

SMART GOOGLE DIGITAL TECHNOLOGY



SEO Proposal Template

Why invest in SEO

In the world where everything is online, SEO is not a nice addition to your business - it's a must. SEO influences almost every aspect of your business from boosting web traffic and visibility to building your brand and generating high quality leads.

Here are just a few reasons why implementing SEO in your business is a decision you'll hardly ever regret.



SALES

96% of Americans shop online and admit that search engines influence their purchasing decisions a lot



TRAFFIC

Organic search drives almost 95% of all traffic



VISIBILITY

On average, content optimization increases brand visibility by 70%



LEADS

57% of B2B marketers confirmed that SEO has a massive impact on lead generation



COST-EFFECTIVENESS

SEO is a lot more effective and cost-efficient than traditional marketing



AWARENESS

50% of searchers who have already seen your company in the search results will click on it

There are now thousands of people searching for your business - just let Smart Google Digital Technology help them find you.

Our strategy

We're all for transparency and effectiveness. Therefore, we want you to be involved in the whole process as much as possible, being 100% aware of what's going on with your site.

More than that, different customers have different needs, goals, and backgrounds. With that in mind, we form a range of necessary search marketing activities to match your business' objectives only.

Step 1: Initial analysis

- Conduct a thorough analysis of your current Google Business Profile to identify strengths, weaknesses, and areas for improvement.
- Evaluate competitor profiles to gain insights and develop a strategy that differentiates your business.

Step 2: Profile Completion and Enhancement:

- Ensure all essential information is complete, accurate, and up-to-date, including business hours, contact details, and location.
- Craft a compelling business description that highlights your unique selling propositions and resonates with your target audience.
- Upload high-quality photos showcasing your products, services, and the overall ambiance of your business as per google policy and search algorithm.

Step 3: Keyword Optimization:

- Identify and incorporate relevant keywords in your business description with our keyword analysis Team and other profile sections to improve search engine visibility.
- Implement geo-specific keywords to target local customers and increase the chances of appearing in local search results.

Step 4: Customer Reviews Management:

- Develop a strategy for encouraging satisfied customers to leave positive reviews on your Google Business Profile.
- Respond promptly and professionally to both positive and negative reviews to demonstrate your commitment to customer satisfaction.

Step 5: Regular Updates and Posts:

- Create a content calendar for regular updates, posts, and promotions to keep your audience engaged and informed.
- Utilize Google Posts to share announcements, events, special offers, and other relevant information.
- we always keep in mind the all standard set by google business profile guidelines like image size, portrait, weight etc.

Step 6: Monitoring and Reporting:

- Implement tools for monitoring your Google Business Profile performance, including visibility, engagement, and customer actions.
- Provide regular reports detailing the progress of your profile optimization and key performance metrics.

Step 7: Local SEO Strategy:

- we develop a local SEO strategy to improve your business's visibility in local search results, including optimizing your google business profile and other required online assets.
- Ensure consistency across online platform and platforms to strengthen your business's online presence.

Step 8: Competitor Analysis:

- we do analysis of your competitor to place you there for hunting new business from local market.

Step 9: Mobile Optimization:

- Ensure that your Google Business Profile is optimized for mobile users, as a significant portion of searches are conducted on mobile devices.

Step 10: Backlinks and Citations:

- **Building credibility:**

Both backlinks and citations signal to Google that your business is legitimate and exists online, which can improve your local search rankings.

- **Local SEO:**

By having your business information listed consistently across various online directories, you strengthen your local search presence.

Step 11: Training and Support:

- Provide training for your team on how to effectively see the performance and chat of the Google Business Profile for ongoing success. I believe that implementing these strategies will significantly enhance your online visibility and positively impact your business.
- I am excited about the opportunity to work with you and contribute to the success of your business.

Campaign objectives

- Top 3 rankings for agreed keywords
- Boosting organic Traffic
- Building at least 30 new backlinks

What we guarantee

- ❖ Weekly reporting
- ❖ 100% transparency
- ❖ 24/7 service and support

Cost Estimate: Rs 9300 / 3 Months.

Payment Terms:

Initially we need advance payment for next 3 months to give you better result and see the performance .

Renewal Enhancement after 3 Months:

After the initial optimization, we recommend a renewal enhancement to ensure continued success.

- ❖ This enhancement will include:

Performance Review:

- Evaluate the performance of the Google Business Profile.
- Identify areas for further improvement.

Content Refresh:

- Update business description, photos, and other content.

Review Strategy Adjustment:

- Modify the review strategy based on the initial results.

Additional Keyword Optimization:

- Identify new keywords or adjust existing ones for ongoing relevance for get result in full capacity of area.

Continued Monitoring and Reporting:

Implement any necessary adjustments based on performance.

Renewal Enhancement Cost:

Renewal cost will be same Rs 9300 / for next 3 month and get your regulate business with our optimization of the google Profile.

Payment Methods:**Bank Transfer:**

A/c Name: ATUL SHARMA

A/c No: 10173077890

IFSC :IDFB0021421

UPI Option:

UPI ID : 9837451058@IDFCFIRST



Please feel free to contact me to discuss this proposal further
Or to address any questions you may have. If required then
Our technical team will get in touch with you to explain in deeply.

Thank you for considering our proposal.
I look forward to the possibility of working together.

THANKS AGAIN

