



MARKETING (SEO) PROPOSAL
FOR
BELOVED CLIENT



WHO I AM

I DO Web Development, Designing and SEO service. In a few short years I have become an industry leader in both Web Development and Designing and SEO. Since our inception in 2012 we have focused our efforts in helping small to mid-size business gain valuable development, designing and search engine rankings to foster their business growth.

Our team of expert web development, web designing and SEO copy writers, and link popularity building experts continue to deliver a complete solution of web development designing and SEO with a measurable return on investment for our clients. We have produced proven results in diverse global and local markets for a wide variety of web development, web designing, and logo designing and online business models.

With over 2 years of information technology and business experience, the founder of PKSHOP leads a core team of web development web designer and search engine optimization experts to deliver innovative professionally optimized websites for our clients.

GUARANTEED DEVELOPMENT, DESIGNING AND SEO SERVICES

We do good work in complex WordPress, OpenCart, Magento and PHP projects. We are also certified in Symfony, GitHub, WordPress, Joomla OpenCart, Magento, PHP, MySQL, XHTML5/CSS3, JavaScript, AJAX, JQuery, JSON and Facebook Apps. We are expert to develop online shopping website, real estate's websites, blogging websites, Information websites, company websites, landing pages, facebook pages and SEO.

FLOW OF WORK

DESIGN -> DEVELOPMENT -> SEO

When you hire us, it becomes our responsibility to provide your project within given time with testing and bug fixing.

We will provide you professional design with multiple choices. When you will approve design then we start Development on it. First phase of development will be HTML (mobile friendly). Second phase will be Development that HTML in Magento with SEO extensions and all other SEO related techniques and social media integration. Third phase will be testing and bugs fixing. Then we upload your website on your server. Then start SEO for high page rank.

SEO Plans and Packages

	Starter	Basic	Advance	Corporate
MARKETING (SEO) PLAN	\$100/m	\$200/m	\$300/m	\$400/m
KEYWORD RESEARCH & ANALYSIS				
Targeted Keywords	5	8	15	20
Analysis of keyword sets for search volume & competition and finalizing keyword strategy	✓	✓	✓	✓

Website Analysis	✓	✓	✓	✓
Content Analysis	✓	✓	✓	✓
SITE MONITORING & REPORTING PERFORMANCE REPORTS				
SEO work status update (detailed)	✓	✓	✓	✓
Competitor Analysis	✓	✓	✓	✓
Regular SEO achievements update	✓	✓	✓	✓
Traffic status	✓	✓	✓	✓
SITE AUDIT / SITE CLINIC				
Page loading speed check	✓	✓	✓	✓
W3C validation	x	x	✓	✓
Page error analysis	x	x	✓	✓
Browser compatibility check	✓	✓	✓	✓
Duplicate content check	x	✓	✓	✓
Broken link	x	x	✓	✓
Traffic source analysis	x	x	x	✓
SEOS SETUP				
Google Analytics Setup & Review	x	✓	✓	✓
Google Webmaster Setup & Review	x	✓	✓	✓
Bing Webmaster Setup & Review	x	x	✓	✓
Yahoo Webmaster Setup & Review	x	x	✓	✓
xml Sitemap Setup	✓	✓	✓	✓
Yahoo Site Explorer Setup	x	x	x	✓
Robot.txt	x	x	x	✓
XML Sitemap creation	✓	✓	✓	✓
On Page Optimization				
Meta tag Optimization	✓	✓	✓	✓
Canonicalization for duplicate pages	✓	✓	✓	✓
Image Optimization	x	✓	x	✓
URL Rewriting	x	x	✓	✓
Source Code Optimization	x	x	✓	✓
Alt / Ttitle / H1 / H2 tag placements	✓	✓	✓	✓
Internal linking / Anchor text optimization	x	✓	✓	✓
Add New Content Pages	x	x	✓	✓
OFF PAGE OPTIMIZATION				
Articles Writing and Submissions	✓	✓	✓	✓
Building one way links from relevant websites	✓	✓	✓	✓
Link Bait Ideas / Setup	✓	✓	✓	✓

Link Exchange Setup	x	✓	✓	✓
Blog Setup, Customization & Optimization	x	x	✓	✓
Web Directory Submission	✓	✓	✓	✓
Press Release Submissions	✓	✓	✓	✓
Social Bookmarking	✓	✓	✓	✓
Search Engine Submissions	✓	✓	✓	✓
Local Directory Submissions	✓	✓	✓	✓
Niche Directory Submissions	x	x	✓	✓
Blog Posts/Comments	✓	✓	✓	✓
Video Submission (Provided by client)	x	x	✓	✓
Classified Ads Submission	✓	✓	✓	✓
Do-Follow Web 2.0 Links	x	x	✓	✓
Link Wheel (Top Sites)	x	✓	✓	✓
Forums Posting	✓	✓	✓	✓

SOCIAL MEDIA MARKETING

Social Media Profiles set up	✓	✓	✓	✓
Promotion on Twitter, Facebook & LinkedIn	x	x	✓	✓
Monitoring of social media updates and web mentions of your business on a weekly basis	x	x	✓	✓
Customized Facebook fan landing page & Twitter profile background	x	x	✓	✓
Facebook Ad campaign set up & ad optimization	x	x	✓	✓

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Authorized Signature

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