

Digital Marketing Quotation

S. No.	Work Details
Search Engine Optimization (SEO) Keywords: 10 Rs. 8000/Month	
On-Page Optimization (5 Pages/Month)	
1.	Keywords Analysis and Implementation into complete Website
2.	Meta Tag, Header Tag, ALT, Title Tag Optimization (Complete Website)
3.	Existing Content Optimization (Complete Website)
4.	Image Optimization (All)
5.	Robots.txt Creation & Analysis
6.	XML Sitemap Creation & Analysis
7.	Navigation Analysis & Recommendations
8.	Internal Linking & Anchor Text Optimization
9.	URL Structuring and Redirection
10.	Website Speed and Page load optimization
11.	Webmaster Tools - Crawl Error Resolution
12.	Structured Data (Schema) Implementation
13.	Google Analytics installation and Ecommerce Tracking
14.	Heading (H1, H2...) Optimization (Complete Website)
15.	Broken Link check
Off-Page Optimization (50 Backlinks/Month)	
1.	Search Engine Submission
2.	Social Bookmarking on 10 websites
3.	Articles Writing and Submission
4.	Social Sharing for each article submitted
5.	Press Release Writing and Submission
6.	Infographic Creation and Submission
7.	Comment Posting Forum websites
8.	PPT Creation and Submission
9.	Blogs writing and submission
10.	Sharing Posts/Reviews on Google Business Listing
11.	Creating Ads and Submission on websites
12.	Business Listing
Note:	All backlinks will be manually generated on quality websites. 100% Unique Content. Natural links including Nofollow and Dofollow sites.
Reporting (Monthly)	
1.	Google Webmaster Overview
2.	Google Analytics Audience Overview
3.	Keywords Ranking containing Initial & Current website position in SERPs
4.	Complete Activities Report

Social Media Optimization (SMO) | Platforms: Any 3 | Rs.8000/Month

1. Geo targeting Research and Implementation
2. Reaching out Relevant Audience
3. Profile Creation on Top 15 social sites including Facebook, Twitter, LinkedIn, YouTube, Google+, Flickr, Pinterest, Instagram, Tumblr, Quora etc.

Facebook/Twitter/Instagram

1. Business Page creation
2. Time-Optimized Updates
3. Callout Tabs
4. Custom Profile and Cover Photos
5. Group Participation
6. Offer/ Event sharing
7. Setup Automatic Message reply
8. Business specific settings
9. Insights Analysis

Pay Per Click (PPC)

Platforms: Facebook & Instagram Ads /Google Ads/LinkedIn Ads | Min. Budget: 10K/Month | Fees: 15% of Total Budget and 1 time Campaign Setup Fees: 5K

1. Campaign Setup
2. Campaign Monitoring
3. Campaign Analysis & Management
4. Monthly Reporting