

SEO Package Services Details

Project Research

Initial Business Analysis: We will do a thorough analysis of your website and will work on the detected issues to improve website visibility on the web

Competitors Analysis: Competitor analysis is the best technique to find out strengths & weaknesses of a company. Using tools like SEMRush & Alexa.com, we manually perform competitor analysis of your website to provide you with valuable business insights.

In Depth Keyword Research: We will research for the best keywords for your business to target your potential customers better. We will take help of tools like keyword planner, Google trends and SEMRush to find out best keywords for your website.

Inbound Marketing

Website Content Optimization:** This process will include creating Meta tags, targeting keywords in the content while avoiding keyword stuffing, and internal linking of your website pages.

Marketing Assets Creation: We will create marketing assets on quality and relevant sites to do effective promotion of your services and products.

Marketing Automation:

Content Marketing

Content Research & Planning: Before starting the off-page SEO work, we will research the topics and plan the content for different sources to get better results

Blog Setup, Writing, Submission and Promotion: Blogging is the best way to drive relevant traffic on a website. We will setup blog on sites like WordPress & Tumblr, and will share promotional and informative content on them from time to time.

Blog Optimization for Targeted Keywords: We will ethically optimize the targeted keywords in the blog posts to achieve better ranking in the SERPs.

Guest Blogging:** Guest blogging is a technique to increase traffic, in which we write informative posts and get them published on popular blogs. We will research and contact other bloggers and website owners of the concerned industries and request a guest post on their site.

Press Release Writing and Submission:** We will write PR to promote your business news and will submit them on sites like pr.com, prweb.com etc.

Participating in Business Forums and Discussion Communities: We will participate in business forums and discussion communities related to your industry in order to drive relevant traffic from there to your website.

Classifieds Ads Writing and Promotion: Classifieds ads are another way to drive relevant traffic on a website. We will write promotional ads to promote your products on relevant classifieds sites.

Document Sharing and Promotion: Document sharing means sharing the documents such as PDF, Word Documents & PowerPoint presentations to promote your business services on sites like SlideShare, scribd.com etc.

Content Curation: Content curation is a good social media strategy to share your own and others' content to engage target audience.

Micro Blogging: Micro blogging is the practice of making short, frequent posts on social media sites like Facebook, twitter and LinkedIn.

Social Media Optimization:

Facebook Fan Page: Facebook is one of the best resources to engage your target audience on social media. We will create your business's Facebook fan page to help you connect with your target audience.

LinkedIn Company Page: We will create company page on LinkedIn to help you build your professional network.

Pinterest Boards: Pinterest boards let people organize all of their Pins related to different ideas, interests and plans. As per your industry we will create different boards on Pinterest to help you promote your products or services to the specific targeted audience.

G+ Page: G+ page can help any brand to drive traffic and gain advantage in SERPs. We will create a g+ page for your business.

Twitter Profile: Twitter is the best way to share real time information with your target audience. Twitter profile will help your brand to connect with your target audience more closely.

Linking of Social Profiles with Main websites: Social media buttons on your website allow & encourage users to share your content easily. After creating profiles on different social channels, we will connect them with your main website.

Target Audience Network Building: As per your industry, we will also work on other social networks to attract your target audience from more online channels.

Cross Profile Linking: We will link your social media accounts with each other to maximize engagement opportunities.

Hashtag (#) Optimization: Hashtag optimization is the best way to increase engagement and to reach audiences that normally are hard to reach.

Facebook Open Graph Optimization:** We will optimize the open graph Meta tags on your website to turn your web page into a graph object at Facebook.

Twitter Product Card Optimization:** Twitter product card allows tweets with links to display in a richer format with more content visible and integrated in the tweet. We will optimize twitter card Meta tags on your website.

Visual Content Promotion:

PowerPoint Slides Promotion: We will assist you in creating basic structure for your PowerPoint presentations. We will also help in promoting the presentation you have with you. You can also ask us for [presentation designing services](#).

Infographic Promotion*: We will help you in promoting your infographics across different online channels. If you need assistance in creating an infographic, then we can provide [infographic designing services](#) as well.

Marketing through custom graphics: We provide promotion of all sorts of graphical content. Share the visual content you have, and we will promote it on relevant resources as per the content type & your industry.

Video Channel Setup and Video Promotion

YouTube: We will make an account on YouTube & promote videos shared by you on it.

Dailymotion: We will create an account on Dailymotion & promote videos shared by you on it.

Vimeo: We will create an account on Vimeo & promote videos shared by you on it.

Note: You need to provide us the videos of your business related stuff.

Local SEO

Local Business Directories Submission: As per your target region, we will create business account on high authority local business sites to gain the advantage in local search results.

Google Maps Optimization and Marketing: We will submit your business on Google maps and Google local places as this will help your business in getting extra boost in search results.

Local Search Engine Submission: Based on your target region, we will submit your business on local search engines.

Google+ Page Optimization: _____

Business Profiles Creation:**

CrunchBase: CrunchBase has been an invaluable source of information to learn about major companies, startups, investors and executives in the companies. We will build your company profile on CrunchBase.com

Manta: Manta.com is an online business service directory. A company profile made on Manta usually ranks high in search results. We will create a business profile for you on manta.com

About.me: About.me is a platform for representing professional identity online. A profile on about.me makes it easy for people to learn about you and find your content.

Vator: Vator.tv is a social networking site that connects emerging businesses & entrepreneurs with their target audience. We will make profile on vator.tv to promote your business services.

Xing: Xing.com is a social network for business professionals. We will make an account on Xing for you to help you connect and share ideas with different industry people.

Additional Services:

Availing Disavow Process*: We will analyze your website's backlinks and make a list of spammy or low quality backlinks and will disavow them in Google Search Console.

Website Checkup for Inbound and Outbound Links:** We will check the inbound and outbound links of your website, and will take necessary actions.

Monitoring Online Reputation: Online reputation management is the process of controlling what shows up when someone Google's your name. We will monitor your business's online reputation on web and provide you suggestions accordingly.

Basic Conversion Optimization Suggestions: Our team will share its suggestions with you from time to time to improve your website conversion rate.

Website Checkup for Google Penalty:**

Google Panda: Google Panda is a search algorithm that hits websites that have low quality content and poor structure. We will check your website and make appropriate suggestions to help you save it from Google Panda penalty.

Google Penguin: Google Penguin is a search algorithm that hits websites that are having spammy backlinks. We will check link data of your website using different tools to save it from Google Penguin penalty.

Exact Matching Domains (EMD): Google EMD update hit those sites that have words that **match** search terms in their domain names.

Manual Spam Penalties: Google team sends manual warning in Google search console to websites that have duplicate content, poor sites structure and spammy links. We will check your website for all these issues.

Client Services and Support:

Regular Email Communication: We keep clients well-informed about the project progress via email communication.

Phone Support for Pre-Scheduled Meetings:** We offer clients the ability to schedule phone call meetings with the team working on their project.

Regular and Transparent Reporting: Clients receive regular updates & reports regarding project progress through our in-house project management system.

* Available in SEO Booster Package only

** Available only in Value & SEO Booster Packages