

Digital Marketing Proposal



Digital marketing is the process of building and maintaining customer relationships through online activities to facilitate the exchange of ideas, products, and services that satisfy the goals of both parties.

Our digital marketing optimization service includes the integration of focused traffic-generation tactics that are vital to the success of your site. We have a thorough professional SEO team which would help in improving your brand's presence across various search engines.

We stand ready and eager to assist you with any SMM based solutions, promotion requirements, internet marketing or corporate branding solutions you may require. We are a team of highly trained and skilled professionals that take great care in ensuring that the final product is always delivered on time every time, within budget and utilizing the finest techniques, technology and creative thinking at our disposal. We will look closely at how best to convey the essence of your business, the quality and style of language and expression used.

Business Traffic



SEO (Search Engine Optimization)

Search Engine Optimization (SEO) is a method used to increase a website's position on search engine results pages (SERPs). SEO is a marketing discipline focused on growing visibility in organic search engine results. To rank higher you make changes to your website that make it easier for search engines to understand your content.

Onsite SEO

- *Meta Descriptions*
- *Meta Titles*
- *Content Quality*
- *Content Length*
- *Content Freshness*
- *URL Structures*
- *Internal Links*
- *Outbound Links*
- *Image Title Tags*
- *Keyword Usage*
- *Site Depth*
- *Rate of Audience Engagement*
- *Redirects*
- *Duplicate Content*
- *Social Tags*
- *Broken Links*

Offsite SEO

- *Number of Inbound Links*

Technical SEO

- *Site Speed*
- *Mobile Friendliness*
- *Crawlability*
- *Meta Security*
- *Secure Forms and Data Entry*

Plan of Action

To imply a great impact, here we reveal our detailed SEO strategy plan that clears out what we offer and what we do. **First of all, we offer a complete SEO package for a minimum of 6 Months target and assures for results.** To improve your website's SEO, our strategy resolves these issues through the followings strategies.

Strategy	Description
Full Site Audit	We perform a complete audit of your website's onsite SEO, offsite SEO, and technical SEO.
Keyword Research	We research up to [x] keywords to find the best opportunities for connecting with your target audience and appearing in search.
Competitor Research	We assess your client's competitors to see how they are performing and what you need to do to top them.
Technical Optimization	We implement technical upgrades that help your site meet the requirements and best practices set by Google.

Content Strategy	We expand site depth and build additional on-site content through a blog and targeted landing pages.
Link Building	We gain links back to your website.

Cost Per Month

Total monthly charges for SEO (Search Engine Optimization) – ₹ 4000.00

For our services we need payment in advance.

SMM (Social Media Marketing)

Social media marketing (SMM) is a form of Internet marketing that utilizes social networking websites as a marketing tool. One of the key components of SMM is social media optimization (SMO). Like search engine optimization (SEO), SMO is a strategy for drawing new and unique visitors to a website. SMM became more common with the increased popularity of websites such as Twitter, Facebook, Myspace, LinkedIn, and YouTube.

Social media presence is a necessity for many customer-driven enterprises as it gives the impression of a more immediate connection between the customer and the seller. Moreover, campaigns spread through social media are believed to have more resonance because they are usually discovered through links shared by trusted sources.

What we offer:

- 1) Page Creation - Facebook, Instagram, Tumblr, Pinterest, Twitter, Google Plus, LinkedIn.
- 2) Post Creation and Publishing - 2 posts will be published weekly as on above social medias.
- 3) Website Traffic, Page and Post Promotion (Face Book Only)
 - a) Increase over 1000 website traffic weekly.
 - b) Monthly a minimum of over 1000 face book page likes.

c) 2 posts will be promoted weekly and over 1000 reaches for these posts.

(images and content have to be given by you, even if you want more promotion the charges will be paid extra).

Cost Per Month

Total monthly charges for SMM promotion is - ₹ 5000.00

For our services we need payment in advance.

Terms and Conditions

- All Plans and Packages are priced excluding taxes.
- Higher page ranks some time take more times to complete. We'll send you the list of URL's and corresponding page ranks at the end of the month / or completion of the project.

NB : This is our price to reach all these results and **we can also work with your budget**. Feel free to reach out to me.

Thanks

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