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| **D:\MyCollaterals\logo.png** |
|  **Cult Crafters ( SEO + SMO Package 2021)**  |
|  |  |  |  |  |
| **DURATION: 6 Months**  | **Silver** | **Gold**  | **Platinum**  | **Dedicated**  |
| **KEYWORDS**  | **30** | **60** | **100** | **100+**  |
| **PRICE**  | **35,000Month**  | **60,000****Month** | **90,000****Month** | **1,20000** **Month** |
| **Activities (PER MONTH)**  |  |  |  |  |
| Site Web Pages | **30** | **60** | **100** | **100+** |
| **Research & Audit** |  |  |  |
| Keywords Research | **Yes**  | Yes  | **Yes**  | **Yes**  |
| Competitor Analysis | **2** | **3** | **3** | **4** |
| Website Analysis | **Yes**  | **Yes**  | **Yes**  | **Yes**  |
| Baseline Ranking Check | **Yes**  | **Yes**  | **Yes**  | **Yes**  |
| Duplicated Content Check | **Yes**  | **Yes**  | **Yes**  | **Yes**  |
| Back Link Analysis  | **Yes**  | **Yes**  | **Yes**  | **Yes**  |
| Duplicate Content Check  | **Yes**  | **Yes**  | **Yes**  | **Yes**  |
| Google Penalty Check  | **Yes**  | **Yes**  | **Yes**  | **Yes**  |
|  |  |  |  |  |
|  |  |  |  |  |
| **Google Panda / Penguin Update Audit** |  |  |  |
| Google Update Auditing | **Yes**  | **Yes**  | **Yes**  | **Yes**  |
| On-page Evaluation | **Yes**  | **Yes**  | **Yes**  | **Yes**  |
| **On-Page Optimziation Activities** |  |  |  |
| Canonicalization  | **Yes**  | **Yes**  | **Yes**  | **Yes**  |
| Header Tags Optimization  | **Yes**  | **Yes**  | **Yes**  | **Yes**  |
| Internal Link Structure & Optimization  | **Yes**  | **Yes**  | **Yes**  | **Yes**  |
| Existing Content Optimization  | **Yes**  | **Yes**  | **Yes**  | **Yes**  |
| Robots.txt Creation / Analysis  | **Yes**  | **Yes**  | **Yes**  | **Yes**  |
| Page Speed Optimization Analysis  | **Yes**  | **Yes**  | **Yes**  | **Yes**  |
| Google Analytics Set Up | **Yes**  | **Yes**  | **Yes**  | **Yes**  |
| Google Webmaster Set Up | **Yes**  | **Yes**  | **Yes**  | **Yes**  |
| Title & Meta Tags Optimization  | **20 Pages**  | **40** **Pages**  | **80****Pages**  | **150+ Pages**  |
| Image & Hyperlink Optimization  | **Yes**  | **Yes**  | **Yes**  | **Yes**  |
| Website Page Load Optimization  |  | **Yes** | **Yes** | **Yes** |
| Optimization of robots.txt & Google bot |  | **Yes** | **Yes** | **Yes** |
| Resolve Webmaster Crawl Issue  |  | **Yes** | **Yes** | **Yes** |
| No Follow on External Links  |  | **Yes** | **Yes**  | **Yes** |
| Shopping curt funnel analysis  |  | Yes | **Yes** | **Yes** |
| Footer Optimization  |  |  | **Yes** | **Yes** |
| Website Personalization Review  |  |  | **Yes** | **Yes** |
| Html Code Clean UP & Optimization  |  |  | **Yes**  | **Yes**  |
| Check Mobility Issues  |  |  |  | **Yes** |
| Check AMP Pages Issues  |  |  |  | **Yes** |
| URL Parameter Handling  |  |  |  | **Yes** |
| Custom 404 Page  |  |  |  | **Yes** |
| Directory and URL Structure Analysis |  | **Yes**  | **Yes**  | **Yes**  |
| SEO Friendly URLs (URL Rewriting ) |  | **Yes**  | **Yes**  | **Yes**  |
| Keyword Density in Site Content |  | **Yes**  | **Yes**  | **Yes**  |
| Existing Content Optimization |  | **Yes**  | **Yes**  | **Yes**  |
| Optimization of HTML Source Code |  | **Yes**  | **Yes**  | **Yes**  |
| Images Optimization |  | **Yes**  | **Yes**  | **Yes**  |
| Internal Linking & Anchor Text Optimization |  | **Yes**  | **Yes**  | **Yes**  |
| Robots.Txt Creation | **Yes** | **Yes**  | **Yes**  | **Yes**  |
| Indexing Analysis | **Yes** | **Yes**  | **Yes**  | **Yes**  |
| On-page Content Development (Webpages) | **Yes** | **Yes**  | **Yes**  | **Yes**  |
| Duplicate content check & replacement | **Yes** | **Yes**  | **Yes**  | **Yes**  |
| HTML To Text Ratio Optimization | **Yes**  | **Yes**  | **Yes**  | **Yes**  |
| XML Sitemap Creation & Analysis | **Yes** | **Yes**  | **Yes**  | **Yes**  |
|  |  |  |  |  |
| **Schema & Structured Data Mark UP**  |  |  |  |  |
|  |  |  |  |  |
| Logo Optimization  |  |  | **Yes** | **Yes** |
| Schema on Contact Address  |  |  | **Yes** | **Yes** |
| Schema on Breadcrumb  |  |  | **Yes** | **Yes** |
| Schema on Blog  |  |  | **Yes** | **Yes** |
|  |  |  |  |  |
| **Local Search Optimization**  |  |  |  |  |
|  |  |  |  |  |
| Google My Business Setup and Verification | **Yes** | **Yes** | **Yes** | **Yes** |
| Local Business Directory / Citations  | 2 | 7 | 15 | 20 |
| Customer Reviews / Rating Submissions | 1 | 5 | 10 | 15 |
| Contact Address in Footer  |  |  |  |  |
| Google + Site Verification  |  | **Yes**  | **Yes**  | **Yes** |
| Google Embedded Map  |  |  | **Yes**  | **Yes**  |
| **Content Writing**  |  |  |  |
|  |  |  |  |  |
| Blog Writing  | 2 | 3 | 4 | 5 |
| Classified Writing  | 10 | 25 | 30 | 40 |
| Article Writing  | 2 | 4 | 5 | 6 |
| PDF Creation  | 1 | 1 | 2 | 3 |
| Press Release Writing  | 1 | 2 | 4 | 6 |
| Infographic Creation  | 1 | 3 | 6 | 8 |
| PPT Creation  |  | 1 | 1 | 2 |
| Guest Blog Posting  |  | 1 | 2 | 4 |
| Video Creation  |  | 2 | 4 | 6 |
| Premium PR Creation  |  | 2 | 3 | 5 |
| Business Profiles Creation |  | 2 | 4 | 6 |
| Groups & Forums | **Yes**  | **Yes**  | **Yes** | **Yes** |
|  |  |  |  |  |
| **OFF PAGE OPTIMIZATION**  |  |  |  |  |
|  |  |  |  |  |
| Blog Submission  | 1 | 3 | 4 | 5 |
| Article Submission  | 2 | 4 | 5 | 6 |
| Blog Promotion  | 5 | 15 | 20 | 25 |
| Company Profile Listing  | 7 | 15 | 20 | 25 |
| Classified Submissions  | 10 | 25 | 30 | 40 |
| Article Promotion  | 10 | 20 | 25 | 30 |
| Social Bookmarking  | 10 | 20 | 25 | 30 |
| PDF/ DOC Submission  | 5 | 10 | 10 | 15 |
| Video Promotion  | 5 | 10 | 20 | 25 |
| Image Submission |  |  |  |  |
| Press Release Promotion  | 5 | 5 | 5 | 5 |
| Press Release Submission  | 5 | 5 | 5 | 5 |
| Infographic Promotion  |  | 5 | 5 | 10 |
| PPT Promotion  |  | 5 | 5 | 10 |
| PPT Submission  |  | 5 | 5 | 5 |
| Blog Commenting  |  | 7 | 10 | 15 |
| Video Submission  |  | 10 | 15 |  |
| Product Submissions  |  |  |  |  |
| Coupon Distribution  |  |  |  |  |
| Q & A Submissions  |  |  |  |  |
| Forum Posting  |  |  |  |  |
| **Social Media Marketing** |  |  |  |
| Micro Blogging  | **Yes** | **Yes** | **Yes** | **Yes** |
| Google Plus Business Page Set Up  | **Yes** | **Yes** | **Yes** | **Yes** |
| Facebook and Twitter Account Set Up | **Yes** | **Yes** | **Yes** | **Yes** |
| Custom Twitter Background  |  | **Yes** | **Yes** | **Yes** |
| Facebook Timeline  |  | **Yes** | **Yes** | **Yes** |
| Twitter Updates  |  | **Yes** | **Yes** | **Yes** |
| Facebook Wall Updates  |  | **Yes** | **Yes** | **Yes** |
| Pinterest Account Creation  |  |  | **Yes** | **Yes** |
| Follow Pinboards |  |  |  | **Yes** |
| Pin Images  |  |  |  | **Yes** |
| Custom Pin  |  |  |  | **Yes** |
| Pinterest Optimization  |  |  |  | **Yes** |
|  |  |  |  |  |
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| **Email - Marketing** |
| Email - Marketing Campaign |  |
| **Tracking and Monitoring Report** |
| Keyword Ranking Reports | Monthly |
| Traffic Reports | Monthly |
| Monthly Social Networks Reports | Monthly  |
| Key Performance Indicator (KPI) Analysis | Monthly  |