



Tier 1

Tier 2

Tier 3

KEYWORDS			
No. of Keywords	30	35	40
Landing Page Creation	5	10	15
SEO ANALYSIS			
Pre-Optimization SEO Analysis	✓	✓	✓
Keyword Research & Analysis	✓	✓	✓
Competitive Analysis	✓	✓	✓
NO. OF ON-PAGE OPTIMIZATION ACTIVITIES			
Title Tag Optimization	✓	✓	✓
Meta Tags Optimization	✓	✓	✓
Image Alt Tags Optimization			✓
Content Optimization	✓	✓	✓
Robots Txt Creation	✓	✓	✓
Google Webmasters Tool Setup	✓	✓	✓
Google Analytics Setup	✓	✓	✓
Google XML Sitemap	✓	✓	✓
404 Page Implementation	✓	✓	✓
Broken Links Check			✓
Website Speed Check	✓	✓	✓
NO. OF OFF-PAGE OPTIMIZATION ACTIVITIES MONTHLY			
Search Engine Submission - Manual	✓	✓	✓
Article Writing	1	2	3
Article Submissions	2	4	6
Classified Submissions	5	8	10
Article Marketing	5	10	15
Business Listing	✓	✓	✓
Video Marketing (If Client Provides)	✓	✓	✓
Blog Creation	1	2	3
Blog Writing	1	1	2
Blog Posting	1	2	6
Blog Marketing	5	10	15
Third Party Blog Pinging	5	7	10
Social Bookmarking	15	20	30
Image Sharing	2	4	6
Press Release (If Client Provides News)			✓
NO. OF SOCIAL MEDIA OPTIMIZATION ACTIVITIES MONTHLY			
FACEBOOK			
Facebook Profile Creation		✓	✓
Facebook Fan Page Creation		✓	✓
Facebook Posting & Sharing/Month		4	8
TWITTER			
Twitter Profile Creation		✓	✓
Twitter Post		4	8
PINTEREST			
Account Creation/Management		✓	✓
Updating of Pin Boards			✓
Pins (if Client Provides Images)			✓
REPORTS			
Monthly SEO Report	✓	✓	✓
Monthly Keyword Ranking Report	✓	✓	✓
Backlinks (per 6 months)	30	50	70

