

SEO Packages Plan

Features	Silver	Gold	Platinum	Diamond
Number of keyphrases optimized (Keyphrases with less than 1M)	Upto 20	Upto 35	Upto 50	Upto 80
Pages Optimized	Upto 10	Upto 20	Upto 35	Upto 50
Keyword research & selection	✓	✓	✓	✓
Keyword mapping to target pages	✓	✓	✓	✓
Website content to improve business & brand awareness	✓	✓	✓	✓
Title Tags & Meta descriptions	✓	✓	✓	✓
Robots.txt optimization	✓	✓	✓	✓
XML sitemap creation & submission	✓	✓	✓	✓
Quarterly Earned Media Content Assets – Content, Linkbuilding, Consulting, or CRO	✗	6 Content, Outreach, UX, or CRO Assets	12 Content, Outreach, UX, or CRO Assets	15 Content, Outreach, UX, or CRO Assets
Google Business Profile optimization (if needed)	✓	✓	✓	✓
Information architecture	✓	✓	✓	✓
Canonicalization analysis	✓	✓	✓	✓
Initial external link analysis	✓	✓	✓	✓
Link redirect audit	✓	✓	✓	✓
Internal linking restructuring & optimization	✓	✓	✓	✓
Duplicate content analysis	✓	✓	✓	✓
Header Tags Optimized (Ex. H1s)	✓	✓	✓	✓
Setup of website sitemap	✓	✓	✓	✓
Image optimization	✓	✓	✓	✓
Custom 404 error page setup and optimization	✓	✓	✓	✓
Schema Implementation (JSON-LD)	✓	✓	✓	✓
Initial visitor profile report	✗	✓	✓	✓
Ongoing quarterly keyword ranking reporting	✓	✓	✓	✓

Ongoing monthly traffic, goal & CPL reporting	✗	✓	✓	✓
Keyword rank checker access with weekly updates (if requested)	✗	✓	✓	✓
Calltracker for inquiries	✗	✓	✓	✓
Predict your and your competitors' market share on a monthly basis	✗	✓	✓	✓
Website conversion analysis implementation	✓	✓	✓	✓
PPC Campaign Setup to improve business/brand (On client request) *	✗	✓	✓	✓
Marketing plan development	✗	✓	✓	✓
Marketing campaign purpose	✗	Awareness, Generate Leads & Traffic	Generate Leads, Traffic & Conversion	Generate Leads, Traffic, Conversion & Retention
Campaign execution & optimization	✗	✓	✓	✓
Performance meeting review sessions	Monthly	Weekly	Weekly	Weekly
Facebook Campaign *	✗	✓	✓	✓
Monthly analytics & insights report	✓	✓	✓	✓
Client calls and emails	✓	✓	✓	✓
Initial campaign investment:(Two month duration)	Mentioned Price	Mentioned Price	Mentioned Price	Mentioned Price
Progressive monthly optimization:(6 month commitment – Subsequent 4 months)	Mentioned Price (Price should be lower than 2 months package)	Mentioned Price (Price should be lower than 2 months package)	Mentioned Price (Price should be lower than 2 months package)	Mentioned Price (Price should be lower than 2 months package)

* Marketing Budget must be provided by client