

V-LRN.in

PCTIL

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SEO Proposal

Why invest in SEO

In the world where everything is online, SEO is not a nice addition to your business - it's a must. SEO **influences almost every aspect of your business from boosting web traffic and visibility to building** your brand and generating high quality leads.

Here are just a few reasons why implementing SEO in your business is a decision you'll hardly ever regret.



There are now thousands of people searching for your business - just let [us] help them find you.

Who we are?



Having 2 years of practical & professional experience in Digital Marketing & Content Writing. Handle multiple projects like: SEO, SMO, EMAIL MARKETING, PAID ADS & much more for National & International Clients and to deliver the best final outcomes.

We offer SEO Proposal and we'll take into consideration all the nuances of our niche and work our a unique SEO action plan to satisfy even the most ambitious business needs and goals of yours.

Our Strategy

We want you to be involved in the whole process as much as possible, being 100% aware of what's going on with your site.

More than that, different customers have different needs, goals, and backgrounds. With that in mind, we form a range of necessary search marketing activities to match your business' objectives only.

Step 1: Initial Website Analysis

When kicking off an SEO campaign, we start by diving deep into your company, website, industry, and competitive landscape.

Step 2: Comprehensive Keyword Research and Content Optimization

After getting an idea of where you stand with your website and rankings, we'll carry out

keyword research to find top sales-driving search terms for your business. This activity includes revealing keywords that your competitors rank for, digging for new keyword opportunities, as well as a lot of filtering and analysis. In the end, we'll come up with the most powerful list of keywords to further optimize your website for.

Step 3: Smart Website Auditing

The reality is, sometimes a small technical issue can result in poor user experience, hold back your rankings, and even get your site under a Google penalty. So at the next step, we'll run a 360° audit to identify your website's weak spots (crawlability, indexing, redirects, coding errors, etc.) and fix them before they grow into an SEO problem. By the way, here are some issues we've already spotted on your site. See the Site Audit report in the attachment.



Step 4: Improving UX

User experience has a massive impact on almost every aspect of your business including conversions, rankings, bounce rates, your brand's reputation, etc. Therefore, it's crucial for us to make your site meet Google's and your customers' high UX standards. We'll take care of your webpages' navigation, speed, accordance to search intent - simply speaking, everything to make your customers never want to leave.

Step 5: Quality Link Building

We take link building very seriously. Unlike many cheap, black- hat SEO agencies that simply buy you tons of low-quality links (that disappear in a month or get you under a Google penalty), we only acquire links from authoritative and trustworthy platforms.



Step 6: Local Search Optimization

46% of all Google searches are local, and the number of "near me" search queries has doubled over the past year. Therefore, local SEO is a great opportunity for smaller companies that want exposure specifically in their geographic area. To make it happen, we'll run a local search campaign, which includes setting up and optimizing a Google My **Business page, working on local link building and** citations.



Step 7: Delivering Results

We strive for results and transparency. That is why every week you'll get a full set of

detailed and easy-to-understand reports to see what has improved and how the whole process is going.

Campaign Objectives

Higher rankings for agreed keywords Boosting organic traffic

Increasing the CTR

Buildwing new Backlinks

Note: **SEO to improves rankings & backlinks takes enough time to get results.**

What We Guarantee

Weekly reporting

100% transparency

24/7 service and support

SEO ACTIVITIES

ON-Page SEO

- Keyword Research & Searches
- ALT Tags Optimization
- Developing URL Structure
- Keyword Density Optimization
- Keyword Targeting & Tracking
- Outbound Links
- Google Search Console Setup
- Google My Business Account Setup
- Custom 404 Error Page Setup
- Meta Tags (Title & Description)
- Heading Tags (H1, H2 Optimization)
- Site Content Optimization
- Sitemap
- Internal Links
- Broken Links
- Google Analytics Setup
- URL Canonicalization Check
- Website Page Load Optimization

OFF-Page SEO

- Community Creation in Social Networking Sites
- Forum Posting
- Web Directories
- Image Promotion
- Business Page Reviews
- Article Distribution
- Question-Answers (QnA)
- Press-Release Marketing
- Blogging Development
- Search Engine Submission
- Social Bookmark Creation
- Video Promotion (if you have)
- Local Listings
- Classified Promotion
- Document Promoting
- Email Marketing (data provided by client)

Extra Benefits:

Along with this SEO Packages, we'll provide you Social Media Optimization (SMO) as ***Free of Cost*** as of now:

We'll be managing Facebook & Instagram (as per your targeted audience) as well as guide you on how to effectively managed both social media handles by yourself (if you're willing to handle).

We craft the targeted Post Creation with use some trendy and industry-specified hashtags & further share in more relevant groups.

We'll be updating post in alternate days (Tuesday, Thursday & Saturday)

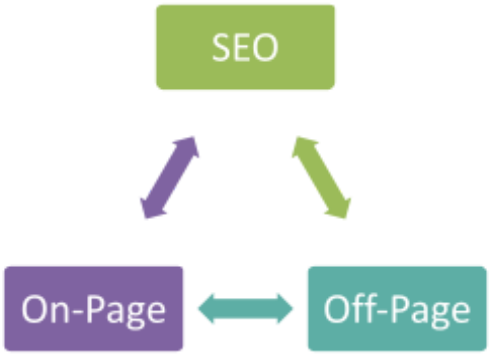
Note: Banner & Infographics Creation from your (Client) side (let us know what your points).

Pricing Estimates

After taking a slight overview of your (V-LRN.in) website. We'll figure out the Amount of this SEO Proposal + Free SMO Activities is Rs.12,000 per month.

We're open to know your points. Please! Let us know if you've any doubts.

Organizations have been using Search Engine Optimization (SEO) to reach new audiences, bring traffic to their websites, spread knowledge, and drive growth.



On-page SEO involves all the on-site techniques you can employ to ensure a webpage will rank on a SERP. It uses both **technical elements & content** (Title tags, Headings, URL structure, Alt text for images, Site speed, Internal links,Meta descriptions, Responsiveness, speed, efficiency, keywords) to improve the quality of a page, so the more on-page SEO you do, the more traffic you'll get to a website and the more relevant that traffic will be.



Quality Backlinks are the backbone of an off-page SEO it includes adding your business to local listings and internet directories like Google My Business, Yelp, Yellow Pages. submitting backlinked content to various sharing sites, including image, audio, and video sharing sites. Some of the most popular of these include:Video: Vimeo and Dailymotion Audio: SoundCloud and Podbean, Image: Flickr, Instagram, and Pinterest


Blogging Development
Forum Posting
Business Page Reviews
Local & Classified Listings
Email Mkt.
Community Creation in Social Networking Sites
Image , Video & Document Promotion
Off-Page Activites

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