





SEO PROGRAM DETAILS







On-boarding

DAY 0








-  Sales Contract & Project Transfer, with key deliverables specified
-  Website Back-End Access (Full Preferably)
-  Google Analytics Access (Edit & Collaborate)
-  Google Search Console Access








- Google My Business Access 
- Check SSL Certificate and make sure that your website is https 
- Check 'Fetch as Google option' in Search Console 
- Check and optimize 'robots.txt' file 



-  Check WordPress visibility settings
-  Check, Create and optimize an XML Sitemap + HTML Sitemap.
-  Check for sitemap errors in Google Search Console
-  Test schema markup implementation using the 'Google Structured Data Testing Tool'.
-  Check for Citation Building Sheet from client







-  Client Contact Details (Including Full Name)
-  Social Media Accounts (for header & footer)
-  Traffic Monitoring on GA Base period (Preceding 3 months)
-  Number of Finalized Keywords
-  Number of Blogs committed for the campaign

On-boarding

DAY 30








-  Website Audit Report.
-  Site Structure Optimization
-  Heading Tags on all pages
-  Title & Meta Done For All Main Pages








- Page Speed Optimization 
- Growth In Traffic 30 days 
- Link Strategy Creation (Skyscraping, etc) 
- Keywords Ranking first 30 days 



-  Blogs for the website
-  XML Sitemap Submission.
-  Robots.txt file check.
-  Check for sitemap errors in Google Search Console
-  Schema Markup implementation.



-  Citation building on Secured sites.
-  Broken Link Check
-  Link Redirects if needed.
-  Contact Details in header & footer
-  Keyword research & Strategy for the upcoming month






On-boarding

DAY 60



-  Monthly Traffic Reports.
-  Off Page Reports
-  On Page Reports



-  Growth in Traffic compared to Day 1 of the campaign
-  Growth in Keywords Ranking compared to Day 1 of campaign
-  Any other Prolonged issue






On-boarding

DAY 90



-  Monthly Traffic Reports.
-  Off Page Reports
-  On Page Reports



-  Growth in Traffic compared to Day 1 of the campaign
-  Growth in Keywords Ranking compared to Day 1 of campaign
-  Any other Prolonged issue



Packages



	Local Crawler @\$249/mo	Local Walker @\$349/mo	Local Runner @\$599/mo
Number of keywords	5	10	20
Backlinks	40 per month	60 per month	80 per month
Editorial Links	4	8	12
Generic citations	10 per month	15 per month	20 per month
Niche-citations	5 per month	8 per month	10 per month
SEO friendly website content limit	500 words per month	500 words per month	500 words per month
SEO friendly articles	500 words per month	1000 words per month	2000 words per month
Social media posts per month (Facebook, Instagram and pinterest)	2 posts per month	4 posts per month	8 posts per month
Website audit	✓	✓	✓
Competitor research	✓	✓	✓
Keyword research	✓	✓	✓
User experience optimization	Recommendations	Recommendations + execution	Recommendations + execution
Load time optimization	✓	✓	✓
URL audit and optimization	✓	✓	✓

Packages



	Local Crawler @\$249/mo	Local Walker @\$349/mo	Local Runner @\$599/mo
Number of keywords	5	10	20
Image optimization	✓	✓	✓
Monthly keyword ranking report	✓	✓	✓
Monthly traffic analysis report	✓	✓	✓
Meta description optimization	✓	✓	✓
Title tag optimization	✓	✓	✓
Internal linking	✓	✓	✓
External linking	✓	✓	✓
Content strategy via competitor research	✓	✓	✓
Google my business optimization	✓	✓	✓