

SEO Package

	Package - I	Package - II	Package - III	Package - IV	Package - V	Package - VI
Number of Keywords	10	18	36	43	48	60
Top 10 Ranking	6	12	24	30	40	50
Focused Pages	12	24	48	60	80	100
Delivery Time Frame	3 months	6 months	6 months	6 Months	6 Months	1 Year
On-Page Optimization						
Keyword research	✓	✓	✓	✓	✓	✓
SEO analysis	✓	✓	✓	✓	✓	✓
Competitor analysis	✓	✓	✓	✓	✓	✓
Title tags analysis and modifications	✓	✓	✓	✓	✓	✓
Meta tags analysis and modifications	✓	✓	✓	✓	✓	✓
Heading tag analysis and modifications	✓	✓	✓	✓	✓	✓
Navigational structure optimization	✓	✓	✓	✓	✓	✓
Anchor text optimization	✓	✓	✓	✓	✓	✓
Image data optimization (ALT Tag)	✓	✓	✓	✓	✓	✓
Hyperlink Optimization	✓	✓	✓	✓	✓	✓
Doc type check	✓	✓	✓	✓	✓	✓
Flash/Jscript Optimization	✓	✓	✓	✓	✓	✓
Page size check and optimization	✓	✓	✓	✓	✓	✓
Creation of themed link pages	✓	✓	✓	✓	✓	✓
Optimization of HTML source code	✓	✓	✓	✓	✓	✓
Logo placement	✓	✓	✓	✓	✓	✓
Banner Optimization	✓	✓	✓	✓	✓	✓
Keywords mapping	✓	✓	✓	✓	✓	✓
Keyword Tags Optimization	✓	✓	✓	✓	✓	✓
Robot Tags Creation & Submission	✓	✓	✓	✓	✓	✓
Load Time Monitoring & Reporting	✓	✓	✓	✓	✓	✓
Off-Page Optimization						
Adding custom 404 error pages	✓	✓	✓	✓	✓	✓
Google analytic account set up	✓	✓	✓	✓	✓	✓
Google webmaster tools creation	✓	✓	✓	✓	✓	✓
Bing webmaster tools creation	✓	✓	✓	✓	✓	✓
W3C Markup Validation	✓	✓	✓	✓	✓	✓
W3C CSS Validation	✓	✓	✓	✓	✓	✓
Link Checker	✓	✓	✓	✓	✓	✓
Link Building						
Sitemap Optimization	✓	✓	✓	✓	✓	✓
Zoom Info & Xing Search Engines	✓	✓	✓	✓	✓	✓
Xml Sitemap	✓	✓	✓	✓	✓	✓
Directory Structure	✓	✓	✓	✓	✓	✓
Internal Navigation Optimization	✓	✓	✓	✓	✓	✓
Alexa Search Engine Submission	✓	✓	✓	✓	✓	✓
MSNBOT Search Engine Submission	✓	✓	✓	✓	✓	✓
Dmoz Directory	✓	✓	✓	✓	✓	✓
Zoom Info & Xing Search Engines	✓	✓	✓	✓	✓	✓
Yahoo Content Submission	✓	✓	✓	✓	✓	✓
Bing Site Map	✓	✓	✓	✓	✓	✓
Google Maps Listing	✓	✓	✓	✓	✓	✓
Google Local Directory Submission	✓	✓	✓	✓	✓	✓
Robots.txt Validation & Submission	✓	✓	✓	✓	✓	✓
Google Submit Content	✓	✓	✓	✓	✓	✓
RSS Feed Creation and Submission	✓	✓	✓	✓	✓	✓
Link Optimization	✓	✓	✓	✓	✓	✓
Google Webmaster Error corrections	✓	✓	✓	✓	✓	✓
Link Analysis per Penguin Update	✓	✓	✓	✓	✓	✓

Manual article submissions	✗	✗	✓	✓	✓	✓
Press release submissions (need press releases)	✗	✗	✓	✓	✓	✓
Manual directory submissions	✗	✗	✗	✓	✓	✓
Social Bookmarking submissions	✗	✗	✗	✗	✓	✓
Forum posting	✗	✗	✗	✗	✓	✓
New Blog Writing (will add more blogs if client provides)	✗	✗	✗	✗	✗	✓
Additional pages creation and optimization	✗	✗	✗	✗	✗	✓
Off-Page Optimization						
Manual article submissions	6	8	10	12	16	24
Press release submissions	✗	✗	4	6	8	16
Manual directory submissions	3	6	6	8	12	15
Social Bookmarking submissions	2	2	2	4	6	8
Forum posting	1	2	2	4	6	8
Blog Creation	1	2	2	3	3	4
WordPress blog set up	✓	✓	✓	✓	✓	✓
Squidoo lens creation	✗	✗	✗	✓	✓	✓
Hub page creation	✗	✗	✗	✗	✓	✓
Social Media Optimization						
Facebook Profile Creation	✗	✗	↑	↑	↑	↑
Facebook Profile Promotion	✗	✗	5 hours per month	10 hours per month	8 hours per month	12 hours per month
Facebook Profile Optimization	✗	✗	✓	✓	✓	✓
Twitter Profile Creation	✗	✗	✗	✗	✓	✓
Twitter Profile Promotion	✗	✗	✗	✗	8 hours per month	12 hours per month
Twitter Profile Optimization	✗	✗	✗	✗	✓	✓
Other selected Social media creation	✗	✗	✗	✗	✓	✓
Other selected Social media Promotion	✗	✗	✗	✗	8 hours per month	12 hours per month
Other selected Social media optimization	✗	✗	✗	✗	✓	✓
Other selected Social media creation	✗	✗	✗	✗	✗	✓
Other selected Social media Promotion	✗	✗	✗	✗	✗	12 hours per month
Other selected Social media optimization	✗	✗	✗	✗	✗	✓
Total Themed One Way Links during the Period (Minimum Attainable)	20	60	90	120	160	360
Reporting Structure						
Weekly Update	✗	✗	✓	✓	✓	✓
Traffic Report - Monthly	✓	✓	✓	✓	✓	✓
Price per Month	£49.00	£69.00	£99.00	£169.00	£300.00	£399.00
Total Price	£147.00	£414.00	£594.00	£1,014.00	£1,800.00	£4,788.00