

Project Package

Gaurav Chatwani

Project Name:	Client Name
Start Date:	6/16/2020
Package Category	PS1 - SEO Packages

Campaign Type	Basic	Advanced	Premium	Notes
Pricing	\$200/mo	\$400/mo	\$450/mo	
Interesting Bonuses & Offers At The End Of The Package				
Research				
Total Keywords	5-8 Keywords	10-15 Keywords	20-25 Keywords	
Market Research	No	Yes	Yes	
Q&A Survey	Yes	Yes	Yes	
Competitive Analysis	Yes	Yes	Yes	
Industry Specialized Solutions				
CTR Optimization in Meta Data	Yes	Yes	Yes	
Branding in Google Maps	No	Yes	Yes	
Story-Based Branding Ideas	No	No	Yes	
User Intent Optimization	Yes	Yes	Yes	
RankBrain-Friendly Keyword Research	Yes	Yes	Yes	
Long-Tail Keywords Strategy	Yes	Yes	Yes	
Optimization in FAQ & Reviews	Yes	Yes	Yes	
Optimize for UX Signals	No	No	Yes	
Photography Package Optimization	No	Yes	Yes	
Audit & Analysis				
Robots.txt	Yes	Yes	Yes	
Sitemap.xml	Yes	Yes	Yes	

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Duplicate Content	Yes	Yes	Yes	
Page Speed	Yes	Yes	Yes	
Mobile Friendly	Yes	Yes	Yes	
Canonical Tag	Yes	Yes	Yes	
Indexing problems	No	Yes	Yes	
Redirect issues	Yes	Yes	Yes	
Breadcump Check	No	No	Yes	
Analytics Tracking Check	Yes	Yes	Yes	
Webmaster Tracking Check	Yes	Yes	Yes	
Tagmanager Checkup	Yes	Yes	Yes	
URL Structure: Slug	No	Yes	Yes	
Images Alt Tag Check	Yes	Yes	Yes	
User-Friendly Content Check	No	No	Yes	
Broken Links	No	No	Yes	
Meta Data Check	Yes	Yes	Yes	
Manual Audit	No	Yes	Yes	
On-Page Optimization				
Errors Fixing Found In Audit	Yes	Yes	Yes	
Page Structure Set	No	Yes	Yes	
Content Writing for the page	No	Yes	Yes	
User Intention Content Optimization	No	No	Yes	

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Setup The Google Search Console	Yes	Yes	Yes	
Schema Tag Optimization	No	Yes	Yes	
Setup Tracking Tools	Yes	Yes	Yes	
Video on landing page	No	No	Yes	
Image set in the page	Yes	Yes	Yes	
Voice search optimization	No	No	Yes	
Competitor Analysis	No	Yes	Yes	
Metadata Creation	Yes	Yes	Yes	
Alt Tags Optimization	Yes	Yes	Yes	
Headings tag optimization	Yes	Yes	Yes	
Page Experience Review	No	Yes	Yes	
Call To Action Optimization	No	No	Yes	
Calendly Integration On Website	No	Yes	Yes	
Off-Page - Link Building				
Guest Blogging On Niche Sites	2	4	6	
Onsite Blogging	2	4	6	
Business Listing	10	15	25	
Forums Marketing	5	12	20	
Community Discussion	No	5	12	
Quora Questions & Answers	8	12	20	
Classified Submissions	8	15	30	

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Off-page Blog Posting	10	16	30	
Photography Niche Link Building	10	20	40	
Blog Commenting	No	No	10	
Social Bookmarking	10	20	40	
Infographic Submission	No	Yes	Yes	
Local Search Optimization				
Google Maps Listing Optimization	Yes	Yes	Yes	
NAP Check	Yes	Yes	Yes	
Website Optimization For Local Search	No	No	Yes	
Online Reviews Posting	No	4	8	
Authority Local Business Listing	5	10	20	
Website Design & Development				
Website Design Changes	No - Additional Cost	No - Additional Cost	Yes	
New Sections Add	No - Additional Cost	Yes	Yes	
Contact Form & Popup	No - Additional Cost	Yes	Yes	
Blog Setup On Website	Yes	Yes	Yes	
Content Writing & Graphic Designing				
Blog Writing	2 Blogs	4 Blogs	6 Blogs	
Questions & Answers Writing	8	12	20	

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Infographic Script Writing	No	Yes	Yes	
Classified Writing	2	5	8	
Guest Post Writing	2	4	6	
Video Creation	No	No	Yes	
Tools				
Google Analytics				
Google Tag Manager				
Trello				
Hubspot				
Hotjar	No	No		
Datastudio				
Reporting				
Search Engine Ranking Report	Weekly	Weekly	Weekly	
Traffic Report	Weekly	Weekly	Weekly	
Work Report	Weekly	Weekly	Weekly	
Progress & Suggestions Report	Monthly	Monthly	Monthly	
Support				
Email/Phone	Yes	Yes	Yes	
Skype/Whatsapp/Telegram	Yes	Yes	Yes	

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Ticket in Trello On-Boarding System	Yes	Yes	Yes	
Offers // //				
If you take our Premium Package, you will get these benefits:				
5+ Additional Infographics				
Premium 1 Hour Consultation				
5+ Additional Content Writing				
Access to Premium Ebooks, Videos & Blogs				

The End