

MODULES &



ACTION PLAN

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MODULE 1 (CURRENT WEBSITE ANALYSIS REPORTS AND KICK OF MAIL)

Task/Sub Task	Recommendation & Implementation
<i>Preliminary SEO Analysis</i>	A detailed PRE- SEO report is created including the present status of the site over different search engines. The report comprises the site strength. Link density and the nature of hype created for the site.
<i>Detailed Competitor Analysis</i>	This Report includes information about the major competitors of your site in the niche market, their ranking and position in the search engines along with their top keywords.
<i>Project Milestones</i>	A Brief description of the project proceedings along with the delivery dates and payment details of each module shall be presented for your perusal.

MODULE 2 – (KEYWORDS RESEARCH ANALYSIS)

<i>Keywords Analysis</i>	A complete list of all best and available keywords as per your niche market area will be provided. The final Short listing of keywords will be subjected to client approval only.
<i>Keywords Addition/Deletion</i>	Additional keywords by Client can be added, deleted or altered at this stage only.
<i>Final KW Approval</i>	A final list of approved and assured keywords for the website will be finalized only after the final approval mail.
<i>Keyword Ranking</i>	Ranking report based on every keyword that has been targeted for the site is prepared and sent. Once, work begins, similar reports are sent to mark the progress of the project at regular intervals. * It depends on the count of keywords ranking in how many Search Engines like Google.com, Google.co.uk, Yahoo, MSN etc.

MODULE 3 - PHASE 1 (ON PAGE OPTIMIZATION)

Meta Tags Development

Along with the title and attractive descriptions that are provided by us, the basic Meta tags are also developed as per the site requirement after approval from the client.

Image Optimization

All images in the website will be optimized with Alt attributes and name of the images as per Google web master's quality guidelines.

Anchor Text Optimization

All the targeted keywords will be optimized using proper Anchors throughout site at all possible places

Content Level Optimization

- Proper usage of H-Tags. (We will implement H1 and H2 tags in the site)
- Highlighting of important keywords throughout website using special effects like Bold and Italics will be undertaken
- Improved Website Navigation Scheme using strong interlinking of internal pages for suitable keywords shall be done.
- Implementation of No follow attributes to preserve Link & PR Juice.
- Improved Keywords Density & effective LSI keywords shall be introduced in the website.

Google Webmaster Tools Set-up

- Development of Google Site-map. (Both XML & HTML sitemap & if required ROR as well)
- Google Friendly files for Root Directory: robots.txt, info.txt
- Site-map verification from Google by implementation of Google verification file.
- Implementation of Google Analytical (GA Code) on important landing pages of site to analyze day to day traffic stats.

Yahoo Webmaster Tools Set-up

- Development of Yahoo Friendly Site-map. (Text Site-maps are created and uploaded)
 - Site-map verification from Yahoo by implementation of Yahoo verification file.
 - Development of Yahoo Friendly Site-map. (Text Site-map will be uploaded)
 - Site-map verification from Yahoo by implementation of Yahoo verification file.
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MODULE 3 PHASE 2 (ON PAGE OPTIMIZATION)

<i>HTML Validation</i>	HTML Validation from W3C to make site error free in order to make site more crawlers friendly.
<i>CSS Validation</i>	CSS Validation as per W3C Standards in order to make site more user and crawler friendly.
<i>Broken Links Validation</i>	Links Validation from W3C to make broken links free website
<i>RSS Feeds Implications</i>	We will use Articles/Blog/News content as syndicated RSS content and RSS submission task to over 100 RSS readers is also included in this activity.
<i>Web Page Content</i>	The Web Page content development work is also proposed for this SEO project. We will get the existing content edited to make it more search engine friendly.
<i>Tracking Code installation</i>	Tracking code will be installed in all the pages in order to track the traffic (visitors' region, time etc.) * It depends on the requirement.
<i>Web 2.0 Services</i>	Implementation of web 2.0 features like tagging, site search etc., as per the web site requirement will be incorporated in order to the make the website interactive and popularize its uses. * It depends on the requirement.
<i>Breadcrumbs</i>	Breadcrumb feature for better navigation and ease of crawling for both the end user and the crawler will be introduced. This might also include modification in the navigation element and linking structure of the website. * It depends on the requirement.
<i>URL Optimization</i>	This is an important stage, where we decide whether your website URL needs to be optimized with a keyword for better ranking of the website or not. In all cases, permission of the client is a must for any change in the existing URL. * It depends on the number of pages.
<i>Anchor text Optimization</i>	Anchor Text Optimization is carried out for link building and easy navigation. Important keywords in the content are highlighted and linked to other pages in the site.



MODULE 4 (OFF PAGE OPTIMIZATION)

THE FOLLOWING ARE THE SPECIFIC SEARCH ENGINE MARKETING TECHNIQUES THAT WE CARRY OUT FOR YOUR SITE.

- *Social Media Optimization (SMO): We will offer you Social bookmarking service from High Traffic Websites*
- *Articles Submission/ Marketing Service: We will offer as many as 100 live sites where articles and desired content will be published for promotional purposes.*
- *Blog Submissions: We will create 100 blogs for the site that will publish highly relevant information about the website along with links to most relevant and important landing pages of the website.*
- *Press Release: Section can be commenced as per your requirement. We will offer 50 + press release submissions.*
- *Website Ads: will be placed in some of the most High Traffic classified Ad sites.*
- *Video submission Service: if you have a video of your website product our service and wish to achieve publicity through that video*

WE OFFER BOTH ONE WAY AND RECIPROCAL LINK BUILDING SERVICES. OUR LINKS WILL BE DEVELOPED BY KEEPING GOOGLE WEBMASTER GUIDELINES IN MIND. WE WILL COVER THE FOLLOWING BASIC RULES

- *No FFA, Link farms*
- *Desired anchor text will be placed*
- *Theme Relevant links up to 70:30*
- *Scope will be defined by Client For PR requirement of links, Hence Charges will be applied accordingly*
- *Links will be placed around your relevant neighborhood surrounded by quality content*
- *No porn or spam sites.*
- *Only one link from each site*
- *All links will be visible and readable*
- *All links will be from English websites*
- *Black listed or banned sites will be strictly checked for*

<i>Forum Posting</i>	For the Purpose of creating hype, we will work on popular business forums, which is a good source for conversion as well
<i>Groups Creation/Participation</i>	Google Groups, Yahoo Groups, Facebook Communities and many more famous site made in this behalf are included in our SEO Activities
<i>Questions/Answers</i>	Wiki Q/A, yedda, msn, and yahoo are the major websites for this purpose
<i>Classified ads</i>	As a method of online selling, we will focus to do classified ads in major reputed sites

MODULE 5 (REPORTS HANDLING)

<i>Monthly Keyword Ranking Reports</i>	We will show you the current status of your websites ranking for each keyword.
<i>Back links Report</i>	We will offer you a complete graphical representation of website traffic for the entire month. This will include, visits on a daily basis, unique visitors, traffic sources, traffic locations etc. On Commencement of your link building campaign, we will begin sending you the back link Report once every month
<i>Article and Blog Submission Report</i>	A fortnight analysis of article and blog creation and submission will be provided, once the campaign commences

MODULE 7 (SEO CHECK LIST)

<i>On Site Seo Check List</i>	<ul style="list-style-type: none"> • Checked at target resolutions • Checked on relevant browsers • Appropriate Style sheet used • Appropriate templates used • All pages are w3c validated
<i>Design</i>	<ul style="list-style-type: none"> • Linking level is not more than 3 level • Broken links (404 error) checked and removed • Checked and removed hidden text • .js and .css file is in separate file • Toggle is not present as a navigation • All pages 90% is in DV • Used static text links for important links • HTML and XML Site maps are included • Traffic tracking code is installed on all pages • Removed junk codes and unnecessary spaces • Allow search bots to crawl your sites without session ID's • Page load site is not exceeded
<i>Development</i>	<ul style="list-style-type: none"> • Meta refresh tag is not used in any of the web page • Standard navigational elements included • All Url's are Search Engine friendly • Validated robots.txt • Maximum page size not exceeded (110KB) • Keyword density is between 3-6%
<i>Content</i>	<ul style="list-style-type: none"> • Checked for content delicacy (up to 20% allowed) • Each page has 1 H1 heading and the main body content is immediately after the H1 • Checked for keyword Prominence (primary keywords are available on top of the page) • Keyword density on each page is well balanced
<i>Offsite SEO Checklist</i>	<ul style="list-style-type: none"> • Used proper anchor text according to landing page for link building • Deep linking ratio is not less than 25% • Broken links are not in the site • Rss feeds are validated • Make sure links are not pointing to "Index.htm" or "index.php. "Link to "/" • Meta and data content, spelling and grammar mistake free