optimization	Basic	Standard	Professional
Contract Period	6 Months	8 Months	12 Months
Pricing Per Month	Rs. 6000	Rs. 10000	Rs. 12000
Analysis and Review			
Business Model Understanding & Planning	✔	✔	✔
Identifying Targeted Keywords	✔	✔	✔
Facebook Promotion			
Facebook Account Creation	✔	✔	✔
Fan Page Creation & Set up	✔	✔	✔
Cover Image & Profile Picture Update	✔	✔	✔

Designing Fanpage profile picture	✓	✓	✓
Content update and daily posting in Fanpage (Link shares, images, texts, news, announcements, videos, etc.)	✓	✓	✓
Facebook Groups (Join & Network)	NA	✓	✓
New Likes Increases	✓ (No Guarantee)	✓	✓
Promoting Fanpage to other related Facebook groups	NA	✓	✓
Followers Increase	✓		✓



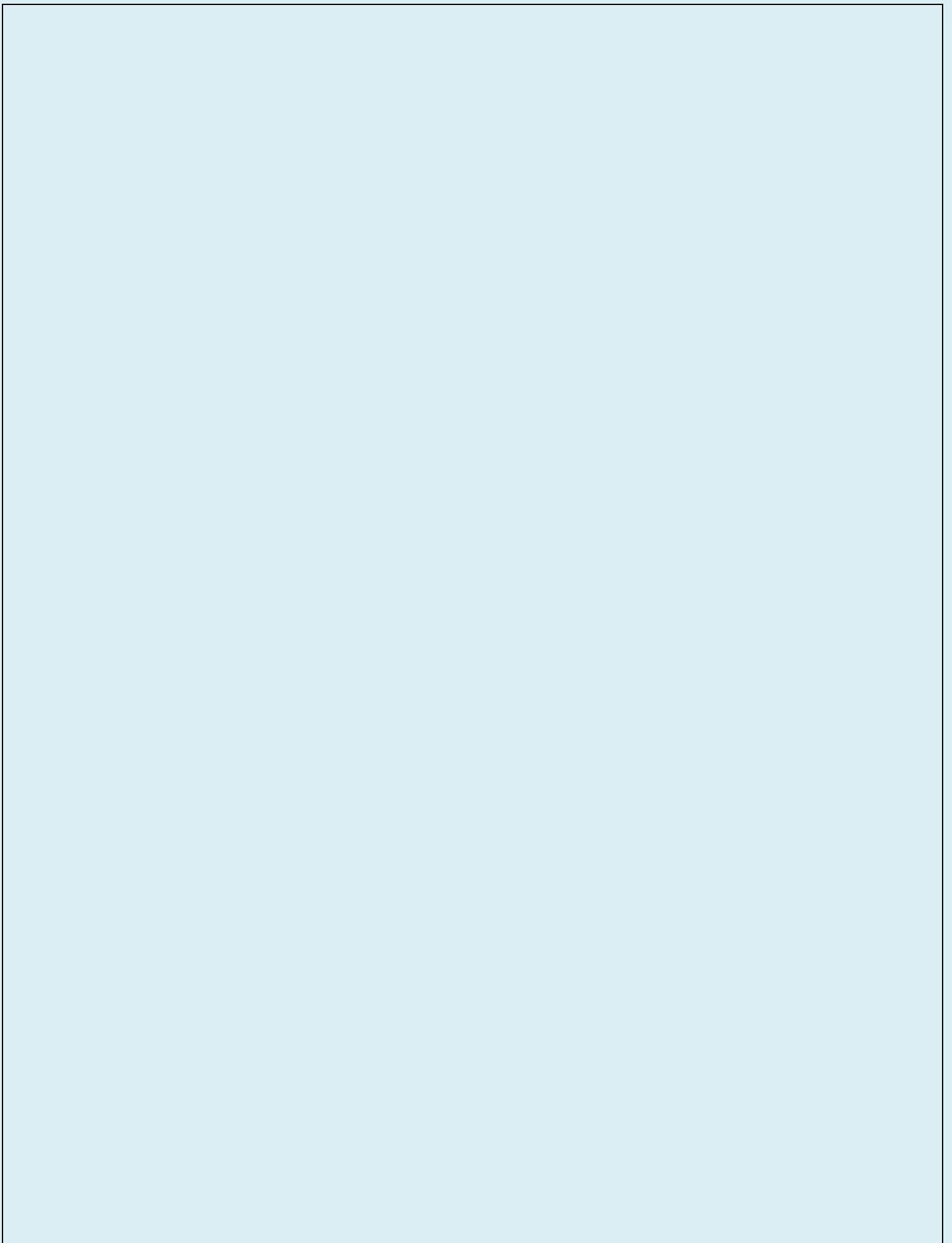
Twitter Promotion

Twitter Account Setup	✓	✓	✓
Custom Twitter Background Design & Profile Picture Update	✓	✓	✓
Twitter Header Design		✓	✓
Twitter Following & Followers Increase	✓	✓	✓
Daily Tweets (Link shares, images, texts, videos, etc.)	✓	✓	✓
Twitter Contest	NA	NA	✓
Respond to DMs & Mentions	NA	✓	✓



Google Plus Promotion

Google + Account Setup	✓	✓	✓
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Google+ profile picture & Business page cover picture design	NA		
Google+ community creation and maintenance	NA		
Join Relevant Communities	NA		
Sharing in similar Communities	NA		

LinkedIn Promotion

LinkedIn Account Set up			
LinkedIn business page creation			
LinkedIn business page profile picture & Cover Photo design			

Pinterest Promotion

Pinterest Account Setup			
Custom Pinboard Creation			
Pin Images			
Follow Pinboards	NA		

Repins	NA	✓	✓
Other Social Media Sites Promotion			
Social Networks Creation	NA	✓	✓
Promotional Postings in all networks	NA	✓	✓
Other Social Site Profile Creation & Maintenance	NA	✓	✓
Social Bookmarking	✓	✓	✓
Image Sharing	✓	✓	✓
PPT Creation & Promotion	NA	✓	✓
Video Promotion	✓	✓	✓
Reports			
Social Reputation Monitoring Report			
Monthly Account Activity Reports	✓	✓	✓
Monthly Visitors, Likes etc. Reports	✓	✓	✓
Links Report	✓	✓	✓
Keywords Optimised Report	✓	✓	✓