

# Search Engine Optimization PROPOSAL



@ilkwaysocial



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@ilkway\_digital\_company



## Approach:

The current document is created exclusively for Kshitij Dixit and following is the approach, that we will take towards online marketing for their clients as discussed.

### Phase-1 (3 months)

In the initial Phase, we will work towards strengthening the foundation of the site which will include

1. Visibility improvement
2. Branding
3. Trust management
4. Traffic building

## Service Detail:

Our package will include following Internet Marketing services:

1. Search Engine Optimization
  2. Wordpress website development
  3. Strategy Planning
- 



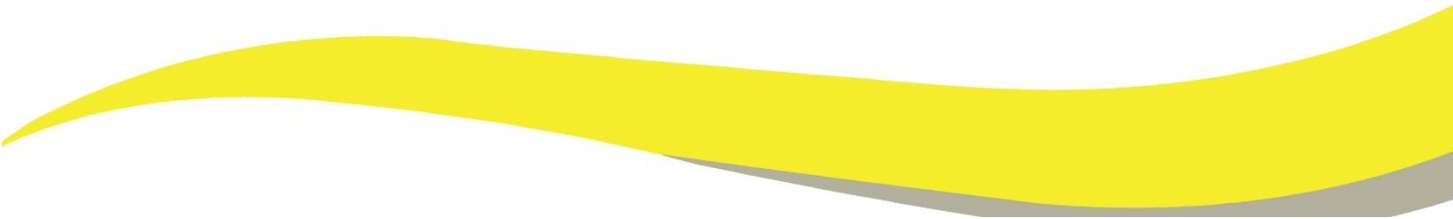
## **1** Search Engine Optimization :

Search engine optimization will be targeted towards bringing some organic traffic towards your website. We will do following activities in SEO

- a. Initial review & analysis
- b. Keyword research & planning
- c. On page Optimization
- d. Link Building
- e. Link wheel technique
- f. Local Search Optimization
- g. Content Marketing
- h. Off Page optimization
- i. Social media sharing

## **2** Strategy planning:

Strategizing product prices, coupons, monthly offers and other promotions with management in 2 consulting sessions per month of one hour each. SEO will be done on 5 keywords only.



## 10 k

5 Keywords

4 Blogs Posting

Backlinks [100 links]

On-page SEO

Social bookmarking

Directory submissions

Pdf submissions

Business listing

Blog posting

Graphic sharing

Ping submissions

Web 2.0 submissions

## 20 k

10 Keywords

ADs Management

6 Blogs Posting

Backlinks [200 links]

On-page SEO

Social bookmarking

Directory submissions

Pdf submissions

Business listing

Blog posting

Graphic sharing

Ping submissions

Web 2.0 submissions

## 30 k

15 Keywords

ADs Management

10 Blogs Posting

Backlinks [300 links]

On-page SEO

Social bookmarking

Directory submissions

Pdf submissions

Business listing

Blog posting

Graphic sharing

Ping submissions

Web 2.0 submissions

## Commercials:

S.no	Service	Description	Price
1.	Search Engine Optimization	Here we will perform All SEO tasks mentioned above, to gain ranks in Google and other Search Engines.	INR 10,000 per month. (payable monthly in advance)
2.	Strategy planning	Planning will be done on Skype twice a month.	

## Note:

The medium of communication will be via email, Skype, Telephonic only.

Skype: sourabh.bindlish

Sourabh Bindlish

(Founder & Delivery Head)

Mail: sourabh.b.11@gmail.com

Mob: +91-9711115851

Deepanshi Tiwari

(Co-Founder and Marketing Head)

Deepanshit6@gmail.com

+91-8909741255