

Programme	Starter Plan	Starter Plus Plan	Small Business Plan	Corporate Plan	Enterprise Plan
Price/Monthly	\$225	\$350	\$475	\$600	\$800
No of Targeted Keywords	10	20	30	50	100
Minimum Project Duration	3 Months	3 Months	6 Months	6 Months	6 Months

### Initial Review and Analysis

www.digitalzop.com

In-depth Website Analysis	YES	YES	YES	YES	YES
Competitor Backlink Analysis	1 Competitor	1 Competitor	2 Competitors	2 Competitors	3 Competitors
Keyword Research and Analysis	YES	YES	YES	YES	YES
Baseline Search Engine Ranking Report	YES	YES	YES	YES	YES
Baseline Traffic Report	YES	YES	YES	YES	YES

### Inbound Content Marketing

### Monthly Deliverables

www.digitalzop.com

Website Content Writing	NA	1	2	2	4
Onsite Blog Writing & Posting	1	2	2	3	4
Third party article/guest posting content	2	4	5	6	8
Third party Blog content posting	1	1	2	4	6
Press Release Writing & Distribution	NA	NA	NA	1	1
Review Posting	1	1	2	2	3
Classified Ads Posting	1	1	1	2	2

### Technical Website Evaluation

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Crawl Errors	YES	YES	YES	YES	YES
Webpage Design analysis	NO	YES	YES	YES	YES
Dead Pages/ Broken Links	YES	YES	YES	YES	YES
Fixing the Identified Issues	YES	YES	YES	YES	YES

### On-Site Optimization

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Meta Tags Optimization	YES	YES	YES	YES	YES
Content Optimization	YES	YES	YES	YES	YES
Image Optimization	YES	YES	YES	YES	YES
XML Sitemap Creation / Analysis	YES	YES	YES	YES	YES
Robots.txt Creation/ Analysis	YES	YES	YES	YES	YES
Canonical Issue Fixing	YES	YES	YES	YES	YES
Google Analytics Set Up	YES	YES	YES	YES	YES
Google Webmaster Tool Set Up	YES	YES	YES	YES	YES
On Site Blog Integration	NO	YES	YES	YES	YES
Site Architecture Evaluation	YES	YES	YES	YES	YES
Rich Snippets / Markups implementation	YES	YES	YES	YES	YES
URL Optimization (Static & Dynamic)	YES	YES	YES	YES	YES
Hyperlinks Optimization	YES	NO	YES	YES	YES
Duplicate Content Checking (Internal & External)	YES	YES	YES	YES	YES

### Off-Site Optimization

### Monthly Backlinks Deliverables

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Authority Directory Submissions	2	3	5	5	6
Social Bookmarking	5	5	5	8	12
Article Submission/Guest Posting	2	4	5	6	8
Press Release Posting	0	0	0	1	1
Business Profile Listing	2	3	4	4	5
Blog Creation & Postings	1	1	2	4	6
Image Promotion (If Applicable)	1	3	3	4	6
Video Marketing (If Client Provides)T	2	3	4	4	5
Local business listing	2	3	4	4	5
PDF Sharing (If Client Provides)	1	3	4	4	5
Classified Ad Promotion	1	1	1	2	2
Google Business Page Creation	YES	YES	YES	YES	YES
Scribd Pages	2	2	3	3	5
On Site Blog Promotion	2	3	3	6	8
Review Website Submission	1	1	2	2	3
Onsite Blog Posting	1	2	2	3	4
<b>Approx Link (Monthly)</b>	<b>25</b>	<b>35</b>	<b>45</b>	<b>60</b>	<b>80</b>

### Monthly Reporting

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Search Engine Ranking Report	YES	YES	YES	YES	YES
Google Analytics Traffic Report	YES	YES	YES	YES	YES