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Activities	Basic A	Advanced B	Expert C
Initial Review & Analysis	For 20 Keywords	For 20-40 Keywords	For 30-50 Keywords
In-depth Site Analysis	Yes	Yes	Yes
Content Duplicacy Check	Yes	Yes	Yes
Initial Backlinks Analysis	Yes	Yes	Yes
Google Penalty Check	Yes	Yes	Yes
Competition Analysis	Yes	Yes	Yes
Initial Rank Report	Yes	Yes	Yes
Keyword Research	Yes	Yes	Yes
On Page Optimization			
Canonicalization	Yes	Yes	Yes
Website Page Load Optimization	No	Yes	Yes
Header Tags Optimization	Yes	Yes	Yes
HTML Code Cleanup & Optimization	No	No	Yes
Internal link structuring & optimization	No	Yes	Yes
Image & Hyperlink Optimization	No	Yes	Yes
Robots.txt Creation/Analysis	Yes	Yes	Yes
XML Sitemap	Yes	Yes	Yes
Google & Bing Webmaster Tools	Yes	Yes	Yes
Google Analytics	Yes	Yes	Yes
Title & Meta Tags Optimization	Yes	Yes	Yes
Page Speed Optimization Analysis	No	Yes	Yes
Content Marketing			
Blog Writing/Submit	4	6	8
Article Writing & Submission	2	3	4
Press Release Writing & Submission	1	2	4
Guest Blog Posting	No	2	4
Infographic Creation & Distribution	1	2	4
Press Release Social Bookmarking	Yes	Yes	Yes
PDF Creation and Submission	1	3	4
Business Listing	No	Yes	Yes
Local Listing	No	Yes	Yes
Monthly Reporting			
Search Engine Rank Report	Yes	Yes	Yes
SEO Work Reports	Yes	Yes	Yes
Analytics Report	Yes	Yes	Yes
Activity Report	Yes	Yes	Yes
Monthly Action Plan	No	Yes	Yes

Minimum Contract Duration	6 Months	6 Months	6 Months
Set UP Fee	USD 800	50 % Exempted as Offers	50 % Exempted as Offers
Monthly Cost	USD 800	USD 1,200	USD 1,800

* All Packages are subject to change with/without prior notice. This may happen due to change in strategy, change in Search Engine Algorithms, or competitor strategy. But the total Man hours of the package would remain the same.

* Articles, Press Releases, Guest Blogs Submission/activities are defined taking into consideration that there is about 20-25% rejection/disapproval rate

* 75% Links would be category based while 25% would be coming from thematic websites.