

SEO ROADMAP



SEARCH ENGINE OPTIMIZATION PROPOSAL

SEO Campaign Process

STEPS

01



Website & Competitive analysis



keywords research

02

03



Website on-page optimization



Manual link building

04

05



Submissions to trusted sites



Weekly keyword ranking reports

06

07



Monthly SEO Performance reports



Parmanent traffic, leads, income, ROI

08

MONTH TO MONTH CAMPAIGN ACTIVITIES

Month 1

(40 Hours Link Building) + 15 Free Hours For Setup

Onsite Tasks

- Competition Research- 10 Hours
- Keyword Research & Selection- 10 Hours
- Keyword Mapping Sheet - 1 hour
- URL Optimisation - 2 Hours

Offsite Tasks

- Link Building - 30-40 Links 30 Hours
- Weekly Reporting - 2 Hours

Expectation:

- * No Improvement In Keyword Rankings

Month 2

(40 Hours Link Building) + 20 Free Hours of Onsite

Onsite Tasks

- Meta Tags Creation & Implementation 5 hours
- Content Optimisation - 10-20 Hours
- New Landing Page Creation - If Required 10 HR/Page
- Schema Markup Implementation - 5 Hours

Offsite Tasks

- Link Building - 30-40 Links - 30 Hours
- Weekly Reporting - 2 hours

Expectation:

- * 10% keywords Will Start Ranking

Month 3

(40 Hours Link Building) + 20 Free Hours Onsite + 10 Hours CRO

Onsite Tasks

- Mobile Optimisation
- Site Speed Optimisation
- Website Architecture Enhancement
- Conversion Rate Optimisation

Offsite Tasks

- Link Building - 30-40 Links -30 Hours
- Weekly Reporting - 2 hours

Expectation:

- * 20% Keywords Will Start Ranking

Month 4

(40 Hours Link Building) + 10 Free Hrs of Analytics + 10 Hours CRO

Onsite Tasks

- Google Analytics Goal Setup
- Resolving Google Search Console Error
- Hotjar Implementation

Offsite Tasks

- Link Building - 30-40 Links - 30 Hours
- Weekly Reporting - hours

Expectation:

- * At Least 30% Keywords Will start ranking

Month 5

(40 Hours Link Building) + 10 Free Hours GMB + 10 Hours Audit

Onsite Tasks

- 1st Campaign Performance Analysis
- Add/replace keywords based on performance
- Optimise Blog for Internal Linking
- Google My Business Optimisation

Offsite Tasks

- Link Building- 30-40 Links - 30 Hours
- Weekly Reporting - 2 hours

Expectation:

- * 70% Keywords will Start Ranking

Month 6

(40 Hours Link Building) + 10 Free Hours Semrush Audit

Onsite Tasks

- SEMRUSH Audit & Web Fixes

Offsite Tasks

- Link Building - 30-40 Links - 30 Hours
- Weekly Reporting - 2 hours

Expectation:

- * 100% Keywords Will Start Ranking

Month 7

(40 hours Link Building) + 10 Free Hours Moz Audit

Onsite Tasks

- Moz Audit & Web Fixes

Offsite Tasks

- Link Building - 30-40 Links 30 hours
- Weekly Reporting - 2 Hours

Expectation:

- * Atleast 10% Keywords Should be in top 10

Month 8

(40 Hours Link Building) + 10 Free Hours Ahrefs Audit

Onsite Tasks

- Ahrefs Audit & Web Fixes

Offsite Tasks

- Link Building- 30-40 Links - 30 Hours
- Weekly Reporting - 2 hours

Expectation:

- * Atleast 20% Keywords Should be in top 10

Month 9

(50 Hours General Link Building)+ Free Reporting

Offsite Tasks

- Link Building- 40 Links - 30 Hours
- Competitor Links - 5 Links - 10 Hours
- Weekly Reporting - 2 Hours

Expectation:

- * Atleast 30% of keywords will be in top 10
- * Atleast 3 Keywords in top 3

Month 10

(50 Hours General Link Building) + Free Reporting

Offsite Tasks

- Link Building - 40 Links - 30 Hours
- Competitor Links - 5 Links - 10 Hours
- Weekly Reporting - 2 Hours

Expectation:

- * Atleast 40% Keywords in Top 10
- * Atleast 5 keywords in top 3

Month 11

(50 Hours General Link Building) + Free Reporting

Offsite Tasks

- Link Building - 40 Links - 30 Hours
- Competitor Links - 5 Links - 10 Hours
- Weekly Reporting - 2 Hours

Expectation:

- * Atleast 50% Keywords in Top 10
- * Atleast 10 keywords in top 3

Month 12

(50 Hours General Link Building) + Free Reporting

Offsite Tasks

- Link Building - 40 Links - 30 Hours
- Competitor Links - 5 Links - 10 Hours
- Weekly Reporting - 2 Hours

Expectation:

- * Atleast 60% Keywords in Top 10
- * Atleast 15 keywords in top 3

Our requirement:

Please work with us to optimise your website's pages, without a good website all our work is in vain.

Important Note:

All Onsite, CRO and Auditing work is complementary, We charge you for link building only.

SEO Pricing

Monthly Package	Keywords	Guest posts	Gap Analysis	CRO	Half Yearly	Yearly
Starter						
\$250	18-25	✘	Quarterly	Yes	\$1250	\$2500
\$300	25-30	✘	Quarterly	Yes	\$1500	\$3000
Visibility						
\$500	40-50	5	Bi-monthly	Yes	\$2700	\$5400
\$800	60-80	8	Bi-monthly	Yes	\$4400	\$8500
\$1000	80-100	10	Bi-monthly	Yes	\$5200	\$10000
Performance						
\$1200	100-120	12	Monthly	Yes	\$6200	\$12000
\$1500	120-140	15	Monthly	Yes	\$7800	\$15000
\$2000	150-160	20	Monthly	Yes	\$10500	\$20000
Booster						
\$3000	200	25	Monthly	Yes	\$16000	\$32000
\$4000	200+	30+2 Edu Links	Monthly	Yes	\$21000	\$42000
\$5000	300+	35+3 Edu Links	Monthly	Yes	\$26000	\$52000
Enterprise						
\$6000	400-500	50+5 Edu Links	Monthly	\$250	\$30000	\$60000
\$7500	600-700	60+5 Edu Links	Monthly	\$250	\$38000	\$76000
\$9000	800-1000	70+5 Edu Links	Monthly	\$250	\$45000	\$90000

Compare Features of Each SEO Marketing Package

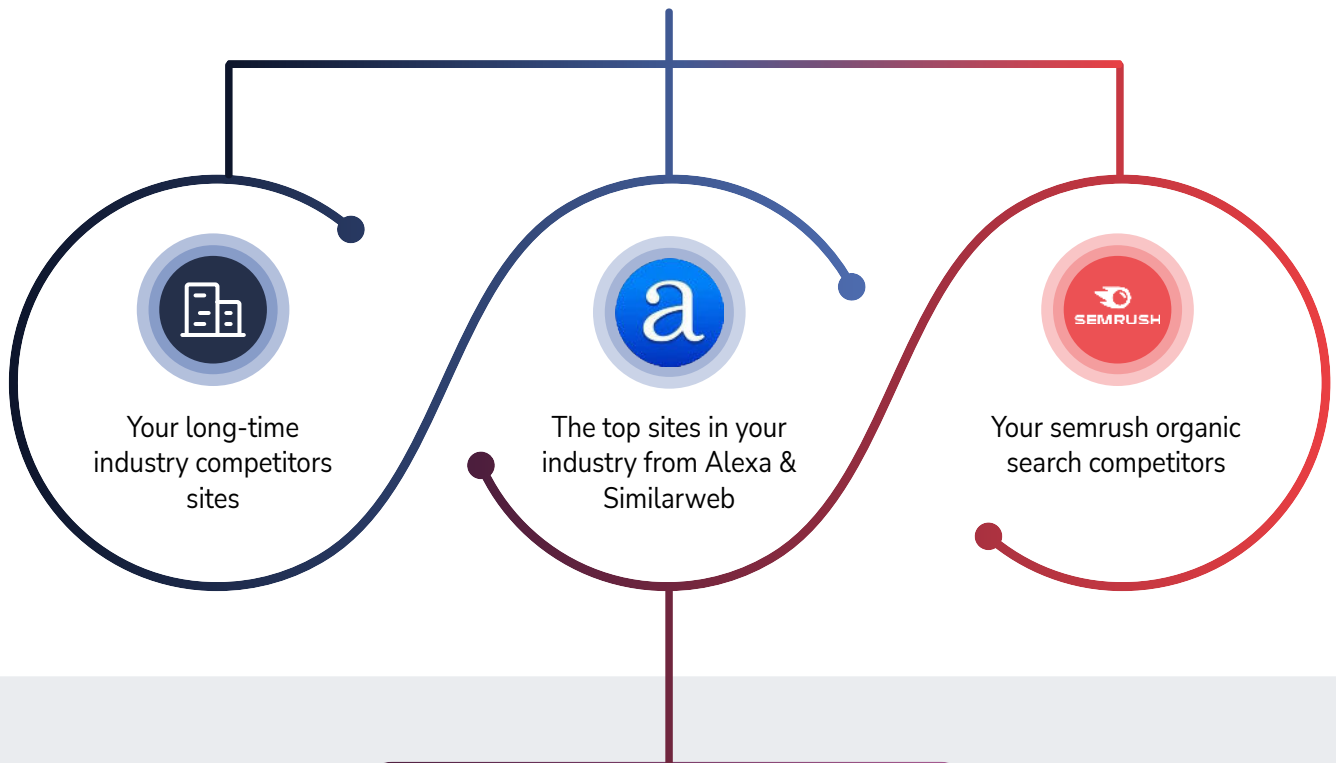
We make it easy for you to choose the right package. See exactly what you get when you subscribe to one of our affordable SEO packages. We have crafted each package carefully based on the business needs and the size of the website.

Features	Starter	Visibility	Performance	Booster	Enterprise
Initial Analysis					
In-depth Website Analysis	✓	✓	✓	✓	✓
Initial Website Audit Report	✓	✓	✓	✓	✓
Initial Backlinks Analysis	✓	✓	✓	✓	✓
Competition Analysis	✘	✓	✓	✓	✓
Relevant Keyword Research	✓	✓	✓	✓	✓
Duplicate Content Check	✘	✓	✓	✓	✓
Technical Advice on Website Basic	✓	✓	✓	✓	✓
Technical Advice on Website Advance	✘	✓	✓	✓	✓
On Page Optimization					
Meta Tags Optimization	✓	✓	✓	✓	✓
Site Structure Optimization	✓	✓	✓	✓	✓
Improve URLs Structure	✓	✓	✓	✓	✓
Content Optimization	✘	✓	✓	✓	✓
Anchor Text Optimization	✘	✘	✓	✓	✓

Features	Starter	Visibility	Performance	Booster	Enterprise
Initial Analysis					
Images Optimization	✗	✓	✓	✓	✓
Heading Tags Optimization	✗	✓	✓	✓	✓
Effective Use of Robots.txt	✗	✓	✓	✓	✓
HTML Code Optimization	✗	✓	✓	✓	✓
Functionality Issue Resolve	✗	✓	✓	✓	✓
Sitemap Creation	✓	✓	✓	✓	✓
SEO Content Marketing and Link Acquisition					
General Link Building	✓	✓	✓	✓	✓
General Blog Posts	✓	✓	✓	✓	✓
Guest Posts	✗	✓	✓	✓	✓
Broken Link Building	✗	✓	✓	✓	✓
Sky Scraper technique	✗	✗	✓	✓	✓
Competition Backlinks	✗	✓	✓	✓	✓
Scholarship Links(.edu domains)	✗	✗	✓	✓	✓
Press Releases	✗	✗	✗	✓	✓
HARO Backlinks	✗	✗	✗	✓	✓
Conversion Rate Optimization					
Call To Action Optimization	✓	✓	✓	✓	✓
Goals Setup In Google Analytics	✓	✓	✓	✓	✓
Event Tracking	✗	✓	✓	✓	✓
Thank You Page Tracking	✓	✓	✓	✓	✓
Hotjar Implementation	✗	✓	✓	✓	✓
UTM Tracking	✗	✗	✓	✓	✓
CallRail Implementation	✗	✗	✓	✓	✓
Local SEO (Search Engine Optimization)					
GMB Optimization	✓	✓	✓	✓	✓
Local Schema Implementation	✓	✓	✓	✓	✓
Citation Building	✓	✓	✓	✓	✓
Google Map Optimization	✗	✓	✓	✓	✓
Knowledge Graph Optimization	✗	✓	✓	✓	✓
Multi Location Optimization	✗	✓	✓	✓	✓
Reviews Management	✗	✗	✗	✓	✓

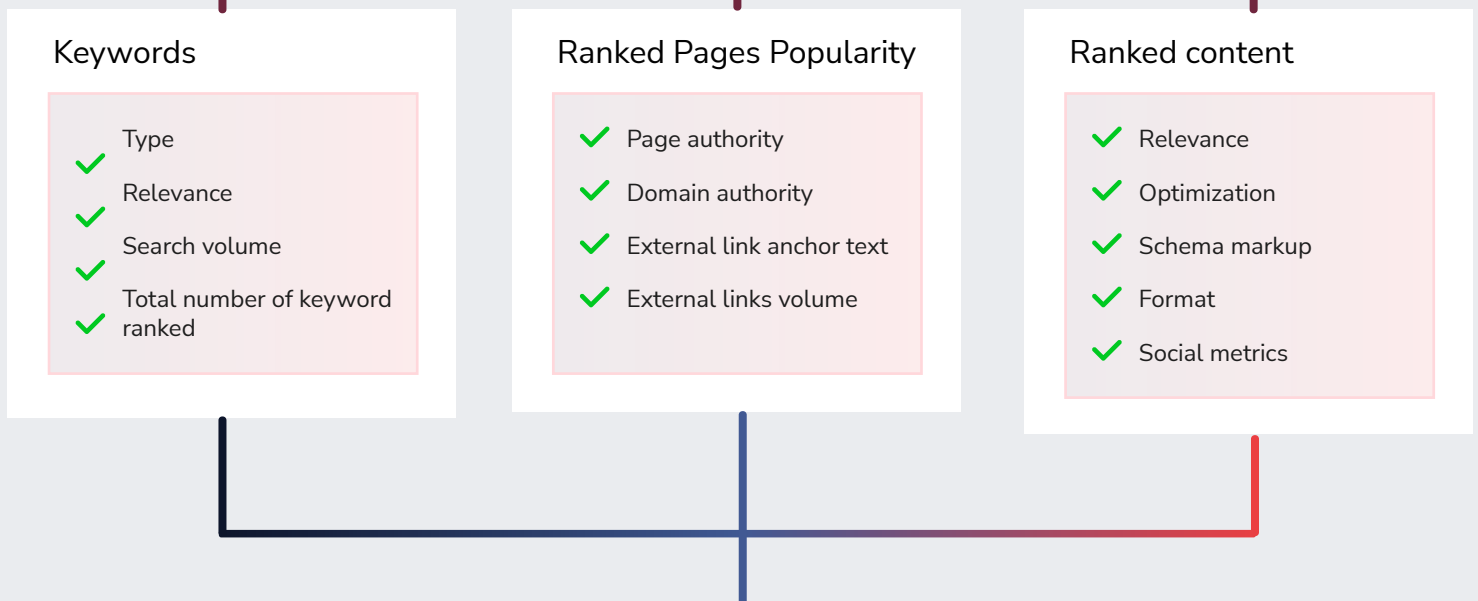
Module 1: Competition Research

Identify your potential seo competitors



Your potential seo competitors

Compare with your seo competitors



The goal is to get a panoramic view of what you're up against and where your opportunities are.

Module 3: Website Current Health Analysis

We analyze your website for any current onsite and offsite issues which may prevent us from getting you good results.



SEO Score
65 out of 100



Loading time decreased
By 0.2s



Uptime percent
100%

Last updated: Mar 21, 2020

SEO score progress

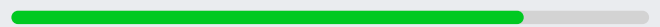


Most important issues

- ⚠ We have found 24 URL that are not SEO friendly!
- ⚠ Your HTML size is 47.53 Kb and is over the average web page HTML Size of 33 kb.

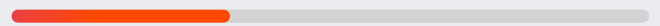
This can lead to slower than average load time, **lost visitors**, and **decreased revenue**. Good steps to reduce HTML size include: using of **HTML compression**, **CSS layouts**, **external style sheets**, and **moving javascript to external files**.

Passed checks



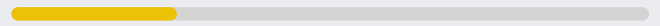
Mar 21, 2020

Failed check



Mar 21, 2020

Warnings



Mar 21, 2020



There's more to on-page SEO than cramming keywords into your page's HTML. To rank your content in 2020, you also need to optimize your content for:

- User experience
- Bounce Rate and Dwell Time
- Search Intent
- Page Loading Speed
- Click-through-rate

Module 4-A: Onsite Optimization

We Take Care of Every Major Onsite Issue Of Your Website And Optimize It Properly To Get Good Result.



Health check

- Perform a site search (site:www.yourdomain.com)
- Perform brand searches (product/service name)
- Review the total pages indexed
- Duplicate content review (www vs non-www.etc)



Usability review

- Site load time
- Home page Layout
- Quality of internal landing pages
- Quality/frequency of CTA



Content review

- Quality
- Length
- Human or goal-focused
- Ease of reading



Server redirect/response codes

- 301
- 302
- 307
- 410
- 404
- 500
- 503
- 604
- 520



Page structure 1

- Search-friendly URLs
- Complete and relevant title tags
- Unique, relevant meta descriptions
- Number of outbound links on the page



Page structure 2

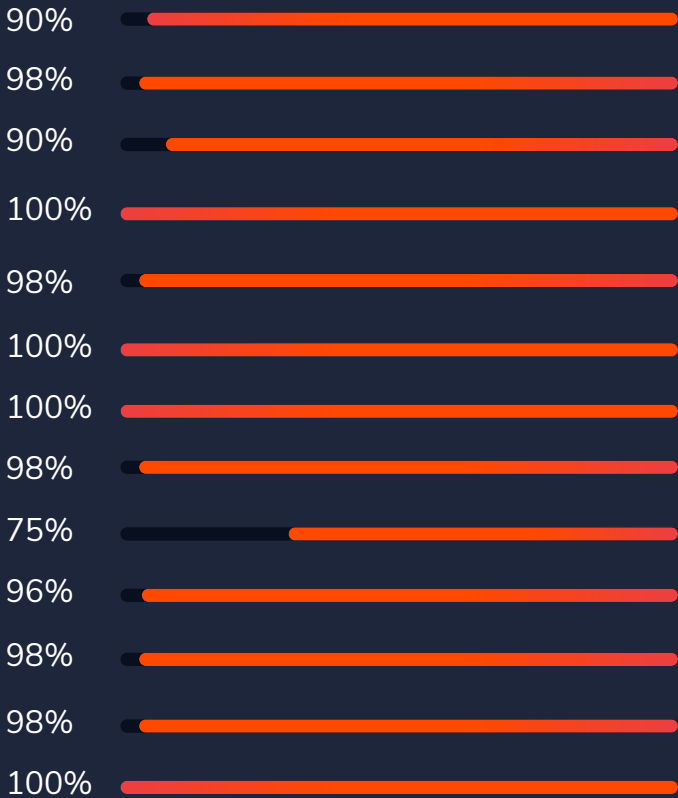
- Review Of Internal Link Structure (Including Another Text)
- Image names
- Image sizes
- Semantic HTML review

MODULE 4-B: ONSITE OPTIMIZATION

Some more onsite activities which will be taken care by our SEO team and Development team

Onsite To do Activities - SEO Team

- ✓ Full Onsite Analysis of Client Website,
- ✓ Meta Tags
- ✓ On-Page Content
 - Keyword Density Optimization
 - Header Tags (h1, h2, h3, h4) Optimization
- ✓ Google Analytic and Search Console Setup
- ✓ Social Media Integration
- ✓ Google Schema Markup Setup
- ✓ Google Analytics Goal Setup



Onsite To Do Activities (Development Team)

- ✓ URL Structure Optimization
- ✓ URL Canonicalization
- ✓ Image Alt Tags Optimization
- ✓ Improve Website Crawlability
- ✓ Sitemap Generation & Submission To GSC
- ✓ Website Page Speed Optimization
- ✓ Website Load Time Optimization
- ✓ Robots.txt Optimization
- ✓ Favicon Implementation
- ✓ Webpage Cache Optimization
- ✓ HTTPS Test & Implementation
- ✓ Media Query Responsive Test
- ✓ No index Tag Checker Test