

# SEO PROPOSAL

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**SEPTEMBER 21, 2017**

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# INTRODUCTION

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Having reviewed your business requirements, we are pleased to submit this Search Engine Optimization (SEO) proposal.

Our team at NextGen Intelligent Marketing Solutions is a group of highly skilled search engine optimization professionals that have years of experience in the industry. We stay abreast of the trends so that your campaign receives optimal results.

This proposal describes the methodology we use, timelines and deliverables, client requirements, proposed strategy, pricing and terms of working with us.

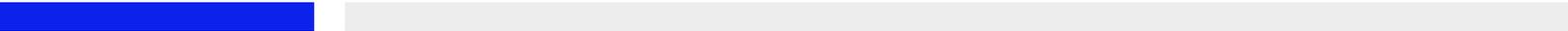
## ABOUT NEXTGEN INTELLIGENT MARKETING SOLUTIONS

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NextGen Intelligent Marketing Solutions is a digital marketing agency offering a full suite of SEO services tailored to your business needs. Our team of passionate professionals simplify complex online marketing challenges using our diverse expertise in digital marketing.

### Why Work With Us?

- ✦ **Proven track record:** We help businesses meet their goals and boost their ROI through our digital marketing solutions.
- ✦ **White hat practices:** We don't use practices that can put your sites at risk from Google penalties; we only use the best white hat SEO practices for your business.
- ✦ **Value-added service:** We provide premium solutions at rates that you can afford.



 **Transparency:** We provide comprehensive reporting for full campaign visibility so you can stay updated.

## ABOUT SEO

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The goal of SEO is to build a strong online presence to ensure visitors can more easily find your website amongst all your competitors online. Our primary aim is to improve page ranking so that users will see your website when they type certain keywords or phrases into search engines like Google. In order for us to achieve this goal, we have to coordinate several different, but closely related activities.

This proposal covers all the facets of our SEO service. Allowing us to manage all these activities ensures a professional effort and positive results. We conduct a thorough investigation to find out everything there is to know about your target audience and how we can utilize your website's content to drive traffic and turn your visitors into paying customers.

Our SEO methodology is a process that takes place over time, involving result-driven practices. Simply redesigning web pages and rewriting content won't ensure results. Truly building SEO authority takes an on-going effort over the course of months.

# OUR FIVE-PHASE METHODOLOGY



## Site Assessment

Here we get to know your business, identify your target audience, competitors and potential challenges to select keywords that will drive traffic to your website.

Quick Fact: 90% of a campaign's success relies on the proper selection of keywords.



## Campaign Roadmap

Based on your industry, competition and the inherent characteristics of your site, we will create a strategy meant to match or beat the competition, taking your website's structure, code, and digital footprint distribution into consideration. We call this the Campaign Roadmap. All our experts organize the activities required to drive success to you in the shortest amount of time. We report the work to you in real time and in some cases, require collaboration to achieve the best results for your campaign. We drive as many strengths to your website as we can, as soon as we can.



## On-Page SEO

We identify the technical elements of your site that can be improved and match search phrases to the pages on your site. A semantic signal evaluation ensures that your site is sending the correct information to Search Engines regarding your value proposition, products or services. Next, we create algorithmically appealing content while attempting to match your marketing language to penetrate Search filters and reach your target audience even better.

Quick Fact: 70% of ranking success in small markets is attributed to On-Page factors.



## Off-Page SEO

Investigating your website's digital footprint tells us how other websites refer to you. Our job is ensuring we create a natural and balanced off-page profile for your website. Our proprietary outreach program assists us in acquiring inbound links from unique publishers each month.

Quick Fact: Backlinks still contribute to over 60% of rankings in search



## **Reporting and Analytics**

As a company, we invest heavily in technology and provide you with real time reporting and collaboration through our proprietary user dashboard. Our dashboard integrates Analytics, Social and Search Console data to allow business owners holistic access to the most important marketing data about their site and project progress on Desktop, Tablet or Mobile. You have the power to generate reports and analysis online and in real time.

Quick Fact: Over 80% of ROI opportunity is found through Analytics and Periodic Reporting.

# SERVICE DETAILS



## Organic Gold

899.00 USD MONTHLY

This offers a robust building of off-page content and monthly blog publication for small businesses that are ready to expand their online reach.

**Recommended Campaign Length:** 6 Months

**Keywords Targeted:** Up to 20 Keywords

**Keyword Group:** Maximum of 4

**Monthly Search Volume (2,000 per group):** Up to 8,000

### KEY FEATURES:

- ✦ Extensive pre-campaign site audit and keyword research, grouping, and mapping.
- ✦ Extensive on-page optimization, which includes Google tools integration and testing, web copywriting (7 pages), and the optimization of up to 20 units of each of tags, headers, meta data, and URLs, among others.
- ✦ Rich snippet recommendations including breadcrumbs
- ✦ Monthly rank building through guaranteed blog outreach, magazine news placements, PDF submission, and press release.
- ✦ Monthly content creation and publication on client's blog, including video channel setup and optimization, and monthly video creation and upload.
- ✦ Reports: Site Assessment Report, On-Page Optimization Report, Monthly Executive Summary Report.

### MONTH 1: CAMPAIGN SETUP AND OPTIMIZATION

## Account Research and Prep

- ✧ Website Audit
- ✧ Pages Optimized (20 pages)
- ✧ Keyword Research
- ✧ Keyword Grouping
- ✧ Keyword Mapping

## On-Page Optimization

- ✧ SEO Road Map
- ✧ Blog Creation
- ✧ Webpage Copywriting (7 pages, 350 words per page)
- ✧ Title Tag Optimization (20 titles)
- ✧ Meta Description Optimization (20 meta description)
- ✧ Meta Keyword Optimization (20 meta keywords)
- ✧ Domain Redirect Optimization (20 domain redirects)
- ✧ .xml Sitemap Optimization
- ✧ Robots.txt Check
- ✧ URL Rewrites (20 URL rewrites)
- ✧ Broken Link Report

## Rich Snippet Recommendations

- ✧ Breadcrumbs

## Initial Off-Page SEO

- ✧ Magazine/News Placement (2 articles)
- ✧ Blog Post Outreach (2 articles)
- ✧ Press Release Creation and Submission

## MONTH 2: GOOGLE TOOLS INTEGRATION

## On-Page Optimization (Google Tools Integration and Testing)

- ✦ Google Analytics (GA) Account Creation
- ✦ Google Search Console (GSC) Account Creation
- ✦ Google Tag Manager (GTM) Website Installation (after GA and GSC integration to GTM)
- ✦ Google Analytics Firing Test (up to 10 pages)
- ✦ Sitewide Tags Definition and Testing (1-2 sitewide tags and testing)
- ✦ Page Tags Definition and Testing (4 page tags per 2 events)

## Other On-Page Optimization Strategies

- ✦ Schema Element Installation, including website, phone, and sameAs elements (up to 10 pages)
- ✦ Data Highlighter Application (homepage, product page, and 1 other page type such as articles, book reviews, events, local businesses, movies, restaurants, software applications, and TV episodes)
- ✦ Google Analytics Filtering (including referral filters and IP filters)
- ✦ 301 Page Redirection (up to 25 pages)
- ✦ 404 Error Correction (up to 25 errors)
- ✦ Internal Linking (20 links per 10 pages)
- ✦ Site Speed Optimization (for WordPress sites only)
- ✦ Google Tools Integration Report

## Off-Page SEO

- ✦ Magazine/News Placement (2 articles)
- ✦ Blog Post Outreach (2 articles)
- ✦ Press Release Creation and Submission

## MONTHLY (STARTING MONTH 2): OFF-PAGE SEO AND RANK BUILDING

We provide guaranteed blog outreach and magazine placement through our partner magazine sites and blog networks. Each article placement and outreach is ensured to be contextually related to the client's site to provide the most ranking boost.

- ✦ On-Site Blog Post (1 article)
- ✦ Blog Post Outreach (3 articles)
- ✦ Magazine/News Placement (5 articles)
- ✦ Press Release Creation and Submission
- ✦ PDF Creation and Submission
- ✦ Video Creation and Submission (1 video, submitted to 3 sites)

# TIMELINE & DELIVERABLES

Month 1	Description / Deliverable	Timeline
<b>Pre Campaign</b>	<a href="#">Website Audit</a> Identify on-page opportunities to boost your website's performance.	1-2 business days upon request
<b>Post-Payment</b>	<a href="#">Keyword Research and Site Assessment Report</a> Optimize your website with the best keywords that target your visitors with our comprehensive keyword research.  Create a website that is both user- and Google-friendly by following our site assessment report.	1-2 business days upon payment
<b>Upon Receipt of Intake Form and Approved Keywords</b>	<a href="#">On-Page Report</a> Boost your rankings with a proven methodology that adheres to SEO guidelines.  Increase traffic and engagement through high-quality, niche-focused content.	7-10 business days upon receipt of intake form and approved list of keywords
	<a href="#">Executive Summary Report</a> Get a summary of the progress of your campaign for the past month.	5 days before end of cycle

## TIMELINE & DELIVERABLES

Month 2 Onwards	Description / Deliverable	Timeline
	<p><b>On-Page Implementation</b> Continuous optimization and maintenance of your website for optimum performance.</p>	5-7 business days
	<p><b>Link Building</b> We'll help you rank for competitive keywords by building an authoritative backlink portfolio.</p>	
	<p><b>Executive Report</b> Get a summary of the progress of your campaign for the past month.</p>	5 days before end of cycle

# CLIENT REQUIREMENTS

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For us to accomplish the campaign goals successfully and in a timely manner, we will rely on your cooperation to provide the following:

- ✦ A monthly fee of 899.00
- ✦ Completed Client Brief
- ✦ Access to your Google Analytics account – we want to track and analyze our progress
- ✦ Website Credentials – CMS, FTP, cPanel Access – to implement On-Page optimization
- ✦ Signed agreement