

SEO Packages for a 6-month engagement



	Bronze	Silver	Gold	Platinum
Number of pages optimized	Home + 10	Home + 15	Home + 20	Home + 25
Number of keywords / phrases targeted	Up to 50	Up to 75	Up to 100	Up to 125
Set-up - Initial SEO Activities				
Site verification: Google, Yahoo! and Bing	✓	✓	✓	✓
Spam Database Reports: IP Block & DNS	✓	✓	✓	✓
Domain history report: Domain Age, Hosted till, Alexa rank, Google Page Rank, Indexed Pages, In-bound links	✓	✓	✓	✓
Technical SEO Audit and Recommendations Including:				
* Multiple domains and Duplicate Content	✓	✓	✓	✓
* Crawlability of the site content	✓	✓	✓	✓
* Search Friendly Design and Technology	✓	✓	✓	✓
* Search friendly navigation (Images, Image Maps, Forms, AJAX, JavaScripts, Flash)	✓	✓	✓	✓
* Broken Links and Error URLs report	✓	✓	✓	✓
* Custom 404 Error Page	✓	✓	✓	✓
* 302 Redirects / Meta Refreshes	✓	✓	✓	✓
* Robots.txt	✓	✓	✓	✓
* Black Hat Practices Check	✓	✓	✓	✓
* Footer links	✗	✓	✓	✓
* URL Length, Keywords in the URL & Search friendly URLs	✗	✓	✓	✓
* Duplicate / Short / Non-informative Meta Data	✗	✗	✓	✓
* Page Load Time	✗	✗	✓	✓
* Inline JavaScripts and Style Sheets	✗	✗	✓	✓
* Browser compatibility	✗	✗	✓	✓
* XML sitemap	✗	✗	✓	✓
* HTML Sitemap	✗	✗	✗	✓
* Canonical Linking	✗	✗	✗	✓
* W3C Compliance	✗	✗	✗	✓
Pre SEO Comparative Keyword Ranking Report	✓	✓	✓	✓

SEO Packages for a 6-month engagement



	Bronze	Silver	Gold	Platinum
Competitor SEO Analysis & Report (against 3 competitors):				
The report would include parameters like:				
* Keyword Density Comparison				
* Indexed Pages Comparison				
* In-bound Link Comparison	x	x	✓	✓
* Google Page Rank and Alexa Rank Comparison				
* Comparison of SEO Compliance (Title, Description, Headings, ALT text, Image File names)				
* Directory Presence				
Keyword Research, Selection and Mapping to Pages	✓	✓	✓	✓
On-site Recommendations across the following parameters:				
* Generating and submitting XML sitemaps & URLList	✓	✓	✓	✓
* Title, Description and Keyword Tags	✓	✓	✓	✓
* Image File Naming	✓	✓	✓	✓
* ALT Attributes for Images	✓	✓	✓	✓
* Alternate Content for Flash Components	✓	✓	✓	✓
* Terms to be added to the page content	✓	✓	✓	✓
* Recommendations and guidelines for resource pages	x	✓	✓	✓
* Anchor text and internal linking optimization	x	✓	✓	✓
* Heading Tags (H1 to H6)	x	x	✓	✓
* Search Friendly URL construct	x	x	✓	✓
* Themes and keywords for additional content / pages	x	x	✓	✓
* Optimization of digital media on the site	x	x	x	✓
Off-Page Optimization	25 contacts/month	50 contacts/month	75 contacts/month	100 contacts/month
* Directory Submissions	✓	✓	✓	✓
* Recommendations for Paid Inclusions	✓	✓	✓	✓
* Submission to top search engines	✓	✓	✓	✓
* Participation in Blogs and Forums	x	✓	✓	✓
* Syndication of free and paid press releases	x	✓	✓	✓
* Syndication of articles and videos	x	x	✓	✓
* Identifying strategic link partners	x	x	x	✓

SEO Packages for a 6-month engagement



	Bronze	Silver	Gold	Platinum
Reporting, Support & Maintenance				
* Setting up Google Analytics for tracking organic visitors	✓	✓	✓	✓
* Organic traffic monitoring and monthly report	✓	✓	✓	✓
* Search engine rank monitoring and monthly reports	✓	✓	✓	✓
* Monthly reporting of off-page optimization efforts	✓	✓	✓	✓
* Monthly XML sitemap update and submission	x	✓	✓	✓
* Monitoring and monthly reports of Google Page Rank, Alexa Rank, Indexed Pages, In-bound Links	x	✓	✓	✓
* Email support	✓	✓	✓	✓
* Need based SEO consultancy calls	x	x	✓	✓
* Weekly meetings / Calls	x	x	x	✓
One Time Set-up Fee Covering set up and initial activities	\$100	\$150	\$200	\$250
Recurring Monthly Fee	\$400	\$800	\$1,200	\$1,500

Optional Extra Services	Fee
* Implementation of on-site SEO recommendations	\$15 per man hour
* On-site content editing for improving keyword density	\$15 per man hour OR \$25 per page
* Original Article and Press Release writing	\$15 per man hour OR \$50 per article