



Proposal for Online Marketing Plan

(Most economical and result oriented)

- Keywords : 15
- Backlinks : 75 per month

Onsite Optimization

- Keyword Research and Selection
- Titles tags Generation
- Meta tags Optimization
- ALT tags Optimization
- Hyperlink Optimization
- Sitemap Generation
- XML Sitemap in Google, Yahoo, Bing (MSN)
- Proper linking structure
- W3C validation of homepage Right keyword density
- Making dynamic pages search engine friendly

Offsite Optimization

- 75 Backlinks
- One way links
- Three way linking methodology
- XML sitemap submission in Google
- Sitemap submission in Yahoo
- Sitemap submission in Bing

- Blog setup on wordpress.com : 1
- Blog entries (100 words each) : 5 per month

- Setting up a search engine friendly blog on wordpress
- 5 blog entries every month of 100 words each
- Keywords centric and precise content

Blog content can be sent for approval on client's request.

- Social Bookmarking Links : 15 per month
- Social Media Links : 15 per month

- Profiles creation on social bookmarking sites like digg, delicious etc
- Profiles creation on social media sites like facebook, twitter etc
- Huge Visibility
- Over 90 Social Media profiles and networks in 6 months
- 90 Social Book Marking Profiles

This acts like a catalyst in terms of visibility, keeps on growing even after the tasks are complete.

- Press Release (500 words) : 1 per month
- Press Release Submissions : 10 per month

- Writing a press release of 500 words
- Targets latest happenings with your services/products/company.
- Targets the keywords we are focusing
- Spreads your services, products in all directions
- Submission of this press release in 10 different press release websites
- Over 60 different press release websites in 6 months of time

Press Release content can be sent for approval on client's request.

- Article Writing (500 words) : 1 per month
- Article Submissions : 10 Websites

- Writing an article of 500 words
- Featuring your services and products
- Articles may have links to your website
- Targets the keywords we are working for SEO
- Keywords centric and precise content
- We will submit this article in 10 different articles websites.

Articles content can be sent for approval on client's request.

Reports:

- Fortnight Ranking Report
- Monthly Linking Report
- Google Analytics Setup
- Google Webmaster Setup
- Bing Webmaster Setup
- Yahoo Site Explorer
- Blogging Report
- Social Media Report
- Press Release Submission Report
- Article Submission Report