

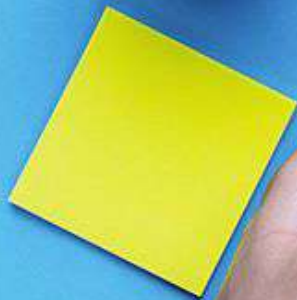
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SEARCH ENGINE OPTIMIZATION — PACKAGES —



INITIAL ANALYSIS

| PLAN NAME Find the plan that's right for you | SEEDLING Suitable for new and small business. | SPROUT Fast track plan for growing business. | EVERGREEN Higher plan for larger enterprises. |
|--|---|--|---|
| | Monthly plan KEYWORDS #5 | Monthly plan KEYWORDS #10 | Monthly plan KEYWORDS #20 |
| Website Analysis | ✓ | ✓ | ✓ |
| Competitive Analysis | ✗ | 3 Competitor | 4 Competitor |
| Baseline Ranking Check – Initial Rank Report | ✓ | ✓ | ✓ |
| Duplicate Content Analysis | ✓ | ✓ | ✓ |
| Google Penalty Check | ✓ | ✓ | ✓ |

SEO COMPATIBILITY CHECK

| PLAN NAME Find the plan that's right for you | SEEDLING Suitable for new and small business. | SPROUT Fast track plan for growing business. | EVERGREEN Higher plan for larger enterprises. |
|---|--|---|--|
| | Monthly plan KEYWORDS #5 | Monthly plan KEYWORDS #10 | Monthly plan KEYWORDS #20 |
| W3C Validation Check | ✓ | ✓ | ✓ |
| Browser Compatibility Check | ✓ | ✓ | ✓ |
| Broken Links Check | ✓ | ✓ | ✓ |
| Mobile Usability Check | ✓ | ✓ | ✓ |
| 404 Custom Error Page | ✓ | ✓ | ✓ |
| Redirection Issues | ✓ | ✓ | ✓ |
| Website Loading Time | ✓ | ✓ | ✓ |

ON PAGE OPTIMIZATION

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|--|---|---|---|
| | Monthly plan KEYWORDS #5 | Monthly plan KEYWORDS #10 | Monthly plan KEYWORDS #20 |
| Page Optimization | Upto 5 pages | Upto 10 pages | Upto 20 pages |
| Image optimization | 5 | 10 | 20 |
| Content Optimization & Keyword density analysis | ✓ | ✓ | ✓ |
| H1, H2, H3 Tag Optimization | ✓ | ✓ | ✓ |
| SEO friendly URL optimization | ✓ | ✓ | ✓ |
| Sitemap Implementation and Analysis | ✓ | ✓ | ✓ |
| Robot.txt Implementation | ✗ | ✓ | ✓ |
| Creation & Implementation of XML sitemap | ✗ | ✓ | ✓ |
| Google Analytics Setup & Conversion Tracking | ✗ | ✓ | ✓ |

ON PAGE OPTIMIZATION

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|--|---|---|---|
| | Monthly plan KEYWORDS #5 | Monthly plan KEYWORDS #10 | Monthly plan KEYWORDS #20 |
| Internal linking and Anchor Text Optimization | For targeted page | For all pages | For all pages |
| URL mapping | ✓ | ✓ | ✓ |
| Title and Meta Tag Optimization | Upto 15 | Upto 25 | Upto 35 |
| Functionality issue resolve | ✗ | ✗ | ✗ |
| Add google rating | ✗ | ✗ | ✗ |
| Schema markup analysis | ✗ | ✓ | ✓ |
| Canonicalization/ 301 redirect | ✓ | ✓ | ✓ |
| Google & bing Webmaster tools setup | ✗ | ✓ | ✓ |
| RSS feed creation | ✗ | ✗ | ✗ |

ON PAGE OPTIMIZATION

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|--|---|--|---|
| | Monthly plan KEYWORDS #5 | Monthly plan KEYWORDS #10 | Monthly plan KEYWORDS #20 |
| ALT attributes for images | ✓ | ✓ | ✓ |
| HTML code clean up and optimization | ✗ | ✓ | ✓ |
| New page creation / Functionality creation | ✗ | ✗ | ✗ |
| Existing Content Optimization | 5 Pages | 10 Pages | 20 Pages |
| Structured data implementation | ✗ | ✗ | ✗ |

OFF PAGE OPTIMIZATION

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|--|---|--|---|
| | Monthly plan KEYWORDS #5 | Monthly plan KEYWORDS #10 | Monthly plan KEYWORDS #20 |
| Link Wheel | × | × | × |
| "no follow" Links check | × | × | × |
| Article submission | 10 | 20 | 30 |
| Article Link Promotion | ✓ | ✓ | ✓ |
| Press release submission | × | ✓ | ✓ |
| Infographic creation | × | 1/month | 2/month |
| Infographics distribution | 3 | 5 | 10 |
| Product Listing (Ecommerce website) | × | ✓ | ✓ |
| Manual Directory Submission | ✓ | ✓ | ✓ |

OFF PAGE OPTIMIZATION

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|--|---|---|---|
| | Monthly plan KEYWORDS #5 | Monthly plan KEYWORDS #10 | Monthly plan KEYWORDS #20 |
| Blog Submission | 10 | 20 | 30 |
| Google Local Listing | ✓ | ✓ | ✓ |
| Forum Posting | ✓ | ✓ | ✓ |
| Video Optimization | ✗ | ✓ | ✓ |
| Social Bookmarking | 10 | 20 | 30 |
| Manual Classified Ad Posting | ✓ | ✓ | ✓ |
| Web 2.0 submission | ✗ | ✓ | ✓ |

CONTENT MARKETING

| PLAN NAME Find the plan that's right for you | SEEDLING Suitable for new and small business. | SPROUT Fast track plan for growing business. | EVERGREEN Higher plan for larger enterprises. |
|--|---|--|---|
| | Monthly plan KEYWORDS #5 | Monthly plan KEYWORDS #10 | Monthly plan KEYWORDS #20 |
| Article Writing | × | 2 / month | 3 / month |
| Press release submission | × | ✓ | ✓ |
| Sound Promotion | × | × | × |
| RSS News feed submission | × | ✓ | ✓ |
| Blog writing | × | 2 / month | 3 / month |
| Classified writing | ✓ | ✓ | ✓ |
| PR writing and distribution | × | ✓ | ✓ |
| PPT submission | × | × | × |

VIDEO PROMOTION

| PLAN NAME Find the plan that's right for you | SEEDLING Suitable for new and small business. | SPROUT Fast track plan for growing business. | EVERGREEN Higher plan for larger enterprises. |
|---|--|---|--|
| | Monthly plan KEYWORDS #5 | Monthly plan KEYWORDS #10 | Monthly plan KEYWORDS #20 |
| Youtube channel creation | × | ✓ | ✓ |
| Youtube video creation (Slide based – Client should provide) | × | ✓ | ✓ |
| Video Submission to other video websites | × | ✓ | ✓ |

REPORTING

| PLAN NAME Find the plan that's right for you | SEEDLING Suitable for new and small business. | SPROUT Fast tark plan for growing business. | EVERGREEN Higher plan for larger enterprises. |
|--|---|---|---|
| | Monthly plan KEYWORDS #5 | Monthly plan KEYWORDS #10 | Monthly plan KEYWORDS #20 |
| Monthly activity report | × | ✓ | ✓ |
| Monthly action plan | × | × | × |
| Ranking Check | × | ✓ | ✓ |
| Google Analytical report | × | 2 / month | 3 / month |
| Traffic log analysis | ✓ | ✓ | ✓ |
| Keywords rank report | × | ✓ | ✓ |

SOCIAL MEDIA PROMOTION

— PACKAGES —



ONE TIME PROCESS

| PLAN NAME Find the plan that's right for you | SEEDLING Suitable for new and small business. | SPROUT Fast track plan for growing business. | EVERGREEN Higher plan for larger enterprises. |
|--|---|--|---|
| | Monthly plan SOCIAL PLATFORM ANY 2 | Monthly plan SOCIAL PLATFORM ANY 3 | Monthly plan SOCIAL PLATFORM ANY 4 |
| Creation of Social Media Platforms, if required | × | 2 / month | 3 / month |
| Timeline Banner Image | × | ✓ | ✓ |
| About Us - Content | × | × | × |
| Setting Maps | × | ✓ | ✓ |

REGULAR PROCESS

| PLAN NAME Find the plan that's right for you | SEEDLING Suitable for new and small business. | SPROUT Fast track plan for growing business. | EVERGREEN Higher plan for larger enterprises. |
|--|---|--|---|
| | Monthly plan SOCIAL PLATFORM ANY 2 | Monthly plan SOCIAL PLATFORM ANY 3 | Monthly plan SOCIAL PLATFORM ANY 4 |
| No. of Social Media posts / month | 10 | 15 | 20 |
| Customized Gif / month | 0 | 1 | 2 |
| Dedicated Relationship Manager | × | ✓ | ✓ |
| On boarding Call with Social Media Marketing Expert | × | ✓ | ✓ |
| Unique content, specifically created for your business | ✓ | ✓ | ✓ |
| Custom Designed Creatives | ✓ | ✓ | ✓ |
| Scheduling & Publishing | ✓ | ✓ | ✓ |
| Enhanced Social Media Visibility by use of relevant Hashtags | Any 2 | Any 3 | Any 4 |
| Contests & Promotions | ✓ | ✓ | ✓ |

REGULAR PROCESS

| PLAN NAME Find the plan that's right for you | SEEDLING Suitable for new and small business. | SPROUT Fast track plan for growing business. | EVERGREEN Higher plan for larger enterprises. |
|--|---|--|---|
| | Monthly plan SOCIAL PLATFORM ANY 2 | Monthly plan SOCIAL PLATFORM ANY 3 | Monthly plan SOCIAL PLATFORM ANY 4 |
| Content seeding into relevant communities to increase visibility | ✓ | ✓ | ✓ |
| Video Uploads (Client should provide the videos) | ✗ | ✓ | ✓ |
| Video Creation & Posting (Slide Based) | ✗ | ✗ | ✗ |
| Quiz / Polls/ Surveys | ✓ | ✓ | ✓ |
| Weekly Analysis report | ✓ | ✓ | ✓ |

PAY PER CLICK MANAGEMENT - GOOGLE ADS

| PLAN NAME Find the plan that's right for you | SEEDLING Suitable for new and small business. | SPROUT Fast tark plan for growing business. | EVERGREEN Higher plan for larger enterprises. |
|--|---|---|---|
| | Monthly plan SOCIAL PLATFORM ANY 2 | Monthly plan SOCIAL PLATFORM ANY 3 | Monthly plan SOCIAL PLATFORM ANY 4 |
| Keywords Research | ✓ | ✓ | ✓ |
| Ad Copy Development | ✓ | ✓ | ✓ |
| Bid Setup | ✓ | ✓ | ✓ |
| Remarketing Tags | ✓ | ✓ | ✓ |
| Landing Pages Recommendations | ✓ | ✓ | ✓ |
| AdRoll | ✓ | ✓ | ✓ |
| Youtube Video Ads | ✗ | ✓ | ✓ |
| Ad Scheduling Setup | ✓ | ✓ | ✓ |
| competitor analysis | ✓ | ✓ | ✓ |

PAY PER CLICK MANAGEMENT - GOOGLE ADS

| PLAN NAME Find the plan that's right for you | SEEDLING Suitable for new and small business. | SPROUT Fast track plan for growing business. | EVERGREEN Higher plan for larger enterprises. |
|--|---|--|---|
| | Monthly plan SOCIAL PLATFORM ANY 2 | Monthly plan SOCIAL PLATFORM ANY 3 | Monthly plan SOCIAL PLATFORM ANY 4 |
| Google Ad Extensions Setup | ✓ | ✓ | ✓ |
| Mobile Ads | ✓ | ✓ | ✓ |
| Display Ads | ✓ | ✓ | ✓ |
| Responsive Ads | ✓ | ✓ | ✓ |
| Geo Targeting Setup | ✓ | ✓ | ✓ |

PAY PER CLICK MANAGEMENT - FACEBOOK ADS

| PLAN NAME Find the plan that's right for you | SEEDLING Suitable for new and small business. | SPROUT Fast track plan for growing business. | EVERGREEN Higher plan for larger enterprises. |
|--|---|--|---|
| | Monthly plan SOCIAL PLATFORM ANY 2 | Monthly plan SOCIAL PLATFORM ANY 3 | Monthly plan SOCIAL PLATFORM ANY 4 |
| Facebook Tracking Pixel Implementation | × | ✓ | ✓ |
| Facebook Link Click Ads | × | ✓ | ✓ |
| Facebook Boosted Page Posts | × | ✓ | ✓ |
| Facebook Multi-Product (Carousel Ads) | × | ✓ | ✓ |
| Facebook Leads Ads | × | ✓ | ✓ |
| Facebook Dynamic Product Ads | × | ✓ | ✓ |
| Facebook Canvas Ads | × | ✓ | ✓ |

PAY PER CLICK MANAGEMENT - INSTAGRAM ADS

| PLAN NAME Find the plan that's right for you | SEEDLING Suitable for new and small business. | SPROUT Fast track plan for growing business. | EVERGREEN Higher plan for larger enterprises. |
|--|---|--|---|
| | Monthly plan SOCIAL PLATFORM ANY 2 | Monthly plan SOCIAL PLATFORM ANY 3 | Monthly plan SOCIAL PLATFORM ANY 4 |
| Instagram Canvas Ads | ✗ | ✓ | ✓ |

PAY PER CLICK MANAGEMENT - BINGO ADS

| PLAN NAME Find the plan that's right for you | SEEDLING Suitable for new and small business. | SPROUT Fast tark plan for growing business. | EVERGREEN Higher plan for larger enterprises. |
|--|---|---|---|
| | Monthly plan SOCIAL PLATFORM ANY 2 | Monthly plan SOCIAL PLATFORM ANY 3 | Monthly plan SOCIAL PLATFORM ANY 4 |
| Bing Product Ads | × | × | ✓ |
| Microsoft Audience Ads | × | × | ✓ |

PAY PER CLICK MANAGEMENT - LINKEDIN ADS

| PLAN NAME Find the plan that's right for you | SEEDLING Suitable for new and small business. | SPROUT Fast track plan for growing business. | EVERGREEN Higher plan for larger enterprises. |
|--|---|--|---|
| | Monthly plan SOCIAL PLATFORM ANY 2 | Monthly plan SOCIAL PLATFORM ANY 3 | Monthly plan SOCIAL PLATFORM ANY 4 |
| Linkedin Ads | × | × | ✓ |

PAY PER CLICK MANAGEMENT - CAMPAIGN OPTIMIZATION

| PLAN NAME Find the plan that's right for you | SEEDLING Suitable for new and small business. | SPROUT Fast track plan for growing business. | EVERGREEN Higher plan for larger enterprises. |
|--|---|--|---|
| | Monthly plan SOCIAL PLATFORM ANY 2 | Monthly plan SOCIAL PLATFORM ANY 3 | Monthly plan SOCIAL PLATFORM ANY 4 |
| Keyword Optimization | ✓ | ✓ | ✓ |
| Ad Copy Optimization | ✓ | ✓ | ✓ |
| Keyword Bid Optimization | ✓ | ✓ | ✓ |
| ROI Analysis | ✓ | ✓ | ✓ |
| Landing Page Optimization | ✓ | ✓ | ✓ |
| Display Ad Optimization | ✓ | ✓ | ✓ |
| CTR Optimization | ✓ | ✓ | ✓ |
| Bid Refinements | ✓ | ✓ | ✓ |

PAY PER CLICK MANAGEMENT - GOOGLE ANALYTICS

| PLAN NAME Find the plan that's right for you | SEEDLING Suitable for new and small business. | SPROUT Fast track plan for growing business. | EVERGREEN Higher plan for larger enterprises. |
|--|---|--|---|
| | Monthly plan SOCIAL PLATFORM ANY 2 | Monthly plan SOCIAL PLATFORM ANY 3 | Monthly plan SOCIAL PLATFORM ANY 4 |
| Account & Profile Setup | ✓ | ✓ | ✓ |
| Implementation of Conversion tracking Code | ✓ | ✓ | ✓ |

PAY PER CLICK MANAGEMENT - REPORTING

| PLAN NAME Find the plan that's right for you | SEEDLING Suitable for new and small business. | SPROUT Fast track plan for growing business. | EVERGREEN Higher plan for larger enterprises. |
|--|---|--|---|
| | Monthly plan SOCIAL PLATFORM ANY 2 | Monthly plan SOCIAL PLATFORM ANY 3 | Monthly plan SOCIAL PLATFORM ANY 4 |
| Weekly Work Reports | ✓ | ✓ | ✓ |
| Weekly Campaign Performance Report | ✓ | ✓ | ✓ |
| Monthly Reports | ✓ | ✓ | ✓ |

CONTACT US

+91-989444710

+91 452-4242865

info@eibsglobal.com

www.eibsglobal.com



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