

Proposal For
Sample
[Search Engine Optimization]

Submitted to: Customer

Submitted by: Sonitek International

Dated:

SEARCH ENGINE OPTIMIZATION: CONCEPT

Search Engine Optimization objective for any online business is essential to keep a competitive edge in today's marketplace. The aim of this **Search Engine Optimization** Concept is to present you with a competitive solution to increase the traffic to your web site through Search Engine Indexing and thereby attract new clients. Sonitek uses its own unique Search Engine Placement Techniques. We could help you get better search engine positioning, optimization and placement at an affordable price.

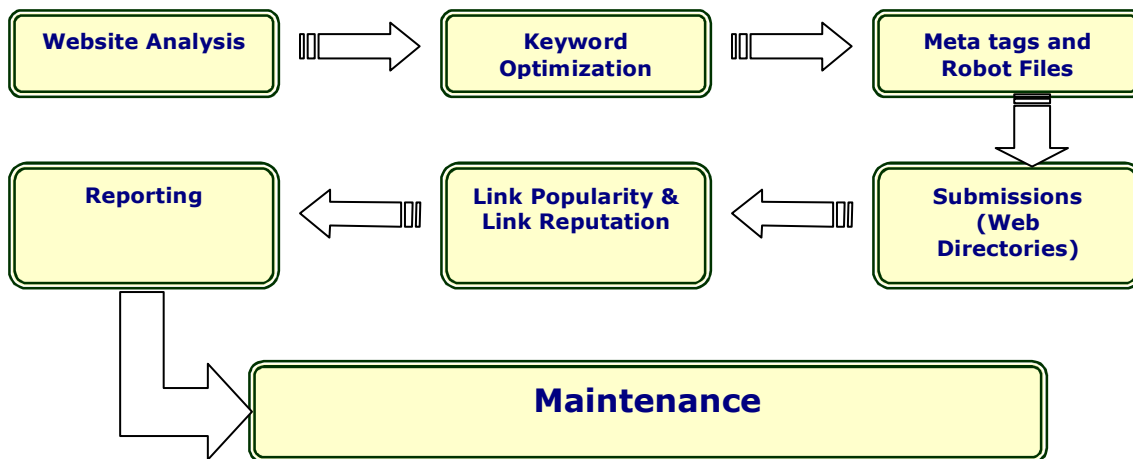
By optimization we could improve the ranking of your website to benefit the following

- i. Higher Visibility of your products/services on the World Wide Web
- ii. Increased targeted traffic
- iii. Increased number of Leads
- iv. Increased Customers
- v. Increased Sales

Sonitek **Search Engine Optimization (SEO) Process** is content-driven and proven to achieve results across the major search engines. Our customized solutions are:

- Viable for the long term
- Tailored to your needs

Overall, the Search Engine Optimization process can be described by the following seven steps:



Analysis: We have conducted a preliminary analysis of your site as follows:

- Website is currently running in a frame which is a negative point for SEO process.
- There is lack of creativity in keywords and phrases
- Website is lacking Meta tags.
- The density of keywords in page content is very low.

Suggested keywords for Starter SEO Package:

1. Choice Keyword
2. Choice Keyword
3. Choice Keyword
4. Choice Keyword
5. Choice Keyword

Search Engine Optimization Packages

S.No.	Deliverables	Light SEO	Starter SEO	Professional SEO	Enterprise SEO
1	Guaranteed Number of Key Phrases	3	5	10	25
2	Targeted Number of Key Phrases (Inclusive of 1 above)	10	20	40	75
3	Keyword Research & Analysis	-	-	✓	✓
4	Competitor Analysis (Keywords used by the client, etc.)	-	-	1 Competitor (10 Pages Meta Tags)	3 Competitors (10 Pages Meta Tags)
5	Consultation during website creation	✓	✓	✓	✓
6	Content Composition / Revision / Modification (Content Optimisation)	3 Pages	5 Pages	10 Pages	25 Pages
7	Website page and link renaming	Up to 10 page website	Up to 20 Page Website	Up to 50 Page Website	Up to 100 Page Website
8	Creation of Site Map (HTML Format)	Up to 10 page website	Up to 20 Page Website	Up to 50 Page Website	Up to 100 Page Website
9	Recommendation & Creation of Link Pages (Content to be provided by Client)	-	Up to 20 Page Website	Up to 50 Page Website	Up to 100 Page Website
10	Google Sitemap Installation (XML Format)	-	✓	✓	✓
11	Header Tag optimized (Use H1, H2etc)	✓	✓	✓	✓
12	Meta Tags Composition & Upload	10 Pages	20 Pages	30 Pages	50 Pages
13	Alt Tags Composition & Upload	15 Images	25 Images	50 Images	125 Images
14	Manual Submissions to top Search Engines: Google, Yahoo, AltaVista, MSN etc. (once only)	10 Pages	20 Pages	30 Pages	50 Pages
15	Submissions to 1500 Directories	Home Page	20 Pages	30 Pages	50 Pages
16	Manual Submissions to Regional Directories	Home Page to 5 Search Engines (Max.)	Home Page to 5 Search Engines (Max.)	Home Page to 5 Search Engines (Max.)	5 Pages to 10 Search Engines (Max.)
17	Manual Submissions to Industry-Specific Directories	-	-	Home Page to 5 Search Engines (Max.)	5 Pages to 10 Search Engines (Max.)
18	Blog Creation, Posting and Promotion	-	✓	✓	✓
19	Manual Article submissions (Monthly)	-	50**	100**	150**
20	Manual Press Release submissions (Monthly)	-	15**	30**	45**
21	Manual Classified Ads submissions (Monthly)	-	15	30	45
22	Manual Forum submissions (Monthly)	-	15	30	45
23	Manual Social Book marking submissions	-	50	100	150
24	Google Analytics Integration	-	✓	✓	✓
25	Monthly Ranking Reports	10 Key Phrases	20 Key Phrases	40 Key Phrases	75 Key Phrases
26	Unlimited e-mail Support	✓	✓	✓	✓
	Term Duration	6 Months	6 Months	9 Months	12 Months
	Regional Key Phrases	\$ 1200	\$ 3250	\$ 6250	\$ 11500
	National Key Phrases	\$ 2400	\$ 4200	\$ 7700	\$ 13500
	Generic Key Phrases	\$ 4800	\$ 5250	\$ 9250	\$ 15500

**** Customer to provide content**

Payments Terms

50% Advance payment at the time of contract

50% Balance will be split in quarterly post dated cheques from the date of contract.

I Approve

Definition

1. **Guaranteed Number of Key Phrases:** Number of keywords (out of Targeted Number of Key Phrases) for which we are committed to attain on a best effort basis top ranking (Top 20) on search engine result pages. These keywords would be the primary keywords of client website.

We will optimize client website's content and coding for a certain number of key phrases, e.g. for Light SEO Package, 10 key phrases could be targeted on the Website. However, we do not guarantee that all ten phrases will fetch high rankings. Any three of the ten key phrases could bring client site in the TOP 20 results of Five Leading International Search Engines and/or directories.

2. **Targeted Number of Key Phrases:** These are the keywords for which we are not making any commitment to attain top position in search engines. However, we will do our best to attain higher position of client website on these keywords as well.

3. **Keyword Research & Analysis:** It is a process of discovering relevant keywords and key phrases to focus the client SEO marketing campaign.

Examples of keyword discovery methods:

- * Using keyword research tools.
- * Using web pages of competing sites, and many more.

4. **Competitor Analysis (Keywords used by the client, etc.):** Competitor Analysis is an assessment of the keywords being used by client competitors and their rankings on Search Engines and also to assess strengths and weaknesses of current and potential competitors of client website.

5. **Consultation during website creation:** We will consult and provide suggestions to client before making changes in their website for making it Search Engine Friendly.

6. **Content Composition / Revision / Modification (Content Optimization):** It is the method of integrating keywords and phrases into website content to boost rankings at search engines. We make sure to get the content of the website unique and according to search engine criteria.

7. **Website page and link re-naming:** We change Internal URLs to Search Engine friendly URLs. Search engines use keywords in the URL as a part of their ranking formula, so it helps to improve website position at Search engines. We also rename your website link name if required.

It is very important that there exist text links on client website which contain the target keywords. The better the site's text link, the higher the chances of spiders crawling to boost client website ranking and therefore getting higher traffic to the website.

8. **Creation of Site Map (HTML):** A sitemap contains links to every page of client site. We create sitemap for your website.

9. **Recommendation & Creation of Link Pages (Content to be provided by Client):** Depending upon your current website status on search engine and keyword requirement, we will suggest you to build New Link pages. Content of these new web pages will be provided by you.

10. **Google Site Map Installation (XML):** We create XML sitemap of your website and submit it to Google webmaster.

11. **Header Tag Optimized (H1, H2...H6):** We include header tag (H1, H2...H6) on target key phrases as per search engine guidelines.

12. **Meta Tags Composition & Upload:** Meta Tags are associated with a web page and are placed in the HTML but not displayed on the page for the user to see. There are a large number of Meta tags available, but most well-known Meta tags are the Title, Meta Description and Meta Keywords. We make Meta tags for your website pages according to search engine criteria.

13. **Alt Tags Composition & Upload:** If you can describe your image or link, then you need to add Alt Tag. Alt tags should convey what the graphic is for all about and contain good relevant keywords.

14. Manual Submissions to top Search Engines: Google, Yahoo, AltaVista, MSN etc.: We submit your website manually in major search engines. This ensures that client website will be recognized by search engines in a short span of time (1-2 weeks).

15. Manual Directory Submissions in General Directories: We manually submit your website into general directories

16. Manual Submissions to Regional Search Engines and Directories: We submit your website manually in regional directories which will help you improve your local business.

17. Manual Submissions to Industry-Specific Search Engines and Directories: We manually submit your website into search engines and directories which target your industry.

18. Blogs Creation and Promotion: Blogs are generally designed in a journal format, written in a conversational, personal style, with most recent items at the top of a page. Blogs can offer readers the opportunity to comment on. Post on Blogs is easy to update.

19. Manual Article submissions: Article is a written essay on a topic focusing on 1-2 keywords which is manually submitted into "Article Directories".

20. Manual Press Release submissions: Press Release is a written announcement (by submitting it to Press Release sites) to draw online media attention to a new service package or product launch or specific event.

21. Manual Classified Ads submissions: Classified ad: a short ad in a "Classified site" appearing along with other ads of the same type.

22. Manual Forum submissions: Internet forum, or message board, is an online discussion site on one or more topic.

Forum Post:

A post is a user submitted message enclosed into a block containing the user's details and the date and time it was submitted. Members are usually allowed to edit or delete their own posts. Posts are contained in threads, where they appear as boxes one after another.

23 Manual Social Bookmarking submissions: Social bookmarking is a method for Internet users to store, organize, search, and manage bookmarks of web pages on the Internet with the help of metadata. Social bookmarking involves users sharing their favorite links under different categories or tags.

24. Google Analytics Integration: *Google analytics allows you to get detailed reports regarding the traffic to your website. It provides you information like:*

- ❖ *What keywords visitors use to find your site?*
- ❖ *Your most popular pages*
- ❖ *What countries your visitors come from?*

25. Monthly Ranking Reports: We provide you a monthly report which tells you where your website rank/position is in a search engine for your selected Key phrases. However, first report will be provided only after 3 months (Time starting from the day when your website becomes Search Engine Friendly)

26. Unlimited e-mail Support: *We provide weekdays email support (Monday - Friday) service with 24-48 hours response time. Within this time limit, we will revert back to your queries.*