

<b>SEO + SMO Work Plan Activities</b>	
<b>Site Wide Factors</b>	
<b>Number of Key Phrases Optimised (10)</b>	
Preliminary SEO Check	Yes
Detailed SEO Strategy & Plan	Yes
Keywords Analysis Report	Yes
Competitive Analysis Report (If required)	Yes
Working with HTML Source Code	Yes
Crawler Compliance Implementation	Yes
Google XML Sitemaps	Yes
Google Analytics Analysis	Yes
<b>SEO Compatibility Checks</b>	
Cross Browser Compatibility	Yes
Website Load Time	Yes
Checking the Page Size	Yes
Check the Broken Links	Yes
Duplicate Content Checking	Yes
W3C Validation	Yes
<b>On-Page Optimisation</b>	
Optimising Title Tags and Meta Tags	Yes
Robots.txt Optimisation	Yes
Optimising Site Directory Structure & Navigation *	Yes
Image Optimisation	As per requirement
Anchor Tag Optimisation	As per requirement
H1 / H2 Tag Optimisation	Yes
Existing Content Optimisation	Yes
<b>Off-Page Optimisation and Link Strategy Factors</b>	
Link Wheel	Yes
"No follow" Links Check	Yes
Quality Social Bookmarking	Yes
Article Submission	Yes
Article Social Bookmarking	Yes
Press Release Submission	Yes
Logo Submission	Yes
Profile Submission	Yes
Image Submission	Yes
Listing the Website Product in Google Merchant & Bing*	Yes
Yahoo Answering	Yes

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<b>Content Syndication and Optimisation</b>	
Article Writing	2 pm
Press Releases Writing	2 pm
Sound Promotion	
<b>Local Search Website Optimisation</b>	
Local Search Engine Submission	Yes
Customer Review/Testimonial Submission	Yes
Geo-Tagging	Yes
Google Map & Wikimapia Updation	Yes
<b>Classified Ads Posting</b>	
Creating Classified Ads for Service / Product Promotion	Yes
Posting Each Classified Ad in Relevant Classifieds	Yes
<b>Social Media Optimisation</b>	
Social Media Optimisation	Yes
Strategical Presence On Social Media Websites	Yes
<b>Blog Optimisation</b>	
Blog Setup	Yes
Wordpress Blog Integration *	Yes
Blog Optimisation	Yes
Blog Articles Writing	2 pm
Blog Submission	4 pm
Blog Commenting (Do Follow)	Yes
Blog Feed Submission	Yes
<b>Facebook, Twitter, Google+, LinkedIn, Apsense</b>	
<b>Facebook</b>	
Facebook Apps Integration	Yes
Facebook Page Likes / Fans	Yes
<b>Twitter</b>	
Twitter Page Creation	Yes
Regular Updates	Yes
Twitter Background Design	Yes
Twitter Followers	Yes
Twitter List Management	Yes
<b>Google+</b>	
Google+ Page Creation	Yes
G+ Authorship & Publisher Setup	Yes
Regular Updates	Yes
Google Circle Adding	Yes

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<b>LinkedIn</b>	
Linked In Account (Personal Profile)	Yes
Profile Keyword Optimization	Yes
LinkedIn Company Page Creation	Yes
Regular Updates	Yes
<b>Apsense</b>	
Apsense Profile Page Creation	Yes
Regular Updates	Yes
Apsense Brand Page Creation	Yes
<b>Video Optimisation with YouTube</b>	
YouTube Channel Creation	Yes
YouTube Background Design	Yes
Video Submission	Yes
Video Creation & Optimisation	Yes
Guaranteed Views x	Yes
<b>Website Usability &amp; Conversion Optimisation</b>	
Latest Online Marketing Trend Updation	Yes
Website Designing Consultation	Yes
Landing Page Analyzer x	Yes
Enquiry pages Review & Suggestion	Yes
Enquiry Page Modification (If Required)	Yes
Branding Development Consultation	Yes
Social Reputation Monitoring	Yes
Number Of Pages to be Optimised	Up to 10
Google Penalty Link Removals*	As per requirement
Mobile Compatibility Check*	As per requirement
Dynamic & E-commerce URL Optimisation*	As per requirement
<b>Analysis Reports</b>	
Monthly Report	Yes
Google Analytical Report	Yes
E-mail/Call/Skype Support	Yes