

# FIRST IDEA WEB DEVELOPMENT(Pvt.)Ltd.

**SEO** (SEARCH ENGINE OPTIMIZATION)  
**PACKAGES**

OCTOBER  
2018



# Recommendation w.r.t Google Friendly Features.

## On Page SEO

On Page SEO focuses on the content on your site, including the relevancy of your content, the format and structure of your content. On page SEO is the first thing you need to do before you start your off page optimization as it will greatly help you to gain an advantage in the SEO battle filed.



# SEO Package Per Month (Rs.30,000/-)

- High quality unique contents with 350 words
- Keyword Research
- Keyword Density 2% to 5%
- Keyword Placement in Contents
- Keyword in the Title Meta Tag
- Keyword in the Head Meta Tag
- Keyword in Description Meta Tag
- Keyword in and Keyword Meta Tag
- Keyword in the First and Last Sentence in Contents
- Alt Tag For Images
- Internal Linking
- Focus key words
- Add No Follow Tags to Unimportant Links
- Cross-Browser Compatibility
- SEO Friendly URL
- Canonic Alize of URL
- Page Speed Optimization
- Optimize robots.txt for crawling
- W3C (HTML/CSS) Validation
- Google Analytics integration
- Google Webmaster integration
- XML sitemap
- Focus Keyword: 3 on each page if require extra will additional charge.
- On Page optimization
- Google Page speed
- and 250 high quality backlinks
- rank will increase of all pages



# OUR PACKAGES

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1. Starter Local
2. Bronze Moderate
3. Sliver Competitive
4. Gold Very Competitive
5. Platinum Aggressive

# PACKAGES

Package Name	<b>Starter</b> Rs.15,000	<b>Bronze</b> Rs.30,000	<b>Silver</b> Rs.45,000	<b>Gold</b> Rs.60,000	<b>Platinum</b> Rs.100,000
Keywords	5	12	18	25	50
Campaign Setup	Yes	Yes	Yes	Yes	Yes
In-depth Website Analysis	Yes	Yes	Yes	Yes	Yes
Content Duplicity Check	Yes	Yes	Yes	Yes	Yes
Google Penalty Check	Yes	Yes	Yes	Yes	Yes
Competition Analysis	Yes	Yes	Yes	Yes	Yes
Keywords plan 12	Yes	Yes	Yes	Yes	Yes
Mobile Usability Check	Yes	Yes	Yes	Yes	Yes
Initial Backlinks analysis	Yes	Yes	Yes	Yes	Yes

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## On-Page Optimization

Package Name	Starter	Bronze	Silver	Gold	Platinum
Title Tags Optimization	3	5	8	12	Custom
Meta Tags Optimization	3	5	8	12	Custom
Content Optimization	3	5	8	12	Custom
Pages Heading tags Optimization	3	5	8	12	Custom
Image & Hyperlink Optimization	3	5	8	12	Custom
Internal Link Structuring & Optimization	3	5	8	12	Custom

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## Technical Analysis

Package Name	Starter	Bronze	Silver	Gold	Platinum
Sitemap Creation	Yes	Yes	Yes	Yes	Yes
Canonicalization/301 Redirect*	Yes	Yes	Yes	Yes	Yes
Robots.txt Creation/Optimization	Yes	Yes	Yes	Yes	Yes
Sitemap Creation/ Optimization	Yes	Yes	Yes	Yes	Yes
Responsiveness Analysis*	Yes	Yes	Yes	Yes	Yes
Permalink Analysis*	No	No	Yes	Yes	Yes
Schema Markup Analysis	0	2	5	7	Custom
Page Speed Analysis	0	2	5	7	Custom
Hyperlink Analysis	3	5	8	12	Custom

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## Tools Setup & Optimization

Package Name	Starter	Bronze	Silver	Gold	Platinum
Google Search Console Setup*	Yes	Yes	Yes	Yes	Yes
Google Analytics Setup & Integration*	Yes	Yes	Yes	Yes	Yes
Bing Webmaster Tools Setup*	No	Yes	Yes	Yes	Yes
Google Analytics Custom Dashboard*	No	No	Yes	Yes	Yes
Google Analytics Conversion Tracking Setup*	No	No	Yes	Yes	Yes



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## Content Marketing

Package Name	Starter	Bronze	Silver	Gold	Platinum
Blog Writing / Blog Post Creation	No	No	Yes	Yes	Yes
Blog Post Upload ( WordPress or CMS required)	No	No	Yes	Yes	Yes
Social Media Posting	No	No	Yes	Yes	Yes
Article Creation	No	No	Yes	Yes	Yes
Press Release Creation	No	No	No	Yes	Yes
Guest Blog Creation	No	No	Yes	Yes	Yes
Infographic Creation & Distribution	Yes	No	2	3	4
Guest Blog	No	Yes	No	Yes	Yes
social Book Marking	No	No	No	No	No

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## Local Search Optimization

Package Name	Starter	Bronze	Silver	Gold	Platinum
Google My Business Page Setup & Verification	Yes	Yes	Yes	Yes	Yes
Google Business Page Verification	Yes	Yes	Yes	Yes	Yes
Local Business Directory/ Citations	3	5	8	12	Custom
Customer Reviews Optimization	No	No	2	4	Custom
Bing My Business Setup & Verification	No	No	Yes	Yes	Yes
Local Business Citation Audit	No	No	No	Yes	Yes

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## Social Media Marketing (Per Month)

Package Name	Starter	Bronze	Silver	Gold	Platinum
Google Plus Page Setup	Yes	Yes	Yes	Yes	Yes
Facebook Page Setup	Yes	Yes	Yes	Yes	Yes
Twitter Account Creation	Yes	Yes	Yes	Yes	Yes
Unique Social Media Posting	3	6	9	12	20
Facebook Ads Management	-	-	As per client's requirements	As per client's requirements	As per client's requirements

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## Weekly Reporting

Package Name	Starter	Bronze	Silver	Gold	Platinum
Search Engine Rank Report	Yes	Yes	Yes	Yes	Yes
SEO Reports	Yes	Yes	Yes	Yes	Yes
Google Analytics Analysis Report	Yes	Yes	Yes	Yes	Yes
Activity Report	3	Yes	Yes	Yes	Yes
Monthly Action Plan	First of Each Month	First of Each Month	First of Each Month	First of Each Month	First of Each Month

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## Customer Support

Package Name	Starter	Bronze	Silver	Gold	Platinum
Email/ Chat/ Telephone	Yes	Yes	Yes	Yes	Yes
PT Client Center (24/7 Live Project Tracking)	Yes	Yes	Yes	Yes	Yes

# TERMS & CONDITIONS

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1. The Client is required to nominate one person during the entire project life cycle for assistance. We'll design the website exactly according to his instructions.
2. The cost may increase if client changes the initial requirements.
3. All the communication will be conducted through emails.
4. Client must provide all the text material according to fixed schedule otherwise final deadline may slip.
5. Prices are exclusive of all Government Taxes
6. We'll receive **100%** advance payment at the time of project starting.





# CONTACT US

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