

2014

SEO Proposal

For www.frontendaudio.com

I created this proposal according to Goggles last updates

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Objectives

To increase your search engine presence and rankings, which will in turn increase the number of people visiting your website? This ultimately increases new customers for your company.

Summary of Proposed Services

- 1) Benchmark current state in search engines
- 2) Keyword research & analysis
- 3) Competitive analysis for the main keywords
- 4) Analysis of On-Page code, design & structure
- 5) Submission of website to major search engines
- 6) Monitoring & maintaining search engine placement
- 7) Analysis & link building development campaign
- 8) Recommendations for ongoing content creation & updates
- 9) Project dependencies

The Importance of Search Engine Optimization

The most obvious benefit of SEO is traffic. Without traffic, you don't have anybody visiting your site to turn into buyers.

Search engine optimization is one of the best ways to create targeted traffic for your website. There is countless number of ways to generate traffic, but often times the visitors are not targeted, and thus end up viewing your site but not converting to customers. It's important to create [targeted traffic for your site.](#)

With this SEO proposal, your website's pages will attract visitors who are searching on specific keywords and keyword phrases. This is what targeted traffic means - getting people to view your website that want to see the content.

Just like in the offline world, when you create a business, you have to tell people about it. You don't just open shop and hope people find out about you. A website is the same thing. You need exposure, and since there are millions of people online, you especially need [targeted](#) exposure.

SEO Expectations:

The benefits of properly optimizing your website [will not be immediate](#). It could take a week, month, 3 months, or longer for your site to rank well in the major search engines. This is why I include a Maintenance portion in the proposal. Even though there is some initial one-time work for SEO, there are still ongoing SEO tasks that need to be maintained.

Securing a high ranking position in Google for instance, is not permanent. Your competitors will not sit back idly and let you have all the glory. If you invest in the initial SEO tasks now, but not in maintaining your presence in the major search engines, then [your investment is a waste of your valuable time and money.](#)

Right now your competitors are raking in the visitors for keyword phrases that apply to your company's products and services. The reality is, most of your competitors have likely implemented an SEO campaign and are profiting because of it. Your industry, [Used Designer Handbags is a mid/highly competitive area](#), and I feel confident that by following the guidelines in this proposal, you can get your share of those visitors.

Search engines need help to identify what your website pages are all about. That's what on-page optimization is all about - setting up your pages to make relevant data clear to the search engines.

(Although I can work with you to create a presence in the major search engines and generate targeted traffic, this proposal does not include converting those visitors to customers. I can however provide some insight into this area.)

Breakdown of Proposed Tasks

The following table is a breakdown of proposed tasks to be completed in the order shown:

TASK	DESCRIPTION
Benchmark current traffic & Search Engine positioning	Create a report that displays where your site ranks now, how many pages are indexed by the major search engines, and the number of external sites linking to yours
Keyword research & analysis	Generate targeted keyword phrases for every page of your website. Include a report of estimated search volume per keyword phrase
Competitive analysis	Analyze your top competitors and what keywords they're using to place high in the Search engines. Includes competitive link analysis, to identify major sites that are linking to your competitors
Create site wide META tags and page titles for search engines	Recommend website modifications to include separate sets of META tags that adhere to the requirements of each of the major search engines
Site wide on-page optimization for search engines	Recommend modifications to all main pages of website, to ensure that keywords are used properly in the content
Search engine submission	Manual submission to all major search engines. Including recommendations and instructions for paid submission to specific sites
Initial analysis to create a Link Development Campaign	Create a strategy to develop inbound links to your website
Initial analysis to provide fresh content for your website	Analyze how your website can provide fresh content and build over time
Monitor & maintain	Utilize tracking software on your website to analyze traffic over a period-of-time. Includes continuous tracking and recommended modifications in web pages

Benchmark Current Traffic

A detailed report of how your site currently ranks in the major search engines, and analysis of where your current traffic is coming from, will provide me with a base line. With this base line, i'll be able to view [tangible results](#) that implementing an SEO campaign can bring over time.

- Major search engines include Google, Yahoo & Microsoft (MSN/Bing)
- Report will show what pages of your website are currently indexed in these major search engines
- Analysis of your web server log files to determine where past and current traffic is coming from

Keyword Research

Optimizing your website for the major search engines must include keyword research. Each page needs to be optimized for a particular keyword or keyword phrase, so that people searching on those phrases will see your site ranked high in the search engines. In-order to properly optimize your site, i need to identify what the best keywords would be for every page of your website.

- Using professional industry standard keyword research tools, i will generate a large listing of keyword phrases related to your industry
- From that list, i will recommend individual keyword phrases to be associated with each page of your site for your approval
- I will provide a detailed report on how the chosen keywords are being searched on .

Competitive Analysis

In-order to compete, you need to know what your competition is doing. They are targeting certain keywords to attract buyers, and these need to be taken into consideration. Many of your competitors will likely also have inbound links from other websites. This is important to identify, because you'll want your website linked at some of those places as well (*link building is an important part of any SEO campaign and discussed in more detail later on*).

- Using a variety of analysis tools, I will identify what keywords your top competitors are using to generate traffic
- I will need assistance from you in identifying your competitors (*partially done already on your part*)
- Using a variety of analysis tools, I will identify and analyze the inbound links to your competitors' websites
- All information will be provided in a detailed report

SI	Website URL	Google Rank	Alexa Rank	Google Index	Bing Index	Google Backlink Count	Bing Backlink count	Alexa Backlink Count	D A	P A
	Frontendaudio.com	3	392488	76,800	0	0	0	148	32	37
	Competitors URL									
1	www.bestbuy.com	7	373	847,000	0	746	0	19,114	46	89
2	www.gear4music.com	3	28,861	68,700	0	5	0	4,099	37	42
3	www.sweetwater.com	5	6,202	7,000,000	0	153	0	2,139	53	65
4	www.guitarcenter.com	6	5,625	11,200,000	0	179	0	4,835	63	76
5	www.musiciansfriend.com	5	5,676	301,000	0	113	0	5,060	1	100
6	www.zzounds.com	5	15,756	167,000	0	47	0	1,846	71	66
7	www.dv247.com	3	120,795	60,000	0	37	0	610	31	48
8	www.musictech.net	4	132,396	6,630	0	45	0	200	27	52
9	www.propellerheads.se	6	43,996	149,000	0	0	0	1,869	75	73
10	www.gearslutz.com	5	7,197	1,060,000	0	79	0	1,909	64	60

Creating Site-Wide META Tags

META tags are part of your website pages that users cannot see. They include keywords about your site and a description.

It used to be that search engines placed a lot of importance on Meta tags, and without them you would be severely harming your chances of ranking well.

These days though, a lot of major search engines do not place as much importance in this area. However, it's still a recommended task throughout the SEO community at large, because it still offers a [marginal increase in search engine rankings](#).

- Evaluate each page for proper keywords
- Recommend modifications to key pages for inclusion of site-wide meta tags

Website Optimization

This is an essential part of the SEO campaign. After identifying your website's keywords, each page needs to be modified to properly utilize and reflect those keywords. That way, each page is optimized for the search engines individually.

- Evaluate what the main pages are on the website
- Recommend individual page modifications for each page
- Analyze what pages are missing (such as a 404 Error page, external links etc. if any)
- Make appropriate recommendations for additional content that will help with overall positioning in the search engines
- Monitor your website using Google Webmaster Tools

Web Directories and Search Engine Submission

To get your site initially indexed at the major search engines, you need to have them submitted. Although there are other methods to get your site initially indexed, such as writing related articles to article directories and linking back to your main site, we recommend manual submission initially.

Note that Google does not require submitting your website, as it's "crawlers" are automated (and your site is already listing in Google).

- Research and recommend search engines for site submission (Google, Yahoo, Microsoft)
- Research and recommend free and paid website directories in which to submit your website to (Yahoo Directory, Dmoz, Best of the Web, Business.com, etc.)
- Includes carrying out the manual submissions to approved sites (search engines and web directories)
- A more comprehensive analysis of site submission would be covered in a Link Development Campaign

Link Development Campaign

All of the SEO tasks described before this point are critical in optimizing your site for the search engines. However, they are still only part of the equation. The major search engines, especially Google, qualify a website on more than just on-page optimization. [They actually check to see who is linking to a site, in-order to grade your overall score.](#) To rank well in the search engines, you definitely want to have other sites consider your website as important. This is often referred to as building page rank.

Google thinks that if other quality sites are linking to yours, that [raises the importance of your site](#) as an authority in its field. Google also counts quality outbound links as valuable to your overall page rank.

Getting related quality sites to link to your site isn't a quick process, but it isn't very complicated either. Research has to be done to select quality related sites, and then identifying how to get them to link to your site is the next step. Sometimes that means contacting the site owner, and other times it's simply submitting your site to a directory.

That's part one of the link development proposal. The next part is about building back links. Any link that goes to your website is considered a back link, and while you should build up links from related sites, there are many other ways to a) generate back links and b) increase your website traffic. Generating back links is widely known as a great way to increase traffic to a website.

The end-result is always ["How do I get more people to my website?"](#) I will propose a thorough Link Development Campaign if you are interested.

Creating Ongoing Content

I understand that not all websites or companies are designed to easily offer ongoing content. But, it needs to be stressed that a growing, rich content developed site is viewed highly in the eyes of the search engines.

There are many solutions to providing new content for your website. If this is something you are interested in, I can offer advice and guidance.

Ongoing Maintenance Plan

This is the final phase of the overall proposal. Once all of the above tasks are implemented, and enough time has passed to gain a respectable presence in the search engines, testing and tweaking begin.

As was mentioned earlier, your competitors are not going to sit idle while your website continues to compete.

It's important to [monitor and maintain your positive results](#).

Another thing worth mentioning is the fact that *search engines are always changing*. Unless this is something you want to keep continually informed about, you will want someone to monitor & maintain.

I can discuss an ongoing relationship if, and when you decide it's an important step for your business. A monthly rate would apply.

Project Dependencies

If you choose to use our services, we would require the following:

- 1) A list of your top 5 competitors
- 2) Ongoing access to your web server logs
- 3) Your complete support on the tasks

Team Work Management:

After analyzing your business and site, I think a professional team is needed for this project. According to our last discussion on oDesk, you showed your interest to hire more two persons. I do agree with you. If we want to run our project smoothly, we need a professional and experienced team. Over the years, I worked with many professional SEO experts as a team. So if you would like to have them work for you, just let me know.

I think I may need more two persons to make a perfect team. I have made Team Work Management Plan (for three persons). Let's have a look at my Team work distribution plan below.

S.N	Team Member	Working Hour	Work Description	Approx. Hr/Rate
1	Person 1	40-50 Hrs/Week	Competitor analysis, setup weekly working plan, webmaster and analytics analysis, campaign setup and maintenance, Amazon and Google Shopping maintenance, Monthly Report	\$6-\$7
2	Person 2	40-50 Hrs/Week	Article Writing, Info graphic, Video Marketing, Photo Sharing, Document Creating and Sharing, Web2.0. Social Media Marketing	\$5-\$6
3	Person 3	40-50 Hrs/Week	Directory, Social Bookmarking, Forum Posting, Blog Commenting, Guest Blogging, Broken Link building, Local Business Listing, Classified Ad Posting, Rss submission, Review and Question Answer.	\$5-\$6

Working Plan:

Actually I believe that a well plan is very much necessary to make a project successful. So as to make our project successful I have made approximate milestones that include what will be accomplished in each month and what will be done in future. Following plan is an estimated plan, it can be changed, and it depends on your current market analysis and requirements. Let's take a look at the milestones and future working plan.

SL	Month	Work Description
1	First Month	Key word analysis and suggestion, Canonical issue fixing, Internal link navigation, Title creation, Meta description creation, Key words density set, Alt Tag, URL Optimization, Competitive analysis, competitor back link analysis.
2	Second Month	Site map Re-submission, , URL Submission, Campaign Setup, Social Media Setup, Article Writing, Info graphic, Video Marketing, Photo Sharing, Document Creating and Sharing, Web2.0, Directory, Social Bookmarking, Forum Posting, Blog Commenting, Guest Blogging, Broken Link building, Local Business Listing, Classified Ad Posting, Rss submission, Review and Question Answer.
3	Third Month	Campaign Maintenance, Social Media Setup, Article Writing, Info graphic, Video Marketing, Photo Sharing, Document Creating and Sharing, Web2.0, Directory, Social Bookmarking, Forum Posting, Blog Commenting, Guest Blogging, Broken Link building, Local Business Listing, Classified Ad Posting, Rss submission, Review and Question Answer, Amazon eBay and Google shopping maintaining.
4	Forth Month	Campaign Maintenance, Social Media Setup, Article Writing, Info graphic, Video Marketing, Photo Sharing, Document Creating and Sharing, Web2.0, Directory, Social Bookmarking, Forum Posting, Blog Commenting, Guest Blogging, Broken Link building, Local Business Listing, Classified Ad Posting, Rss submission, Review and Question Answer, Amazon eBay and Google shopping maintaining.
5	Five Month	Campaign Maintenance, Social Media Setup, Article Writing, Info graphic, Video Marketing, Photo Sharing, Document Creating and Sharing, Web2.0, Directory, Social Bookmarking, Forum Posting, Blog Commenting, Guest Blogging, Broken Link building, Local Business Listing, Classified Ad Posting, Rss submission, Review and Question Answer, Amazon eBay and Google shopping maintaining.
6	Six Month	Campaign Maintenance, Social Media Setup, Article Writing, Info graphic, Video Marketing, Photo Sharing, Document Creating and Sharing, Web2.0, Directory, Social Bookmarking, Forum Posting, Blog Commenting, Guest Blogging, Broken Link building, Local Business Listing, Classified Ad Posting, Rss submission, Review and Question Answer, Amazon eBay and Google shopping maintaining.

Estimated Achievement:

Every activities and movement must have some target and goals. So I set up some approximate goals what I will keep in mind while working for your project. After analyzing your business market and competitors, I am going to set up some goals. From my past experience in providing SEO services, I believe I can bring your 60-80 keywords to the first page of Google and other search engines within 6 months of work. I also believe that my quality work and contributions will increase your page rank. After spending of six months work, I can get you approximately 10,000 visitors in each month.

Above goals are set up on the basis of my short analysis for your site, recording industry and competitors. If I am hired, then I'll have advance analysis on your industry, market and competitors which will help me to set up more accurate and perfect goals for your business.

About Me:

I am **Md Nazmul Islam** from Bangladesh. I am an **SEO expert** in oDesk. I am here with complete SEO solutions. I have been providing SEO services for more than 5 years. I do SEO according to Google Search Engine Algorithm. I always keep myself updated with the Google's latest updates. I have 100% Confidence at my work. I have the ability to accomplish the goal of quality results, Google first page ranking, increase traffic and Page Rank of the website with white hat techniques.

I believe that honesty and hardworking in the right path can build the satisfaction which leads us towards the success. My goal is always to satisfy the client and having good words from them.

My past Experience:

*** Last 4 years I worked with "Firstnet Communications" located in Philippine. Firstnet Communications is a Chain e-Commerce Company. They supply gifts more than 32 countries in the world. You may contact with them. **Zafrul Hasan** is the marketing director of this company. His personal email

zafrulbd@yahoo.com skype: zafrulbd

*** Last year I worked with an USA Company named "Sewell Consulting" as a SEO project manager. You may contact with **Jared Matthew Sewell** who is an owner of "Sewell Consulting". Skype: sewellco email:

info@sewellconsulting.com

I hope you understand my above details SEO analysis, plan and proposal. I will provide you my best work to achieve the projected goals within the estimated time duration. I am able to start working ASAP. If you have any further questions, please let me know.

Looking forward to hearing from you soon.

Best Regards,

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