

# SEO Execution Plan

Below execution plan includes a set of activities, which are executed in phases.

## SEO Implementation Plan

Phase 1	Market Research & Analysis	
	Research & Strategic Planning	
	Target Audience Reviews and their natures	
	Google Insights & Trends	
	Tracking Competitors what they are doing	
	Competitor Value Proposition and Appearance	

**Overview:** We will create a report that would contain the overall understanding of your business, competitors, Customers and SWOT analysis.

Phase 2	On – Page Optimization	
	Keyword Research & Analysis	
	Page Title Optimization	
	Meta Tag Optimization	
	Heading Tags Optimization	
	301 Redirection	
	New Homepage Suggestions	
	Canonicalization	
	Existing Content Optimization	
	URL Restructuring (if required)	
	Page Speed Optimization Report	
	Anchor Text Optimization	
	Image & Hyperlink Optimization	
	Robots.txt Optimization	
	XML Sitemap Implementation	
	HTML Sitemap Creation & Optimization	
	Schema Implementation	
	ror.xml, info.txt, urllist.txt	
	Improve Website Structure (Search Engine Friendly)	
Broken link Optimization		
Internal links Structuring and Optimization		
External links Analysis		

**Why we do On-page optimization?** – We do on page optimization to make the website search engine friendly. This would help the web page to get a high ranking on various Search engines and indexed in SERP.

Phase 3	Google Webmasters and Analytic Optimization	
	Google & Bing Webmaster Account Optimization	
	Google & Bing Webmaster optimization (Crawler error, HTML improvements, index ability etc.)	
	Optimization Google Analytic	
	SMO Integration	
	Set Important Goals in Analytics	
	Multi-Channel Funnel, Goals Analysis	
	Google Analytics Traffic Analysis	

**Overview:** We will analyze the traffic, visitors flow, targeted keywords, landing pages etc. of the website and share the progress report on monthly basis.

Phase 4	OFF - Page Optimization	
	Web Directory Submissions	
	Search Engine Submissions	
	Social Bookmarking e.g. Reddit.com, Digg, Stumble upon etc.	
	Classified Ads Creation and Posting	
	Forum Posting	
	Participate in Question Answers sites like yahoo, Quora etc.	
	Competitor Backlinks Submissions	
	Product promotion	
	Blog Commenting	
	RSS Feed Submissions	
	Video Marketing (if required)	
	Product PPT submissions	
	Article syndications	
	Image Sharing	
	Press Release submissions	

**Why we do off –page optimization?** We do the off page optimization by designing quality Backlinks which help to increase the keyword ranking, page rank and traffic etc. of the website in different search engines like Google, Bing etc.

Phase 5	Content Promotional Activities	If Demanded By client.
	Article posting	
	Hub page Publications	
	Document Sharing	
	Slide Share/PPT Sharing	
	Guest Blogging posting	
	Blog Post update	

**What is Content marketing?**- It is an “inbound marketing” tactic that relies on producing and distributing high value content, in order to direct more traffic to the website.

Phase 6	Blog Optimization& Promotion	As per requirement
	Keyword Analysis For Blog	
	Meta Tags For each blog post	
	RSS Feed Submission in sites e.g. Feedburner.com, rssfeeds.com etc.	
	Blog directory submissions	
	SMO Channels Integration like Facebook, twitter etc.	

**Benefits of blog integration/optimization:** This is used to update the fresh and unique content on the website which helps in: Reaching new customers, Build trust online, developing brand, Gather feedback, reviews & testimonials and build a network etc.

Phase 7	Reporting	Monthly/Weekly
	Google Analytics Report ( Monthly)	
	Keyword Ranking Report ( Monthly)	
	Baseline Ranking Report ( One Time)	
	Quarterly Progress Report ( Monthly)	

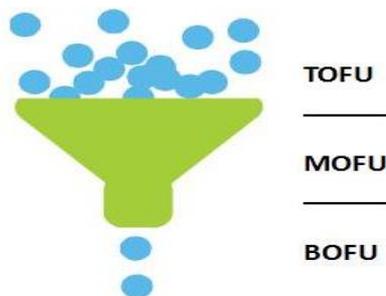
## Sales Funnels

We are following the below mentioned marketing strategies to make sure that we achieve all the desired expectations of our clients successfully:

**TOFU (Top of the Funnels)** – Brand Awareness in the market

**MOFU (Middle of the Funnels)** - nurturing them to understand the benefits of what you have to offer

**BOFU (Bottom of the Funnels)** - eventually converting the followers into customers/consumers



**TOFU** – We Increase the brand awareness by reaching precise business audiences. An effective way to meet the audience on the internet and bring them into the top of your

funnel (TOFU) is through Inbound Marketing. It is all about the creation and sharing of the content with the audience/world to increase the brand awareness. We will write content for blogs, videos, articles, and newsletters etc. that would appeal to your dream customers and attract them to your business/Community. Once the people start liking your community/business/ products, we can start converting them into customers. We can do this by offering remarkable content (content that educates). Our goal is to convey what your company does, why your products are unique, and why prospects should care about your company.

**MOFU** – Highlighting the benefits of your business – We will write content regarding your business/ products so that people can enjoy reading, learning from, linking to, and sharing with friends. This would invoke curiosity among the people which would make them start talking about your products/services and ask queries. To get their queries answered, they will follow Call to action/contact us or fill feedback form, which would help us register/follow up on the progress, we made on the TOFU. We can form a solid customer base by answering their queries. We would make them understand the benefits of your products nurture them as potential customers.

**BOFU** - eventually converting the followers into customers/consumers – with the awareness-building and nurturing work have done in the above funnels, you may receive the healthy, growing pool of target prospects that are ready to share information and possible engage them for sales.

## Deliverables

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To help our customers' monitor and track the progress of the project, we provide the following reports:

- **Month End Report:** We provide the website traffic ( direct, referral, Search) , Bounce rate, Page view, visitors flow, unique visitors, page rank, Keywords(driving traffic), landing pages traffic, index ability, Social network traffic, observations and many more. It will also include the progress made in the social media channels.
- **Keyword Ranking Report:** We provide a monthly keywords ranking report in different search engines like Google, Bing etc.

These reports are highly descriptive and contain all the facts to determine the rate of investment (ROI).

**Calculating ROI:** Once you have the generated revenue number, you can calculate the ROI from SEO efforts.

$$\text{SEO ROI} = \text{SEO Revenue} - \text{SEO Cost}$$

## Contingency Plan for Random Google Algorithm Updates

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Apart from this, we keep our customers updated about the Google algorithm updates and implement innovative techniques that are intelligible with Google updates.

- *Search engine (Google) update their algorithm from time-to-time to show the relevant results in searches. Our internet marketing strategies are based on latest Google guidelines which are updated along with Google updates.*
- *We are an organization that focuses on ethical SEO practices that outlines how business owners can avoid being affected by Google algorithm updates and unscrupulous marketers. In our Ethical SEO approach, we make sure that the process used to promote your website should be made crystal clear to you as the customer.*
- *We keep our customers updated about the Google updates. We can counteract their effect on your online business by sharing reports and link data as we build your web presence.*