

Search Engine Optimization Packages and Deliverables Per Month

Packages	Basic	Moderate	Advanced	Premium
Price	CAD 199	CAD 325	CAD 650	CAD 999
SEO Plans	15 Keywords	30 Keywords	60 Keywords	100+ Keywords

On Site Optimization

Keywords research	✓	✓	✓	✓
Optimizing internal linking structure (Navigation)	✗	Suggestions	✓	✓
Website architecture analysis	✓	✓	✓	✓
Business module and market analysis	✓	✓	✓	✓
Competitors website and business analysis	✗	✗	✓	✓
Website Loading time check and optimize if required	Suggestions	Suggestions	✓	✓
Robots file setup	✓	✓	✓	✓
New Page Suggestions	✓	✓	✓	✓
Onsite Blog Optimization	Suggestions	✓	✓	✓
Optimization of title tags of all important pages	✓	✓	✓	✓
Optimization of Meta tags (Description etc...)	✓	✓	✓	✓
W3C HTML & CSS validation check	Suggestions	Suggestions	✓	✓
Add Rich Snippet	✗	✓	✓	✓
Broken links analysis report	✗	Suggestions	✓	✓
Duplicate Pages checking	✓	✓	✓	✓

Duplicate Content checking	✓	✓	✓	✓
Optimization of header tags H1, H2, and H3	✓	✓	✓	✓
Analysis of bold tag	✓	✓	✓	✓
Content optimization for right keyword density	Suggestions	Suggestions	✓	✓
Image optimization	✓	✓	✓	✓
Anchor tag optimization	✓	✓	✓	✓
Hyperlink Optimization	✓	✓	✓	✓
Optimization of external Links	Suggestions	✓	✓	✓
Creation & Optimization of HTML Site Map	Suggestions	Suggestions	Suggestions	✓
Dynamic Google sitemap(sitemap.xml) develop	✓	✓	✓	✓
Content Optimization	Suggestions	✓	✓	✓
Canonical issue check and update	Suggestions	✓	✓	✓
Set up of necessary 301 / 302 redirections – if required	Suggestions	✓	✓	✓
Optimize 404 page – if required	Suggestions	✓	✓	✓
Adding Geo Location Tags	✓	✓	✓	✓
Adding NAP Code	✘	✓	✓	✓
Header Tag Optimization	✓	✓	✓	✓
Footer Links Optimization	Suggestions	Suggestions	✓	✓
Set up Nofollow appropriate links	✘	✓	✓	✓
MOD_Rewrite / URL rewrite	Suggestions	Suggestions	✓	✓

### Account Setup

Set up Google Webmaster (If Required)	✓	✓	✓	✓
Set up Google Analytics (If Required)	✓	✓	✓	✓
Set up Bing Webmaster (If Required)	✓	✓	✓	✓

### Link Bulding

Blog Submission	1	2	4	8
Micro Blog Submission	1	2	4	8
Article Submission	✘	1	2	4
Press Release Submission	✘	1	2	4
Guest Blogging	1	3	5	8
Classified Ads Posting	5	7	10	15
Business Listing	5	5	5	5
PPT Submission	✘	1	2	3
PDF Submission	✘	1	2	3
Profile Creation	5	7	10	15
Blog Promotion	✘	✘	25	60
Micro Blog Promotion	✘	✘	25	60
Article Promotion	✘	✘	25	62
Image Sharing	5	5	10	15
Video Creation	✘	✘	1	2
Video Promotion	✘	1	2	3
infographics Submission	✘	1	2	3

### Business Listing

List your business in Business listing Site	✓	✓	✓	✓
Review Posting	✘	✘	✓	✓

### Content Writing

Blog Writing	✓	✓	✓	✓
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Micro Blog Writing	✓	✓	✓	✓
Article Writing	✗	✓	✓	✓
Guest Blogging Writing	✓	✓	✓	✓
Press Release	✗	✓	✓	✓

### Social Media Marketing (Graphic Designing Included)

Facebook Post	4/M	6/M	8/M	12/M
Instagram Post	4/M	6/M	8/M	12/M
Twitter Post	4/M	6/M	8/M	12/M
Linkedin Post	4/M	6/M	8/M	12/M
Pinterest Post	4/M	6/M	8/M	12/M
Redit Post	4/M	6/M	8/M	12/M

### Website Design Suggestions

Review Competitors Time to time for better Website Design	✗	✓	✓	✓
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### Other Technical Aspect

Google Webmaster Activities Check	✓	✓	✓	✓
Google Webmaster link Analysis	✓	✓	✓	✓
Google Webmaster link notification to Google	✓	✓	✓	✓
Google Webmaster website loading Speed analysis	✓	✓	✓	✓
Google webmaster website crawling analysis	✓	✓	✓	✓
Google webmaster HTML suggestion Analysis	✓	✓	✓	✓
Sitemap ping in Google webmaster	✓	✓	✓	✓

Google Webmaster Not Found Pages Analysis	✓	✓	✓	✓
Google Analytics Visitor Flow Analysis	✓	✓	✓	✓
bing Webmaster Activities Check	✓	✓	✓	✓
Sitemap.xml update on regular interval	✓	✓	✓	✓

### Frequently Asked Questions

#### 1. Can I change my seo plan after sign-up?

Yes, you can change your plan (downgrade or upgrade) at any time. Just email us.

#### 2. Are custom seo packages available?

Yes, we can build custom seo plans for you. Please get in touch with us so we can understand your requirements.

#### 3. What is the billing and payment schedule for the SEO Package?

The Invoice for your SEO Package will be generated at the beginning of the Service Month and payment is due in 5 days.

#### 4. What is the minimum contract period for these SEO Plans?

Based on our experience, in most cases it takes 5-6 months to achieve rankings on competitive keywords and to start driving a significant volume of targeted traffic. If you are serious about SEO you should be prepared to continue for at least 6 months. If you need quick results, you should consider PPC (Google adwords).

#### 5. I have multiple sites/projects to outsource. Do you offer bulk discounts?

Yes, we do. Please get in touch with us for more details.

#### 6. How long until we see the first results?

Keywords ranking depends on many factors like keywords competitiveness, targeted market, how old is your website ,website optimization level, website authentication and website calibre etc. we always try to deliver improvement from first month.

#### 7. What type of guarantee will you give us?

We define clear deliverables for each of our SEO Plans in terms of volume of work to be done and set milestones for achieving keyword rankings. We guarantee that we will follow only white hat seo techniques and work diligently to meet these milestones. Google, on its official blog, has clearly warned users to beware of seo companies that guarantee rankings.

## **8. How much work is expected of the client?**

We would expect our clients to:-

# Timely respond to our emails.

# Provide fresh content, media (Article, Press Releases, Images, Videos) every week to be distributed and shared online.

# Promptly implement design and on-page changes suggested by us (in case you haven't shared ftp/server access with us).

# Keep us updated with other marketing activities they undertake, both online and offline.

**Note: Strategy, Plan and Activities can be change as per project scope, requirement, Google updates and achieved results.**