

Search Engine Optimization

Natural / Organic SEO

Basic – 3-6 hours depending on size of site

SEO Analysis – home page

SEO Analysis – interior pages

Page rank Analysis – Google rank & Alexa rank

Directory Submissions – Top 5

Yahoo

DMOZ

Zeal

BOTW

Directory World

Search Engine Submissions – Top 5

Google

Yahoo

MSN

AOL

Ask

Visitor analysis

Page counter

META tags (Title, Description and Keywords) on each page

Anchor and alt tags where appropriate

Google analytics

Site map creation – basic

Domain name ownership verification

Broken links analysis

Keyword search & report

Basic internal link set-up

Site structure – website graph

Analyze website speed

Search Engine Optimization

Natural / Organic SEO

Intermediate – 4-8 hours depending on size of site

SEO Analysis – home page

SEO Analysis – interior pages

Page rank – Google rank & Alexa rank

Directory Submissions – Top 10

Yahoo	DMOZ	Zeal	BOTW	Directory World
Clicky	Seoma	ExactSeek	What You Seek	Really First

Search Engine Submissions – Top 10

Google	Yahoo	MSN	AOL	Ask	Search
Altavista	Lycos	Dogpile	Alltheweb		

Visitor analysis

META tags (Title, Description and Keywords) on each page

Anchor and alt tags where appropriate

Google analytics

Page counter

Intermediate internal link set up

Site map creation – basic

Google site map (XML sitemap)

301 Redirect implementation

Domain name ownership verification

Duplicate content check

Broken links analysis

Validate HTML code

Analyze website speed

Keyword search & Report

Link popularity check

Tags - Title tag – keyword check

Server blacklist check

Site structure – website graph

Traffic and demographic trends and details

Page Comparison Tool

Back tag analysis

Search Engine Optimization

Natural / Organic SEO

Comprehensive – 5-10 hours depending on size of site

SEO Analysis – home page

SEO Analysis – interior pages

Page rank – Google rank & Alexa rank

Directory Submissions – Top 10

Yahoo	DMOZ	Zeal	BOTW	Directory World
Clickey	Seoma	ExactSeek	What You Seek	Really First

Search Engine Submissions – Top 10

Google	Yahoo	MSN	AOL	Ask	Search
Altavista	Lycos	Dogpile	Alltheweb		

Visitor analysis

META tags (Title, Description and Keywords) on each page

Anchor and alt tags where appropriate

Google analytics

Page counter

Advanced internal link set-up

Site map creation – basic

Google site map (XML sitemap)

301 Redirect implementation

Domain name ownership verification

Broken links analysis

Validate HTML code

Validate CSS

Analyze website speed

Back tag analysis

Link popularity check

Tags - Title tag – keyword check

Duplicate content check

Page Comparison Tool

Link building

Spider Test Tool

Server blacklist check

Graphics and photos – create text attributes

Traffic and demographic trends and details

Keyword search and implementation

Keyword density

Site structure – website graph

Analyze the competition

Search Engine Optimization

Natural / Organic SEO

Additional & ongoing services – To be quoted separately

Article creation and submission

- Ongoing, regular submission to article banks helps in SEO rankings. Services can include submitting to the top 25 banks on a regular basis. Intervals to be determined. Plan on 2 hours to submit a prepared article to 25 sites.
- Some of the most widely used low cost and effective internet marketing services include article writing. Quality content is realized to add immense value to a websites. Adding quality articles will not only attract more visitors to your website, instead it will also increase the page rank of your website and will ensure better ROI for your website too.

Press release

- Ongoing, regular press releases helps in SEO rankings. Services can include press release submission. Plan on 1 hour to submit a prepared PR to sites

Blog set up

- Blogs and regular relevant content added to blogs help in SEO. Services can include blog installation and regular content added. Additional services can include a customized template.

Social marketing

- Ongoing, regular participation in social networking has been shown to increase SEO rankings. Services can include, Facebook profile creation, Twitter account creation, participation in industry relevant forums, etc.