

# Search Engine Optimization (SEO) Proposal

## Proposal Letter

Thank you for the opportunity to provide you with a quotation for the search engine campaign proposed by us for your website as per your request. Our service is a long-term solution to get your site rank high through organic search results as opposed to pay per click advertising. We are sending you the overall information of how we will be able to provide you with **pro-active SEO maintenance**, advice and regular SEO campaign reports. Here, we will discuss the existing search engine compatibility issues of any kind of website in great detail.

We have a team of highly innovative professionals providing you with get instant results to rise in the highly competitive market within your niche. We will help you to increase your visibility in all the major search engines by **improving keyword rankings** and **boosting your real time website traffic** with lots of back links which are always done through **White Hat** techniques. Our pre-designed SEO packages give you an idea of the action plan suitable for your business. We will customize our services according to your SEO requirements. Our project analyzing team will first examine your website and your competition's market rankings. We, along with our clients, discuss and outline goals from time-to-time in order to stay on track. Our comprehensive SEO strategies comprise of **On-Page and Off-Page optimization**.

We also give importance to any suggestions regarding the content, layout formatting, navigation requirements and overall structuring of the website given by the client. **Shadow Technology** has satisfied various clients across the globe and we have been appreciated by utilizing our prompt website ranking strategies, instant yet successful results and unmatched **determination to go beyond the client's expectations**.

Should you have any questions, please let us know. If you would like to proceed with consulting your website's general requirements, you just need to choose the contact options that will be provided to you within this proposal. Most of your questions should be answered within this offer but don't hesitate to find out more such as client testimonials and references. To improve the search engine visibility of your website, we will look forward to hear from you when you've time after reading our proposal.

Sincerely,

Shadow Technology

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## Our Approach

Our team has an extensive knowledge of how the search engines work. We do in-depth industry research before working on the optimization of your website. It gives us great insight about the competitive advantage of your website when compared to others. We take a deep look at the keywords your rivals are targeting and we also investigate that by which keyword they are getting the highest amount of traffic. Applying the unparalleled knowledge of our SEO professionals, we are able to uncover the competitive strategies used by your competitors and counter react accordingly. We analyze the information which comes from thorough research some of which are mentioned in the following:

**Targeted Keywords**

**Link Sources**

**URL Popularity**

**Traffic Source**

**Pay Per Click Advertising**

Shadow Technology team maps optimum SEO strategies by analyzing the slightly different algorithms of the search engines like Google, Yahoo, MSN, and Ask.com. Our team puts a great effort for researching the niche directories, websites, blogs, social networks and keywords to connect your website to such forums. This helps your website to go miles ahead from others and rank at the top on search engines, respectively. After in-depth research about your website and analyzing the targeted market for your business to prevail, we also execute effective online marketing campaigns by targeting not only local markets but as well as provincial and international markets as well. So you will be getting **all-in-one services** when contacting us.

## Steps We Follow

### **Website Analysis and Evaluating Competitors Progress**

*Setting Goals:* Our aim is to provide you with complete web marketing solutions to help your website rank high on the search engines. Before moving on further, we will have a consultation phase where we will discuss what your website goals are and how we can accomplish them. In addition, we may ask you certain questions that may be concerning on the website structure and strategic foundation for your social media marketing. Shadow Technology team is here to give you only the best SEO services and quality at its best. *Competitor Benchmarking Analysis:* There are many factors that help us to understand your competition's SEO benchmarking. By using our SEO services you will be able to receive a branded presence on Google and Yahoo search engines. The upstream and downstream traffic will be aggressively monitored by our SEO professionals. The Social media presence will improve and you will start to enjoy the online audience a whole lot more than before. *Key phrase Research:* We do a lot of research regarding the use of keywords and we also look at what kind of keywords your clients are using in order to gain traffic. We use significant high traffic keywords that your rival does not know about. The fresh demands of unique and new keywords are also taken into consideration. The keywords with high conversion rate raise you ROI. The key phrase selection is also done for tracking and improving the SEO process.

## On Page | Off Page | Social Media Optimization

### On Page Optimization:

We incorporate your selected keywords into existing internet pages with keyword saturation and density which is needed to achieve the top 10 rankings by modifying and optimizing the crucial areas in your site's source code. The accurate implementation of server levels adjustments will guarantee your site to be user friendly. Here's what will happen after applying all the above mentioned points:

1. Utilizing key phrase factors like keyword density, relevancy and position.
2. Page markup factors like <title> tags, <meta> tags, <a href=> hyperlink tags and <img> alt tags.
3. Using H1/H2/H3 HTML Tags.
4. Optimizing home page content

### Off Page Optimization:

Shadow Technology is responsible to establish your positive "Online Reputation Management" which is also known as Off Page Optimization. Whether its creating your website's profile on Facebook, LinkedIn, Twitter and Google+ etc. or blogging your heart out to gain higher SERPs (search engine results pages), we are here to help you out. Some of the other Off Page Optimization techniques are:

1. Blog/forum marketing
2. Search Engine submissions
3. Link Baiting
4. Video Marketing
5. Available on Local listings
6. Article submissions.

### Social Media Optimization:

One of the toughest things within web marketing is recognizing the right type of link building. Obtaining massive number of relevant referral links has become the most important point of today's web marketing strategy. The ideal mixture of link building options will be selected to craft and customize a link building plan for a long run ROI success and high ranking results. Our tactical methods include:

Article Submission

Social Bookmarking

Blog and Forum review posting

Relevant partner links

Being active on Social Media such as Facebook, Twitter, and LinkedIn etc.

Directory Submission

## SEO Packages

SEO Package	Basic	Starter	Economy	Professional	Premium
SEO Package Price	6,800 Rs	9,700 Rs	14,600 Rs	18,500 Rs	30,000 Rs
Duration	Monthly	Monthly	Monthly	Monthly	Monthly
<b>On Page Optimization</b>					
Competition Analysis	Yes	Yes	Yes	Yes	Yes
No Of Keywords (Final)	5	10	16	22	35
Review of Content Wording and Structure	Yes	Yes	Yes	Yes	Yes
SEO Copywriting / Content Editing	X	X	Yes	Yes	Yes
Link Structure / Internal Link Analysis	X	Yes	Yes	Yes	Yes
Creation Of Title Tags & Description Tags Based on Initial Keyword Research	Yes	Yes	Yes	Yes	Yes
Robots .txt Optimization	Yes	Yes	Yes	Yes	Yes
Alt tags, Comments tags & Heading tags	Yes	Yes	Yes	Yes	Yes
Images & Hyperlink Optimization	X	Yes	Yes	Yes	Yes
Re- Optimization (If required during contract period)	X	Yes	Yes	Yes	Yes
Canonicalization	X	Yes	Yes	Yes	Yes
W3C Validation	X	Yes	Yes	Yes	Yes
Sitemap : Google / Yahoo	Yes	Yes	Yes	Yes	Yes
Google Analytics	Yes	Yes	Yes	Yes	Yes
<b>Off – Page Link Building Services &amp; Web Optimization</b>					
Manual Link Request To Related Sites	Yes	Yes	Yes	Yes	Yes
One Way Links From Directory Submission	170	450	650	750	1000
Search Engine Submit	Yes	Yes	Yes	Yes	Yes
Article Submission	20	50	100	150	200
Link To Related Article	50	100	150	200	250
Blog Commenting (Mix Of All PRs)	30	60	90	120	150

Profile Creation	50	100	150	200	150
Link From PR 2and above	10	20	30	40	50
Press Release (Writing Not Include)	5	10	20	30	50
Social Bookmarking	100	200	300	400	500
Forum Posting	30	60	90	120	150
RSS Feed Generation	Yes	Yes	Yes	Yes	Yes
Video Submission	No	No	5	10	20
Social Media Accounts (Social Networking)	1	2	5	10	10
CSS Submission	X	X	20	50	50
<b>SEO Reports &amp; Supports</b>					
Google Analytics Stats	Yes	Yes	Yes	Yes	Yes
Link Building Report	Monthly	Weekly	Weekly	Weekly	Weekly
Monthly SEO Report	Yes	Yes	Yes	Yes	Yes
E-Mail	Yes	Yes	Yes	Yes	Yes
<b>Content Development &amp; Optimization</b>					
Website Content	x	X	X	Yes	Yes
Blog Writing	X	X	1	2	2
Article Writing	4	7	10	15	20
Press Release Writing	X	X	1	2	2
Blog Creation	X	X	Yes	Yes	Yes
Blog Maintenance	X	X	X	Yes	Yes

### Shadow Technology Search Engine Optimization Packages to Suit Your Website

Requirements-

#### **Monthly Benchmarking Report**

In this report, you will be able to see your existing listings in all the major search engines. This brief and concise report will be sent on monthly basis to help you to document your website progress. Our analysis report will show you that how your website is suffering from major search engines compatibility issues and the reasons why is it not ranking high on the target search engine queries.

#### **Monthly Key Performance Report (KPI)**

Each month we will be sending you a ranking report based on the progress of your website on the search engines and sent it to you via your e-mail. The rank report will include rank reports showing your website's position on Yahoo, Google and Bing.

We'll let you know, which keywords bring current traffic.

## Results

Since there are search engines tend to index or re-index the optimized site in 4-12 weeks, however, there are search engines like Google that help your website to crawl more frequently and reach higher than ever before. You can expect to see results starting to appear right in front of you after 4-6 weeks of submission from our side. Indexing and re-indexing tends to take time to settle down but they usually stabilize after two months.

In the meanwhile, your traffic rises continuously since we will make your website visible more and more on the search engine index and and locate more of your website's optimized pages.

## Terms of Service

### Maintenance Agreement

The maintenance agreement is on monthly basis. Our clients choose to work with us on constant basis. However, the maintenance services can be cancelled anytime or as stated within the contract.

### Paid Promotional Activity Fee

Paid Promotional Activity Fees are not include in the SEO package fee. Following charges will be extra –

- SEO Content Writing Fee.
- Social Media Accounts Promotional Fee
- Video Creation or Video Promotion Fee
- Premium Classified Posts or Premium Directory Submission Fee.

### White Hat SEO Techniques

We only implement White Hat SEO techniques which are recommended by each search engine. We encourage our clients to use valid SEO practices that are mentioned in the Webmaster guidelines.

### Payments

The client shall pay all the fees mentioned in the chart previously. If any payment is not made as prior agreed terms, we reserve the rights to cease further work happening on your website. Any fees remaining after the completed work will be invoiced accordingly. All payments are nonrefundable unless stated otherwise.

### FTP

We will require FTP access of your website to begin with the project. If you are not sure about your FTP address then contact any professional to do so.

### Monthly Updates

We will be providing you with Monthly Reports so that you can follow up the progress on your website. We will submit your website's content to free directories. Some directories charge fees to submit any content. Therefore, the client has to pay the fees.

### Note

This proposal is valid for 30 days from the date on which it was issued.

**Thanks and Regards**

**Parvesh Saini**

**Accepted By The Client**

**Name & Signature :-**

**Package Name -**