



**Proposal for  
Presidential Account**

**(SEO & Brand Building)**

Keywords : 30  
Backlinks : 100 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**

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

Once we'll complete optimization on your website, your website will be displayed on the top (Organic SEO) like below:

About 38,100,000 results (0.30 seconds)

**Real Estate in Delhi | 99acres.com**  
[www.99acres.com/Delhi\\_Property](http://www.99acres.com/Delhi_Property)  
Find Dream Property in **Delhi** Over 3 Lakh properties. Search now!

**Realestate In New Delhi**  
[www.indiaproperty.com/NewDelhi/Search](http://www.indiaproperty.com/NewDelhi/Search)  
Find **Realestate In New Delhi** Find The Right One For Your Budget!

**Property In Delhi | Property.Sulekha.com**  
[property.sulekha.com/Delhi](http://property.sulekha.com/Delhi)  
Buy Property in Area of Your Choice in **Delhi**! Respond Now

Ads - Why these ads?  
  
**PPC ads**

**Delhi NCR Real Estate - Delhi NCR Property**  
[www.99acres.com/Delhi-Real-Estate.htm](http://www.99acres.com/Delhi-Real-Estate.htm)  
Get best property deals from **Delhi/NCR real estate** agents,  
Rent/ PG; Commercial; 71+ **New** Projects;

**New Delhi Real Estate Classifieds - IndiaGrid.com**  
[newdelhirealestate.indiagrid.com/](http://newdelhirealestate.indiagrid.com/)

**Organic SEO**

- Article Writing (500 words) 1 per month
- Article Submissions 50 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 50 different articles websites.

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

### Article Submission Example:

#### **Pepsi Makes The Best Of A Super Bowl-Free Sunday**

Published on February 1, 2011 |

Talk about making a silk purse out of a sow's ear. PepsiCo has managed to make a win out of *not* sponsoring the biggest advertising event of the year.

See the story here, by Jennifer Preston of the NYT: [Pepsi Bets on Local Grants, Not the Super Bowl](#)

“ *What's better than reaching more than 100 million viewers during last year's Super Bowl? For Pepsi, it could be 6,000 football fans during a high school game on Friday night in central Texas. Or a group of parents who wanted a new playground in their Las Vegas neighborhood.*

*That is the bet that PepsiCo made when it walked away from spending \$20 million on television spots for Pepsi during last year's Super Bowl and plowed the money into a monthly online contest for people to submit their ideas and compete for votes to win grants....*



This is the first time in 23 years that Pepsi isn't a sponsor of the Super Bowl. How did this happen? Who knows. Maybe the price-tag got too rich for them. Maybe they got outbid. (Though it's worth noting that PepsiCo won't be entirely absent from the Super Bowl: the game will feature ads for two of the company's other brands, Pepsi Max and Doritos.) At any rate, Pepsi says it's just a new strategy. Interestingly, they say — despite the fact that this new strategy involves giving millions of dollars to good

## FACEBOOK AND TWITTER MARKETING

- Creation of a page on Facebook and Twitter.
- Posting 15 Face book status and tweets every month like below:



adidas

We'd like to acknowledge and respond to the questions about our position on the issues surrounding animal welfare in the Ukraine and how that relates to adidas' partnership with the UEFA EURO 2012. We want you to know that the adidas group strongly opposes animal cruelty and expects the Ukrainian Government to investigate these allegations carefully and take appropriate measures. We are monitoring the topic closely and are committed to continue to do so.

Like · Comment · Share · November 22 at 1:24am ·

👍 712 people like this.

### **Reports**

- Fortnight Ranking Report
- Monthly Linking Report
- Google Analytics Setup
- Google Webmaster Setup
- Bing Webmaster Setup
- Yahoo Site Explorer
- Facebook and Twitter Account Creation Report
- Facebook and Twitter Posts Report
- Article Submission Report