

	SILVER	GOLD	PLATINUM
	\$250	\$500	\$750
DIGITAL MARKETING PLANS			
SEO Keywords	10 Keywords	20 Keywords	50 Keywords
Minimum duration	03-06 Months	03-07 Months	03-09 Months
Search engine results 1st page	06 Keywords	12 Keywords	30 Keywords
WEBSITE OPTIMIZATION AND ANALYSIS			
Website analysis and planning	✓	✓	✓
Competitors analysis report	✓	✓	✓
Website structure analysis & optimization		✓	✓
Working with HTML source code		✓	✓
Site changes implementation		✓	✓
Google XML Sitemaps	✓	✓	✓
SEO COMPATIBILITY CHECKS			
Cross browser compatibility	✓	✓	✓
Website load time	✓	✓	✓
Checking the broken links	✓	✓	✓
Duplicate content checking	✓	✓	✓
RSS Feeds		✓	✓
W3C Validation		✓	✓
ON-PAGE OPTIMIZATION			
Optimizing title and meta tags	✓	✓	✓
Robots.txt and Sitemaps	✓	✓	✓
Optimizing site directory	✓	✓	✓
Anchor tag optimization	As per requirement	As per requirement	As per requirement
H1/H2 tag optimization	As per requirement	As per requirement	As per requirement
URL mapping	✓	✓	✓
SEO friendly URL	✓	✓	✓
Google Analytics integration	✓	✓	✓
Google Webmaster tools integration	✓	✓	✓

OFF-PAGE OPTIMIZATION			
Manual SES	3 Per Month	3 Per Month	3 Per Month
Article writing and Submission	✓	✓	✓
Directory Submission	60 Per Month	100 Per Month	150 Per Month
Classified Submission	5 Per Month	15 Per Month	20 Per Month
Business Listing	2 Per Month	5 Per Month	7 Per Month
Web 2.0 Profile Creation	✓	✓	✓
Social Bookmarking	60 Per Month	100 Per Month	150 Per Month
Blog Commenting	5 Per Month	15 Per Month	20 Per Month
Forum Posting, Q&A	2 Per Month	5 Per Month	7 Per Month
Guest Blog Posting			
Google Local Listing	✓	✓	✓
Image Promotion & Submission	✓	✓	✓
Video Marketing & Submission	✓	✓	✓
SOCIAL MEDIA MARKETING FACEBOOK			
Facebook Fan page creation	✓	✓	✓
Regular updates	✓	✓	✓
Facebook profile avatar design	✓	✓	✓
Facebook Timeline design	✓	✓	✓
Joining Groups	✓	✓	✓
Facebook Page Likes/Fans	✓	✓	✓
SOCIAL MEDIA MARKETING TWITTER			
Twitter page Creation	✓	✓	✓
Regular updates	✓	✓	✓
Twitter background design	✓	✓	✓
Twitter followers	✓	✓	✓
Twitter List management	✓	✓	✓
SOCIAL MEDIA MARKETING LINKEDIN			
LinkedIn page Creation	✓	✓	✓
Regular updates	✓	✓	✓

LinkedIn background design	✓	✓	✓
LinkedIn followers	✓	✓	✓
LinkedIn List management	✓	✓	✓
REPORT			
Weekly Status Report	✓	✓	✓
Monthly Detailed Report	✓	✓	✓
BLOGS			
Number of Blogs	0	1	3

