

## Digital Marketing (SEO and SEM) Package

### **Phase1: Initial level Analysis and Fixation. The following parameters to be covered.**

#### **Basics SEO Analysis**

- Meta Title
- Meta Description
- Most Common Keywords Test
- Keywords Usage Test
- Keywords Cloud
- Related Keywords
- Heading Tags Test
- Content Length
- organic Content Placement Error
- Content to Code Ratio
- Robots.txt Test
- Sitemap.xml Test
- Rss Feed
- Image Alt Test
- Favicon Test
- Deprecated HTML Tags
- iframe Checker
- Number of Resources Types
- Broken Links Test
- Backlinks Checker
- Canonical link check
- Competitor Domains
- URL length
- Case Sensitive URL Check
- SEO Friendly URL Test
- JavaScript Error Checker
- Social Media Check
- Domain Age Check
- Preview on Google Search Results
- Google Analytics Test

#### **Mobile Response**

- Media Query Responsive Test
- Mobile Snapshot
- Check for AMP

#### **Website Speed Optimizations**

- Site Loading Speed Test
- HTML Page Size Test
- HTML Compression/GZIP Test
- Page Objects
- Page Cache Test (Server Side Caching)
- Flash Test
- Image Caching Test
- JavaScript Minification Test
- CSS Minification Test
- Nested Tables Test
- Frameset Test
- Doctype Test
- URL Redirects Checker

#### **Server and Security**

- Technology list
- Technology Version Update
- Webserver, DNS, IP, Charset
- HTTPS Test
- Safe Browsing Test
- Server Signature Test
- Directory Browsing Test
- Plaintext Emails Test
- Injecting parameters
- Malware Check

#### **Advanced SEO**

- Microdata Schema Test
- Noindex Checker
- Canonical Tag Checker
- Nofollow Checker
- Disallow Directive Checker
- SPF records checker
- Location Specific domain
- Location specific local listing
- DA & PA

## Phase2: One year maintenance plan on Digital Marketing (SEO & SEM)

Features	Standard (\$499/mo)	Intermediate (\$999/mo)	Viral (\$2999/mo)
Targeted Keywords	1	1	6
Title, Description, Keywords optimization	3 pages	6 pages	12 pages
Keyword Specific Landing page and optimization	1 page	3 pages	3 pages
Content copywriting	1 page	3 pages	3 pages
Heading Tag improvement	1 page	3 pages	3 pages
Article/Blog with Info-Graphics	Y	Y	Y
Linkedin/FB/Instagram/Twitter	NA	Y	Y
EDU marketing for brand building	NA	Y	Y
Videos marketing	NA	Y	Y
Press Release	NA	NA	Y
Google Place and Business	Y	Y	Y
Data Aggregators (Moz, Lacaleze, Acxiom, Infogroup, Superpages, Factual )	NA	Y	Y
Data Aggregators (Full Package)***	Add-on on Demand	Add-on on Demand	Add-on on Demand
DA-PA improvement	Y	Y	Y
Google PR improvement	Y	Y	Y
Google WebMaster Tool	Y	Y	Y
Google Analytics	Y	Y	Y
Periodic Check-up on all Initial Optimizations	Y	Y	Y

We will first run an advanced level of audit for Phase 1, which costs \$19.99 per website. According to that report, we will suggest all the cases and scopes of improving. For initial level optimization (Phase 1) will be billed on hourly-basis (\$50/hour) and the audit charges will be adjusted from there. Phase 2 will be billed month to month.

Note: All the service charges are excluding PayPal transaction fees.

\*\*\* Data Aggregators (Full Package cost \$799)