

PROJECT PROPOSAL

# Strategic SEO Marketing Work Plan

Elevating Business with Advance SEO

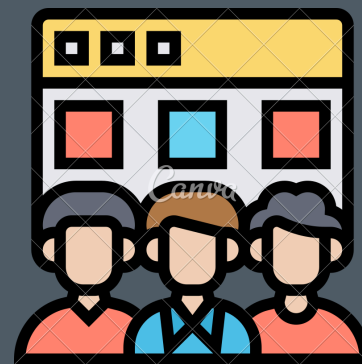


# Goal for SEO Campaign



## Google Page #1 Ranking

With a Strategic SEO Campaign website will gain ranking on Google for the potential business keywords



## Generate More Leads

High Rank on popular queries  
= Higher Organic Traffic,  
Higher Leads



## More Calls/Customers

Bring you top on Google  
where your customer  
searching so you will get  
more calls



## Reputation & Branding

More reviews, More calls, More  
trust in the market.

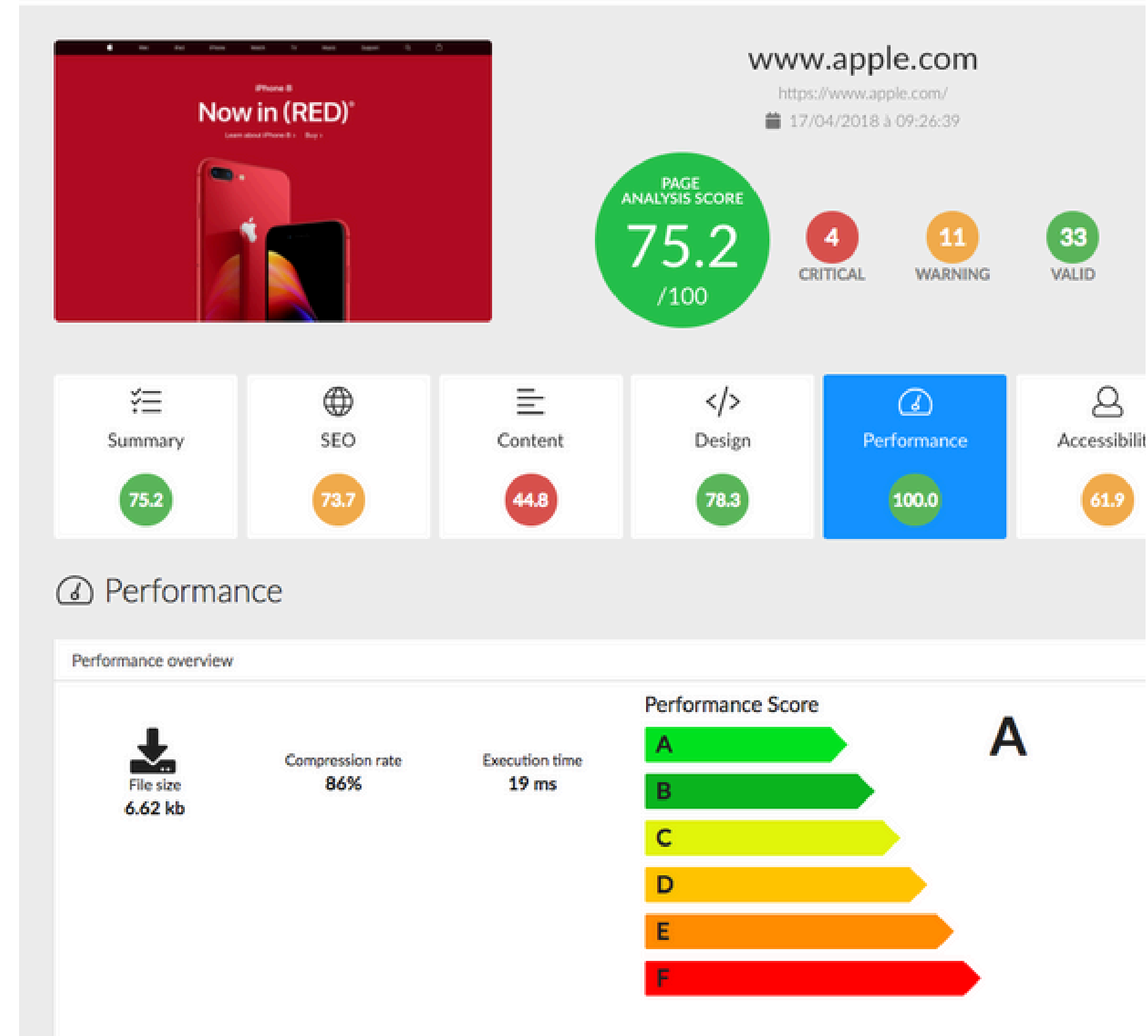
# **In-Depth Analysis and Research**

# PHASE - 1

## In-Depth Website Analysis

Website analysis before **starting an SEO campaign** is crucial. Studies show that fixing technical issues can lead to a **43%** increase in organic search traffic. Effective keyword targeting can boost search engine rankings, with the top three positions receiving **75%** of clicks. Optimizing user experience can increase customer retention and conversions by up to **300%**. Addressing weaknesses through analysis can result in a **125%** increase in organic leads.

1. Identifying Technical Issues
2. Understanding Current Performance
3. Keyword Research and Targeting
4. Competitor Analysis
5. Assessing User Experience (UX)
6. Conducting a Content Audit
7. Mobile-Friendliness and Responsiveness
8. Analyzing Back link Profile
9. Building the Optimization Roadmap.
10. **Deep Study for W3C validation error**



# PHASE - 2

## Top 5 Competitor Analysis

**Competitor analysis in SEO helps uncover strengths, keywords, backlinks, and trends, driving better strategies and performance. Essential for success.**

1. Identifying strengths and strategies.
2. Uncovering valuable keywords.
3. Targeting authoritative backlinks.
4. Improving content to stand out.
5. Staying updated with market trends.



# PHASE - 3

## Right Keyword Selection

**50% SEO is Done** if you select the right keywords. Right keyword selection in SEO offers increased organic traffic, better user engagement, enhanced conversion rates, cost-effectiveness, and a competitive edge.

1. Informative Keywords
2. Transactional Keywords
3. Local Keywords
4. LSI Keywords
5. Competitor's Keywords

### Search Intent Modifiers

Informational	Navigational	Commercial Investigation	Transactional
How	Brand Names	Best	Buy
What	Name of a Product	Top	Coupon
Who	Name of a Service	Review	Order
Where		Comparison	[City] Type of Store (Local)
Why		Specific Attribute of a Product (Size, Color, Etc)	Purchase
Guide			Cheap
Tutorial			Price
Resource			Pricing
Ideas			
Tips			
Learn			
Examples			

# Technical *SEO* Optimization



# PHASE - 4

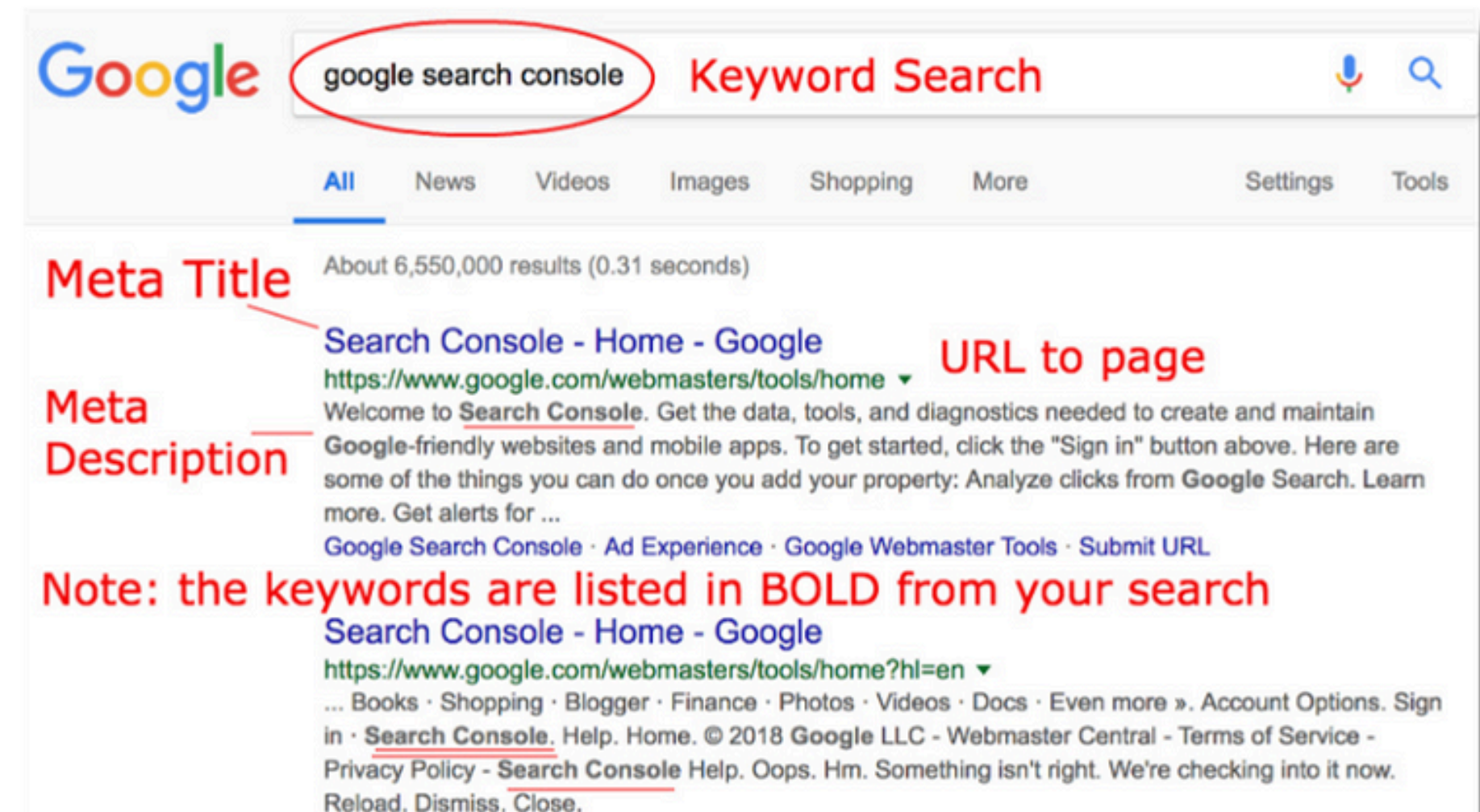
## Meta Tags Optimization

### Benefits :

- **Crawl Prioritization:** Google's crawlers prioritize well-optimized pages. By using meta tags effectively, you signal the importance of your content, encouraging faster and more frequent indexing.
- **Snippet Customization:** Meta tags influence the content displayed in search snippets. By controlling the page's title and description, you can create appealing snippets that attract users' attention.
- **Mobile Optimization:** Meta tags play a crucial role in mobile search results, where limited screen space requires concise and compelling titles and descriptions.

1.

### Example





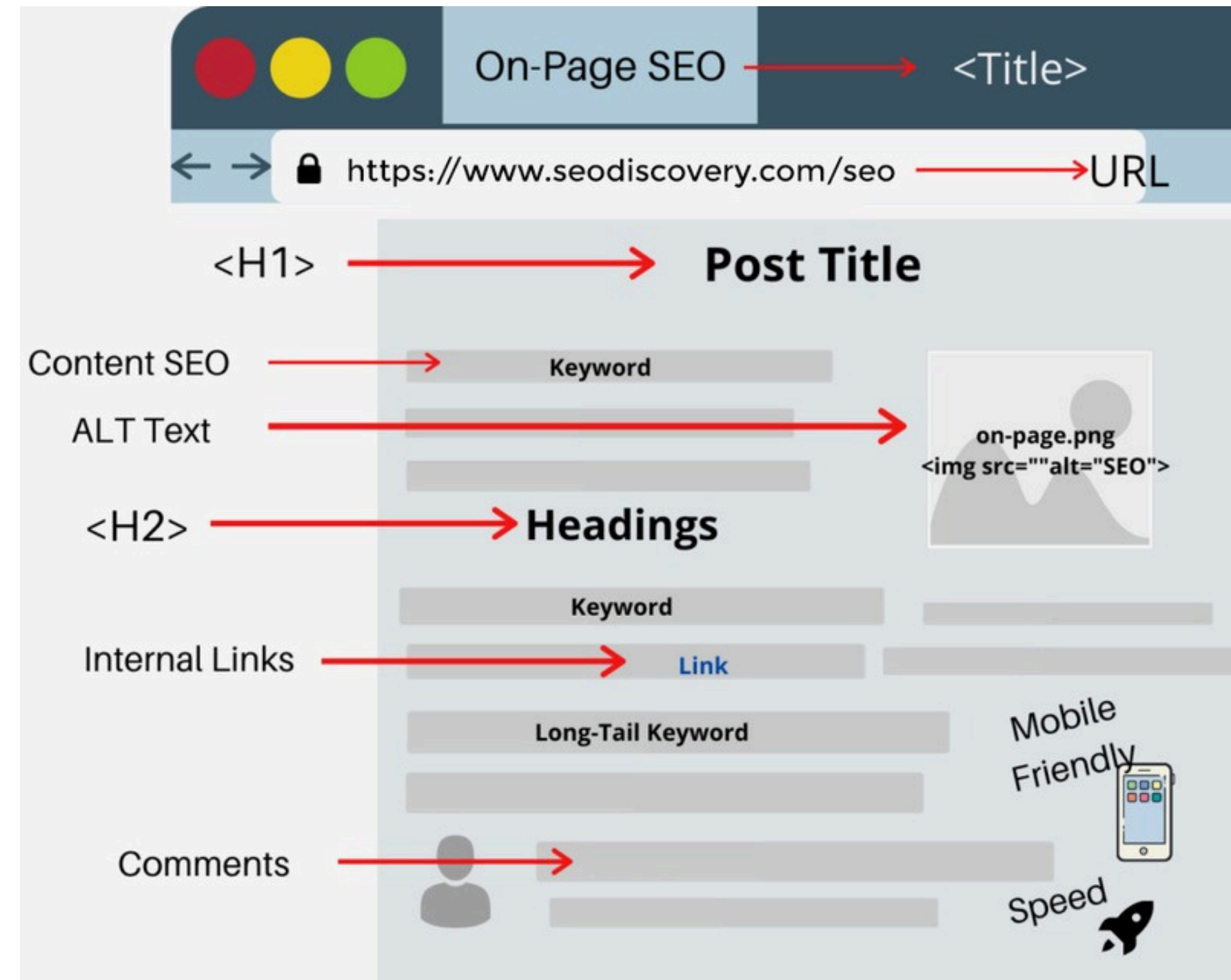
# PHASE - 5

## On-Site Technical SEO Optimization

**NOTE:** On-Site Technical SEO Optimization contributes around **20-30%** to an SEO campaign's impact, as indicated by a study by **Backlinko**.

### Key Practices :

1. Header Tags (H1, H2, H3, etc.)
2. URL Structure
3. Image Optimization
4. Internal Linking & External Linking
5. User-friendly URLs
6. Canonicalization
7. XML Sitemap
8. Robots.txt
9. SSL Certificate
10. Readability

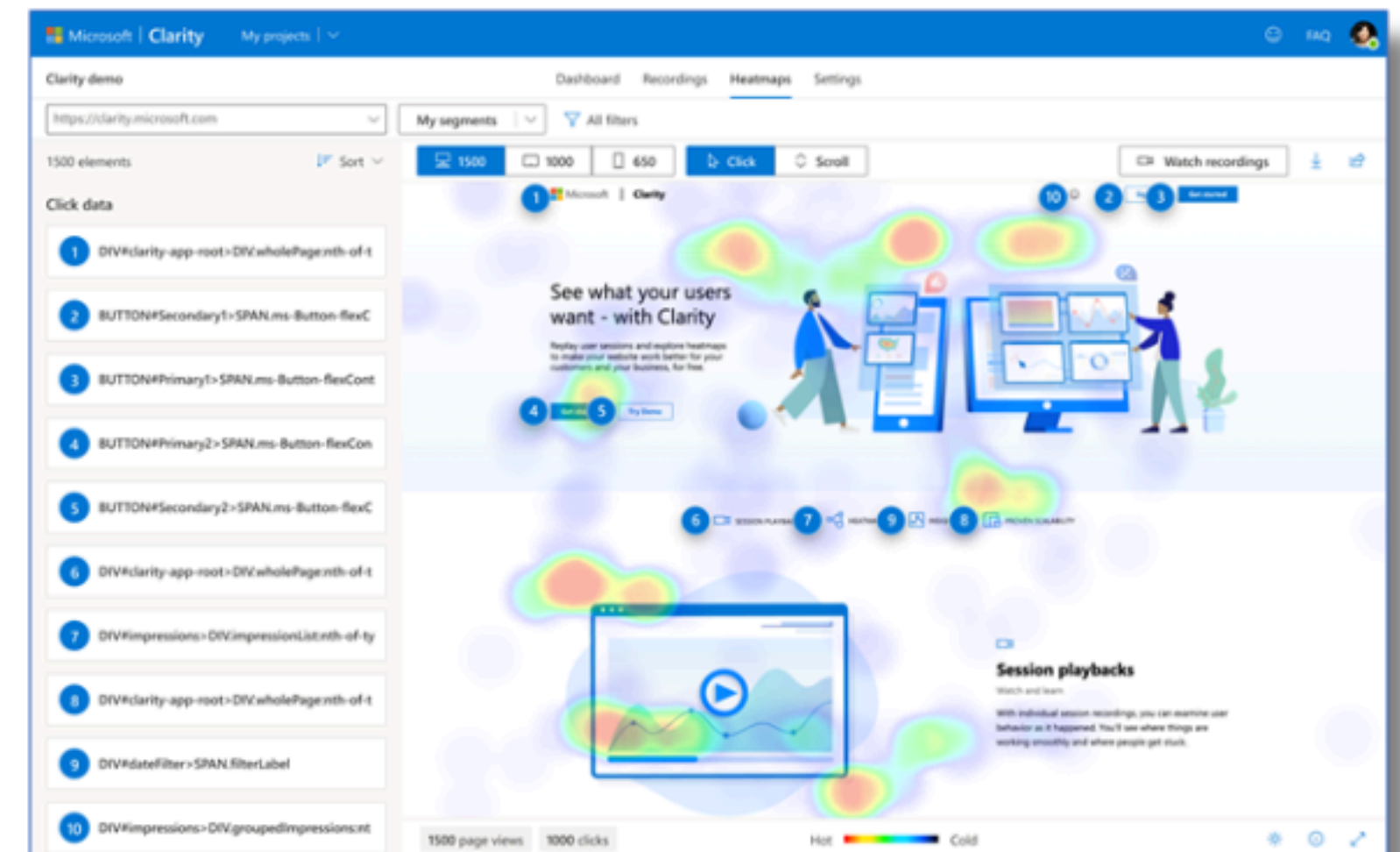
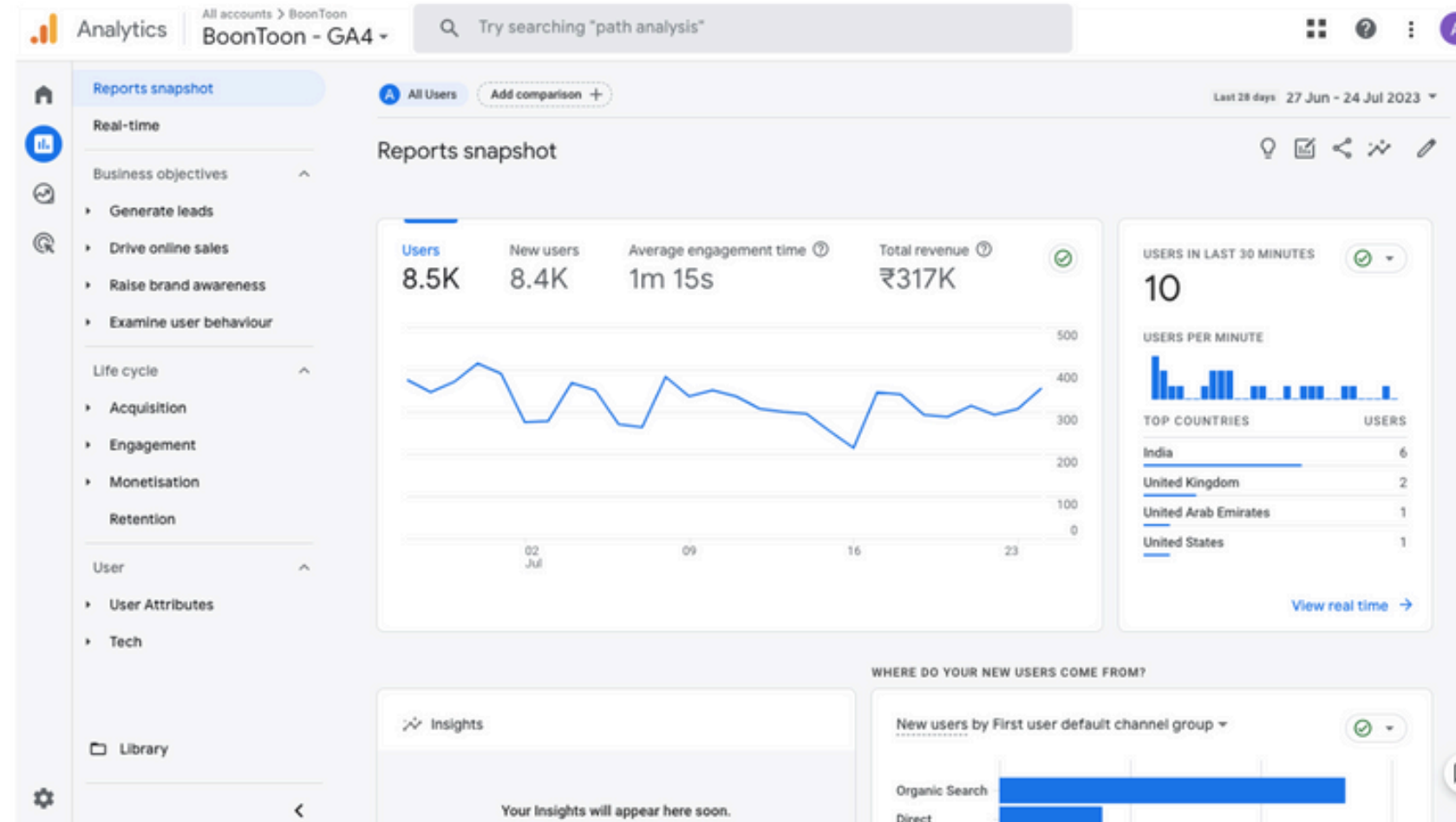


# PHASE - 6

## Traffic Analysis With Google Analytic and Clarity

**Google Analytic** - Get valuable data-driven insights to understand website performance & user behavior

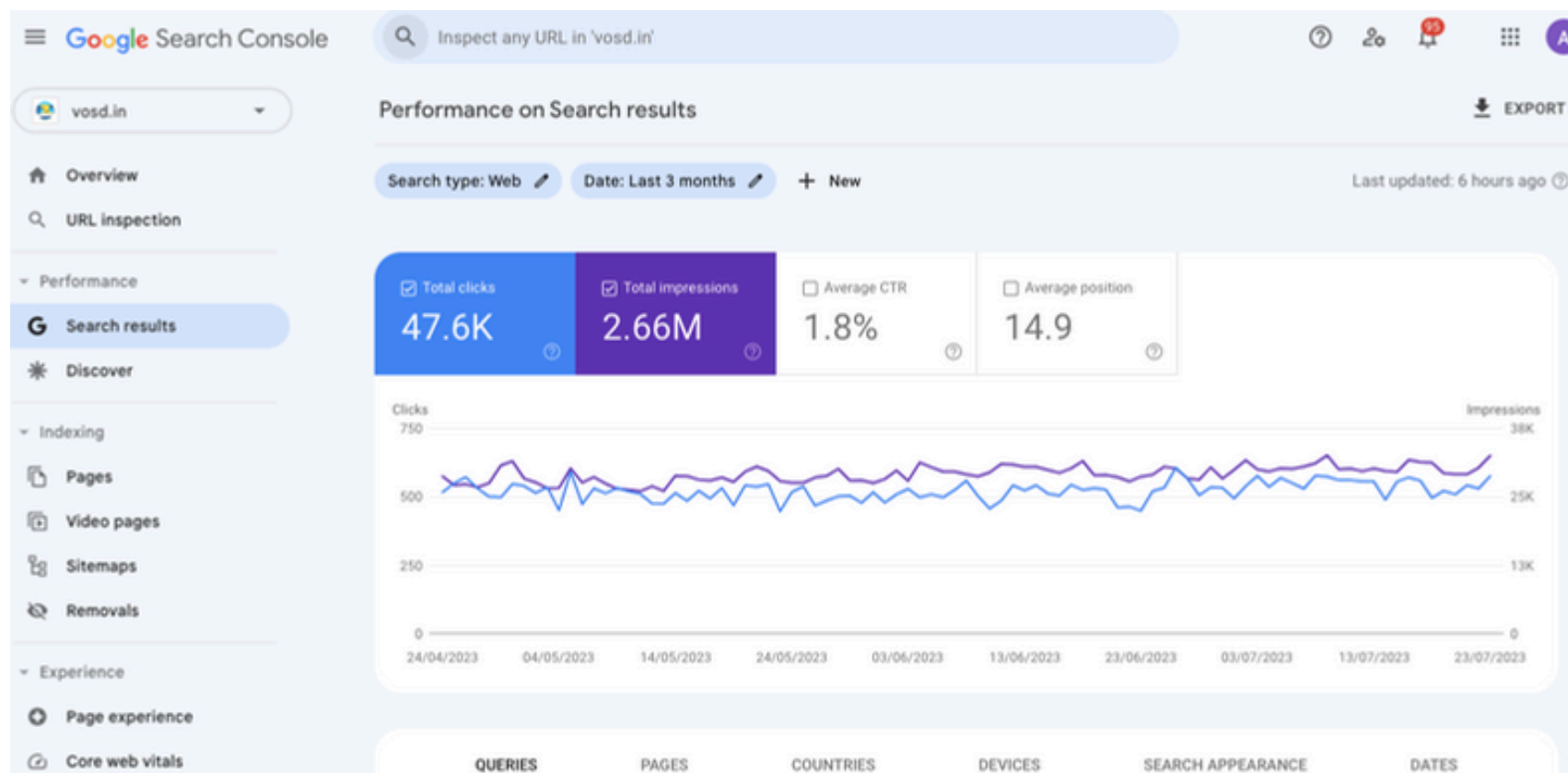
**Microsoft Clarity** - Free web analytics tool. Visualize user behavior, uncover insights, and enhance website performance



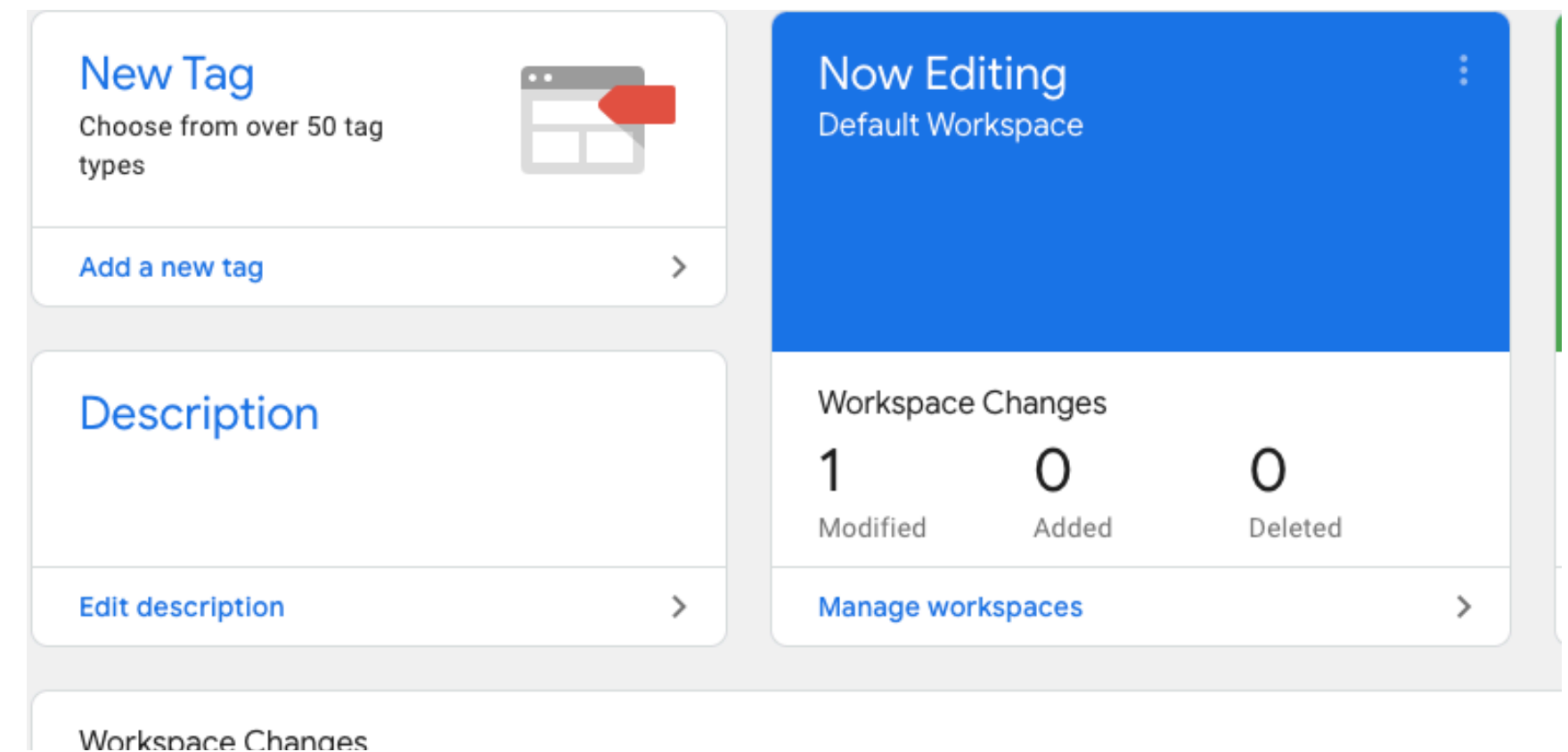
# PHASE - 7

## Analysing Technical Errors & Tracking User Activities

**Google Search Console** - Get valuable insights into search visibility, keyword rankings, and indexing issue for your website



**Google Tag Manager** - Manage all your website tags (e.g., tracking codes, scripts, pixels) in one centralized platform for faster loads

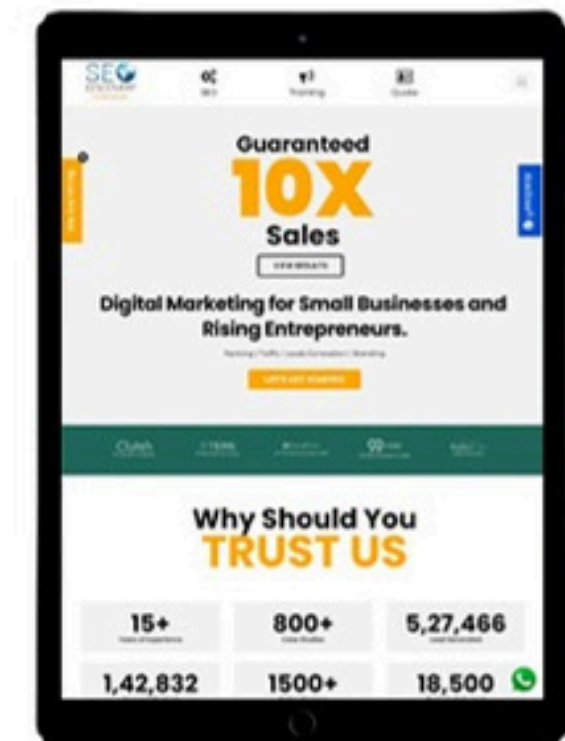
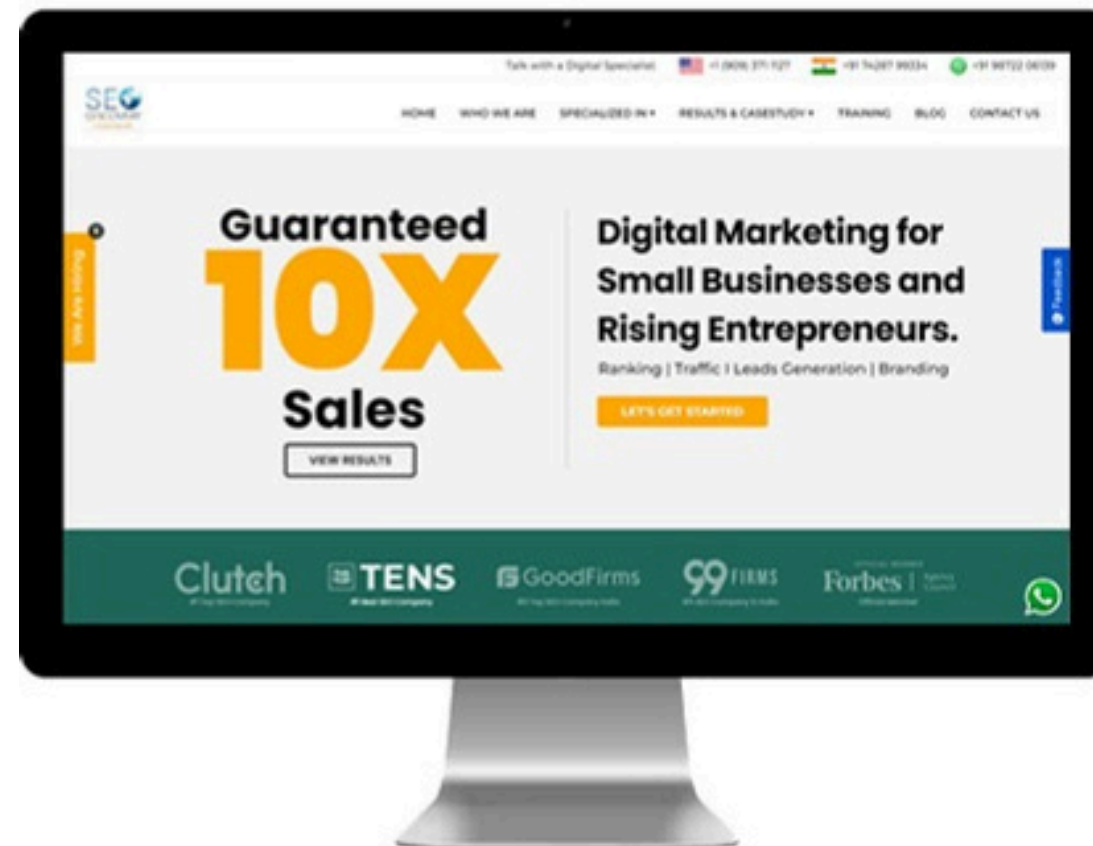


# PHASE - 8

## UI/UX Recommendation

Mobile devices account for **50.48%** of web traffic, while desktop devices account for **46.51%**. Tablets account for the remaining 3%. Source (Google.com)

- Mobile Responsiveness
- Intuitive Site Navigation
- Page Speed Optimization
- Clear Call-to-Action (CTA)
- Readable and Well-Formatted Content
- Engaging Visuals and Multimedia
- Minimal Clutter and Distractions
- Accessibility Compliance
- A/B Testing for UI/UX Elements
- User Feedback and Iterative Improvements.





# PHASE - 9

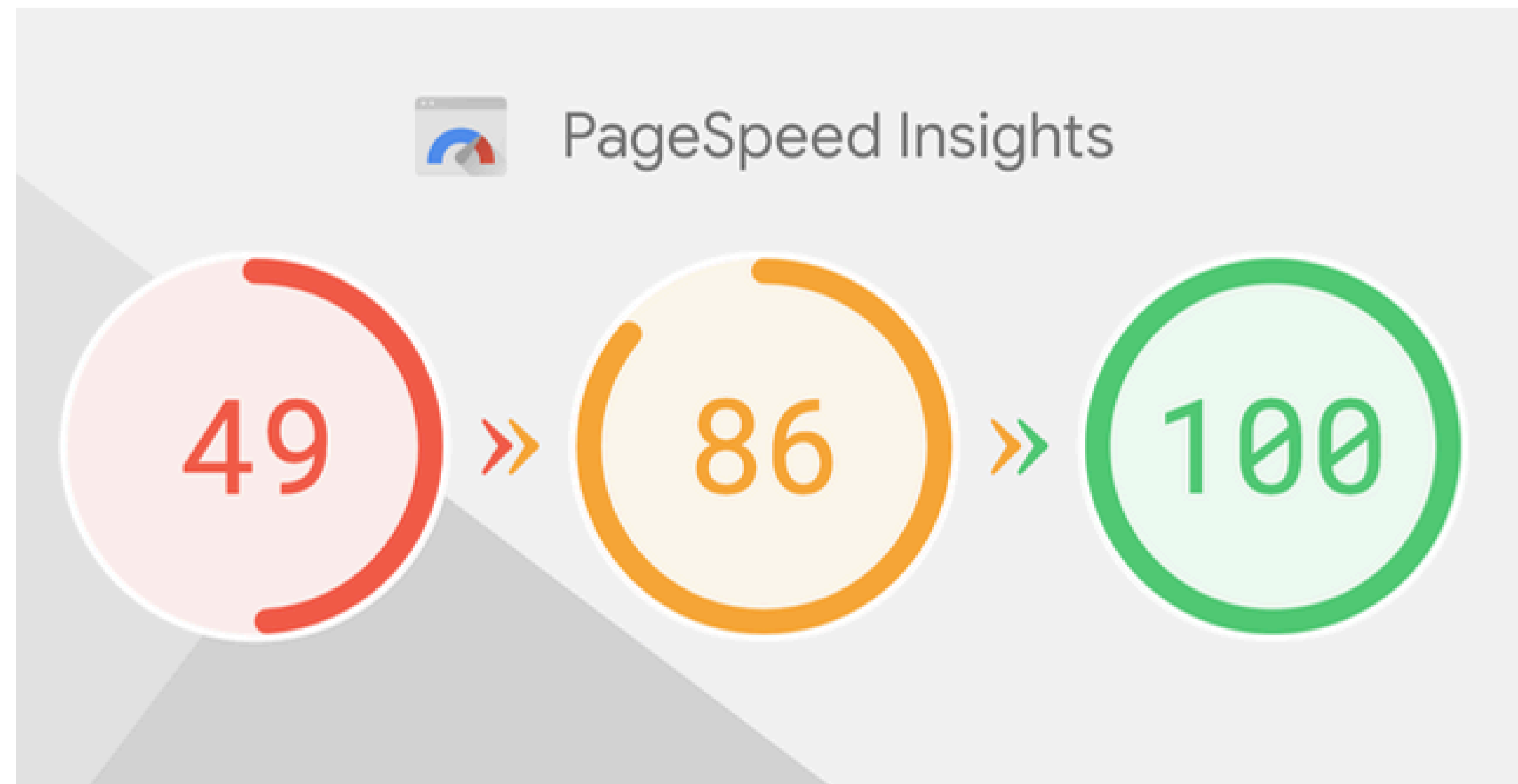
## Website Speed Optimization Recommendation

**Website Speed Optimization can have a substantial impact on an SEO campaign, contributing around 25-35% to search rankings, as shown in a study by HubSpot.**

- Page speed is a critical factor in ranking your website higher on Google's search engine results.

- If your website isn't on par with the top 10 organic pages, you won't rank on the first page.

- So focusing on page speed is paramount to having a successful company and a website that converts.

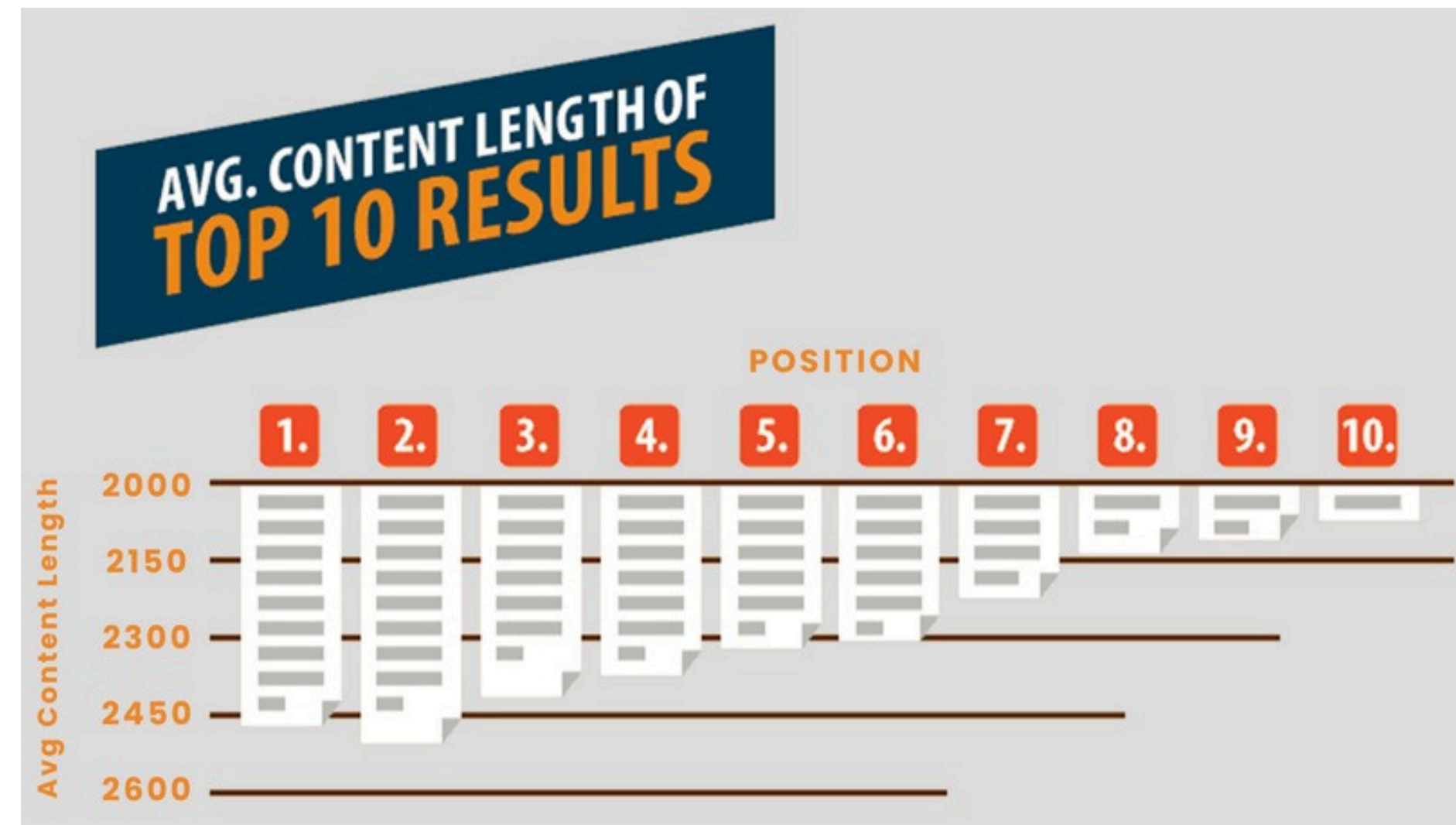


# PHASE - 10

# Optimize Website Services pages for Long Lasting Content ( 2100- 2400 Words)

**Landing page content writing can have a substantial impact on an SEO campaign, contributing around 20-30% to search rankings, as suggested by a study by Unbounce.**

1. Comprehensive Information
2. Increased Authority and Credibility
3. Better User Experience
4. Internal Linking Opportunities
5. Long-Term Value
6. Keyword Density Optimization
7. Featured Snippet Opportunities
8. Supports Sales Funnel
9. FAQ Content for User Questions





# PHASE - 11

## Frequently Asked Questions : FAQ

FAQs (Frequently Asked Questions) can positively impact an SEO campaign, contributing around **15-25% to search rankings**, as demonstrated in a study by **SEMrush**.

### ✓ FAQ Optimization with 3 Major Benefits :

#### ✓ For User

- Easily get answers to their simple questions
- help to make a purchasing decision
- Saves Your Customer Time by Putting Answers in One Place.

#### ✓ For Voice Search

- Ranking for voice searches and increase your audience and boost your website's authority.
- Ability To Answer Potential Customers Questions Quickly.
- Focus on Conversational Keywords.

#### ✓ For Google Ranking

- Easy to Include Target Keywords
- Strengthen your expert reputation  
Improve CTR (Click Through Rate)
- Occupies additional space in search engine results pages and provides users with a method of interaction

### Frequently Asked Questions

#### Expertise

- Q What are your specializations in Digital Marketing?
- Q Will digital marketing be effective for my business?
- Q How does digital marketing impact my business's performance?
- Q Who do you work for?
- Q Do you follow SEO guidelines?

#### Fee & Contract

- Q What are the charges for digital marketing?
- Q How do I know how much to spend on digital marketing?
- Q How am I billed for the services?
- Q Do you have any monthly packages?
- Q Is there a contract or bond?

# PHASE - 12

## Structured Data/ Schema Implementation

Structured Data/Schema markup can significantly benefit an SEO campaign, contributing around **20-30%** to search rankings, as per a study by **Searchmetrics**.

1. Reviews Markup
2. FAQ Markup
3. Organization Schema Markup
4. Schema Local Business Markup
5. Schema Product & Offer Markup
6. Breadcrumbs Markup
7. Video Schema Markup

<https://www.seodiscovery.com> > seo-company-india

### Best SEO Company India – Top SEO Agency India

SEO Discovery is a full-service digital marketing agency that delivers measurable results. With a goal to enhance your business growth, we follow an...

★★★★★ 1,876 votes · \$15.00 to \$40.00



## Example



SEO Discovery

<https://www.seodiscovery.com>

### SEO Discovery: Best Digital Marketing Company in India

SEO Discovery is a recognized digital marketing agency in India known to offer complete internet marketing solutions including SEO, SMO, PPC, ORM, ...

#### Digital Marketing Training

Our Digital Marketing Course Fees is very nominal and anyone can ...

#### Career

SEO Discovery provides in-depth digital marketing training and ...

#### Contact Us

SEO Discovery - 360° Digital Marketing Agency, A community ...

#### About Us

SEO Discovery is a global leader in next-generation digital ...

[More results from seodiscovery.com »](#)

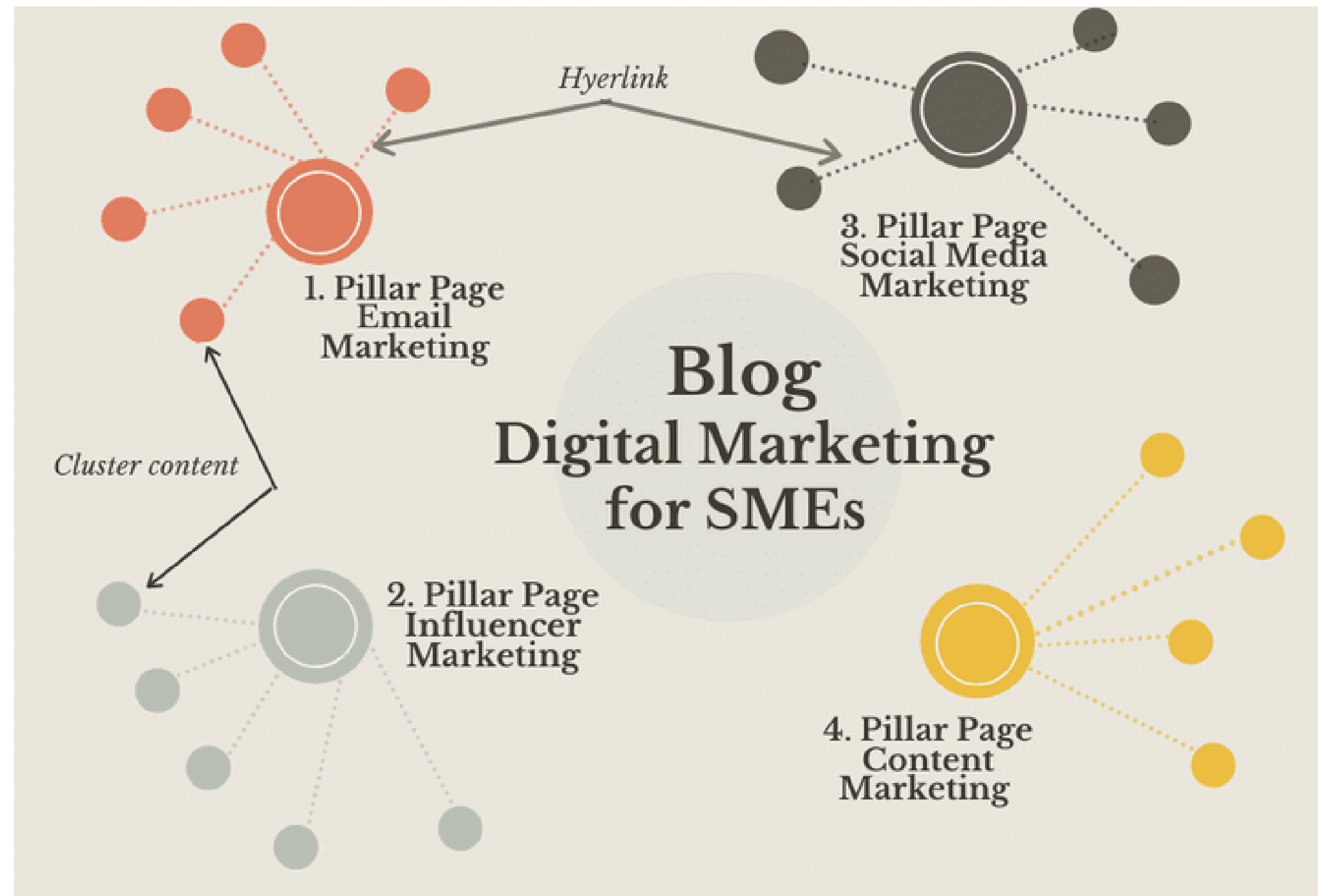
# **Content Writing & Marketing Strategy**

# PHASE - 16

## Semantic SEO: Topical Clusters around LSI keywords

Content generation around LSI (Latent Semantic Indexing) & Semantic Phrases can contribute around **25-35%** to an **SEO campaign's impact**, as per a study by **Backlinko**.

1. Will research for the LSI { Latent semantic Indexing } keywords
2. Will analyze all the potential semantic queries or phrases people often ask
3. Will create content for all the different LSI keywords
4. Will optimize our content for the NLP of Google
5. Making our content more Helpful by covering all the queries & LSI keywords



# PHASE - 17

## Creating Topic Clusters / Pillar Content

Creating Topic Clusters/Pillar Content can significantly benefit an SEO campaign, contributing around **40-50% to search rankings**, as shown in a study by **HubSpot**

### Wikipedia topic cluster example



The screenshot displays the Wikipedia article for "Content management system". The page layout includes a sidebar on the left with navigation links such as "Main page", "Contents", "Current events", "Random article", "About Wikipedia", "Contact us", and "Donate". The main content area features the article title "Content management system" and a summary: "From Wikipedia, the free encyclopedia". The article text defines a content management system (CMS) as computer software used to manage digital content, and discusses its typical use for enterprise content management (ECM) and web content management (WCM). A yellow box highlights the "Contents" section, which lists the following topics: 1 Structure, 2 Installation type, 3 Common features, 4 Other types of content management systems, 5 Best known CMSs, 6 See also, 7 References (including 7.1 Bibliography), and 8 External links. A yellow arrow points to the "Contents" section.

Wikipedia topic cluster example

Article Talk

Read Edit View history Search Wikipedia

## Content management system

From Wikipedia, the free encyclopedia

A **content management system (CMS)**<sup>[1][2][3]</sup> is a computer software used to manage the creation and modification of digital content.

A CMS is typically used for [enterprise content management \(ECM\)](#) and [web content management \(WCM\)](#). ECM typically supports multiple users in a [collaborative environment](#)<sup>[4]</sup> by integrating [document management](#), [digital asset management](#), and [record retention](#).<sup>[5]</sup>

Alternatively, WCM is the collaborative authoring for websites and may include text and embed graphics, photos, video, audio, maps, and program code that display content and interact with the user.<sup>[6][7]</sup> ECM typically includes a WCM function. CMS is a web template to create your own website.

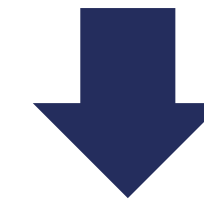
### Contents [hide]

- 1 Structure
- 2 Installation type
- 3 Common features
- 4 Other types of content management systems
- 5 Best known CMSs
- 6 See also
- 7 References
  - 7.1 Bibliography
- 8 External links

# PHASE - 15

## Refresh Content with Regular Blog Posting

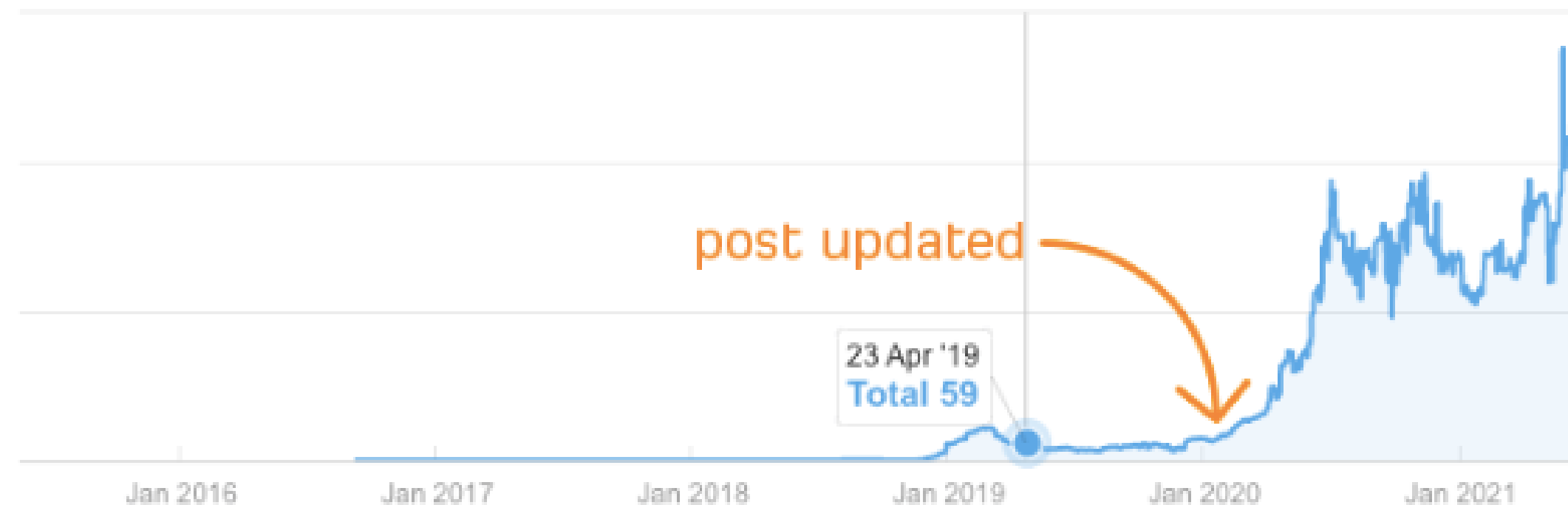
### Outstanding Results of Content Refresh



1. Analyze & Rectify the Existing outdated blog content.
2. Will Update the old blogs with new insights & current facts.
3. Content refresh making it more helpful & relevant.
4. Adding more resources & links to the existing content
5. Google Recommend 2 Blogs on weekly basis.

Organic traffic: 620 /month

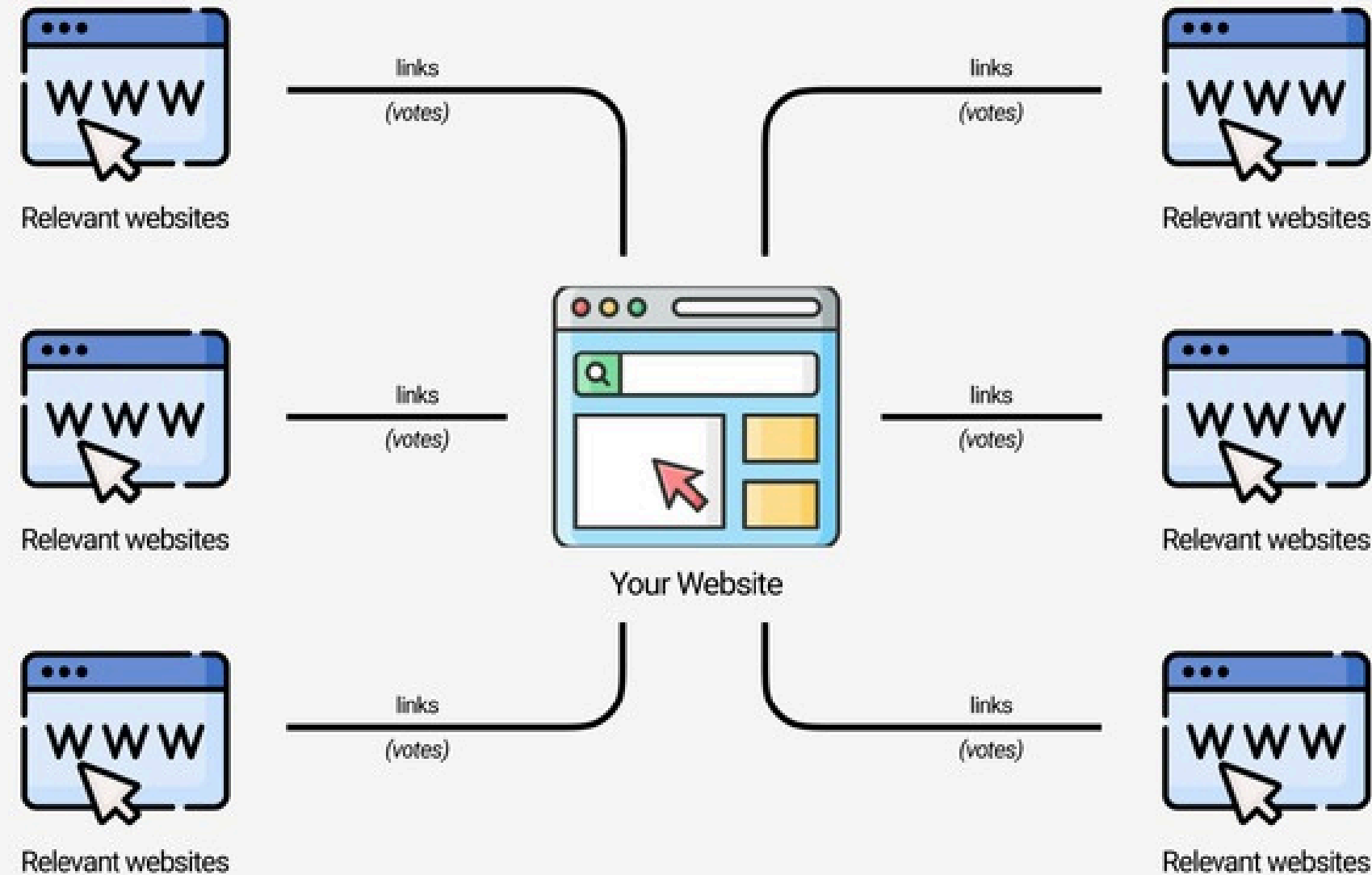
All time | One year | Last 30 days





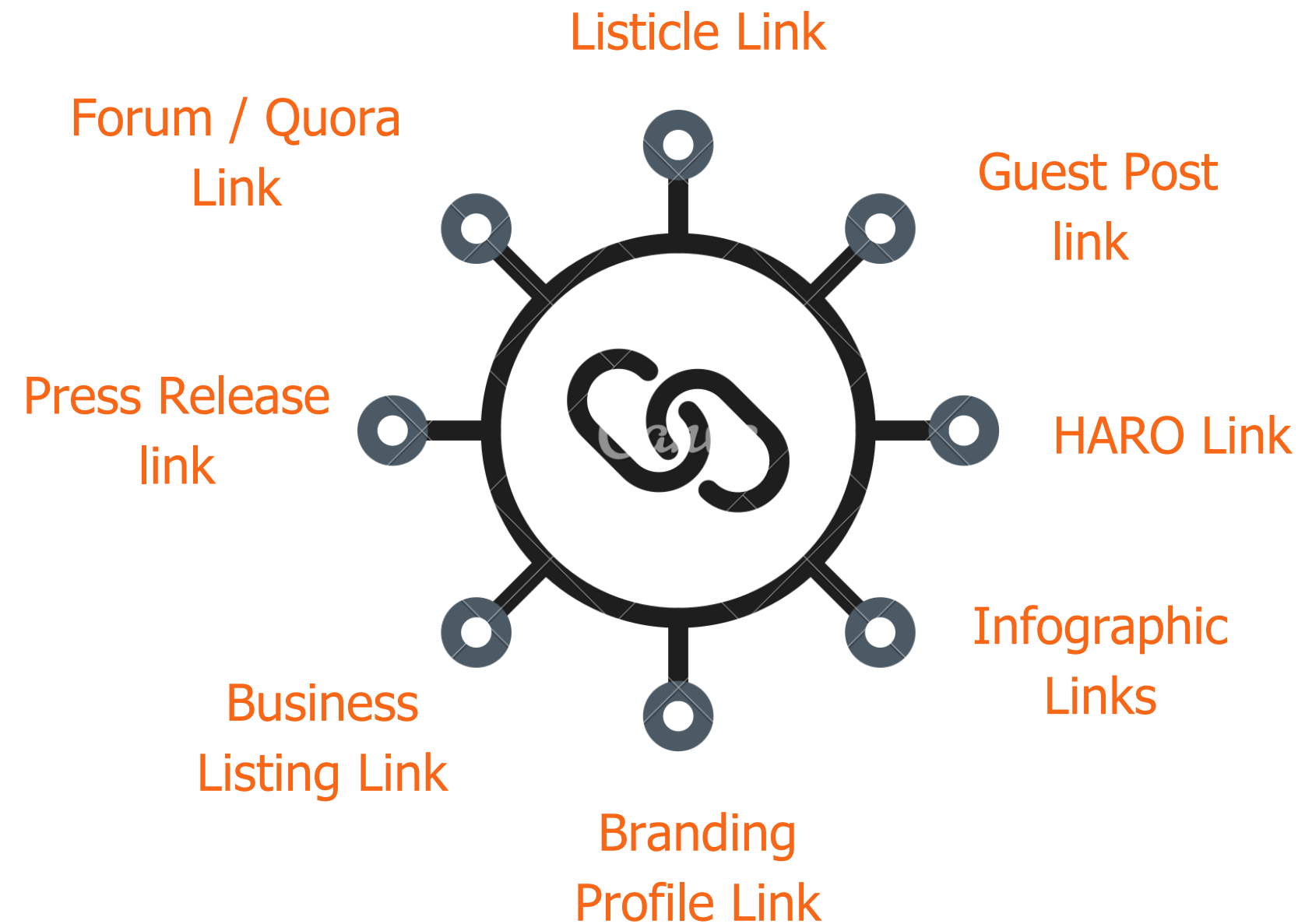
# Backlinks (Referrals)

More Backlinks (Votes) = **Higher Rankings**



# PHASE - 18

## Acquire Backlinks with the 2023 Strategy



Process of Link Building includes getting referring links to our website from other authoritative websites.

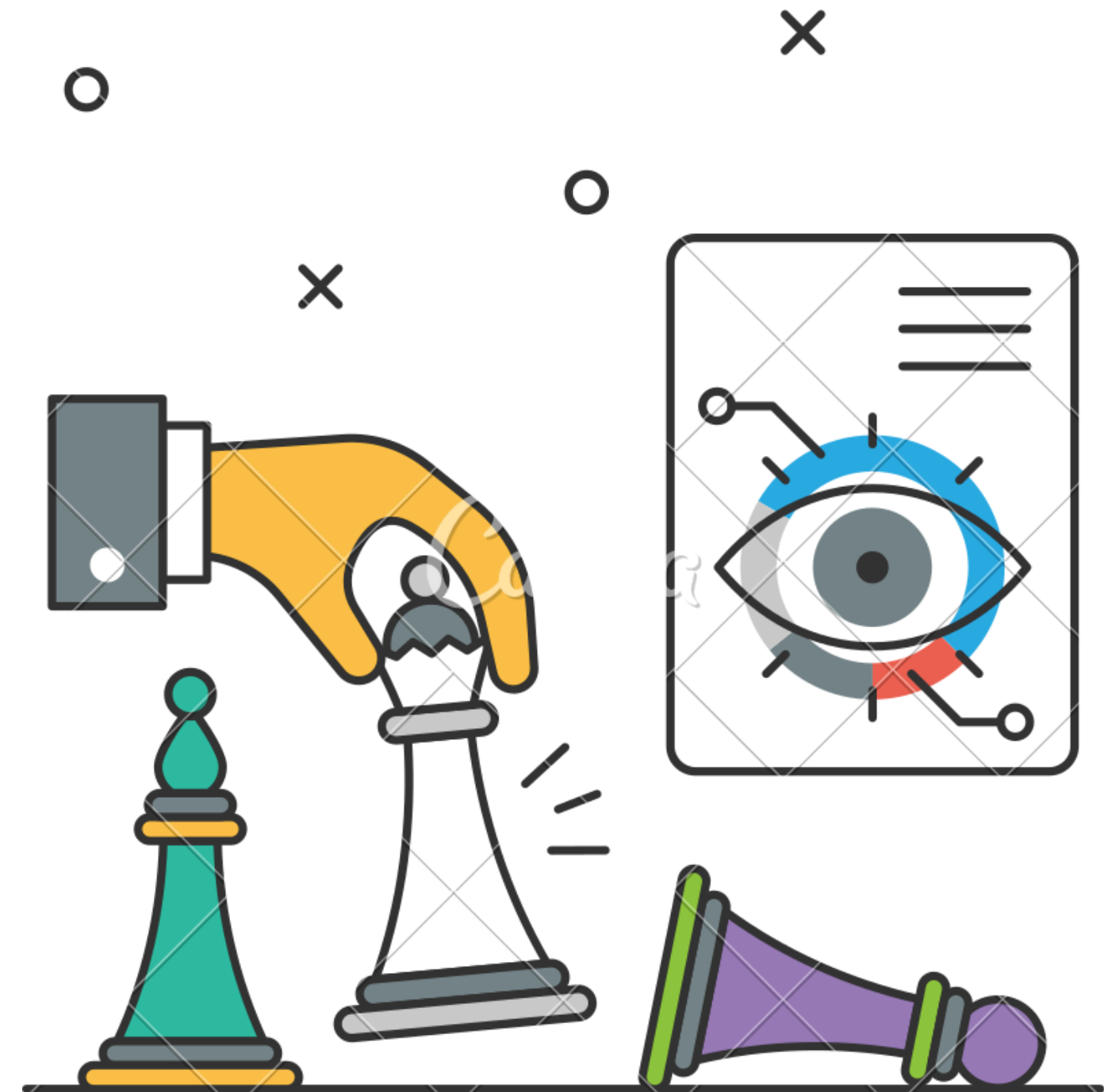
# PHASE - 19

## Acquire Competitor's Backlinks

Acquiring competitor's backlinks can positively impact an SEO campaign, contributing around **15-25% to search rankings**, as per a study by **Ahrefs**

1. Analysis Backlinks of Top competitors
2. Identifying the most relevant backlinks
3. Choosing the high authoritative competitor's backlinks
4. Outreaching to the Niche based helpful link authors.

**Our Link building experts focus on acquiring the most relevant & authoritative backlinks of our top-performing competitors leaving no stone unturned to outrank our competitors in the Search Engine Result Page.**



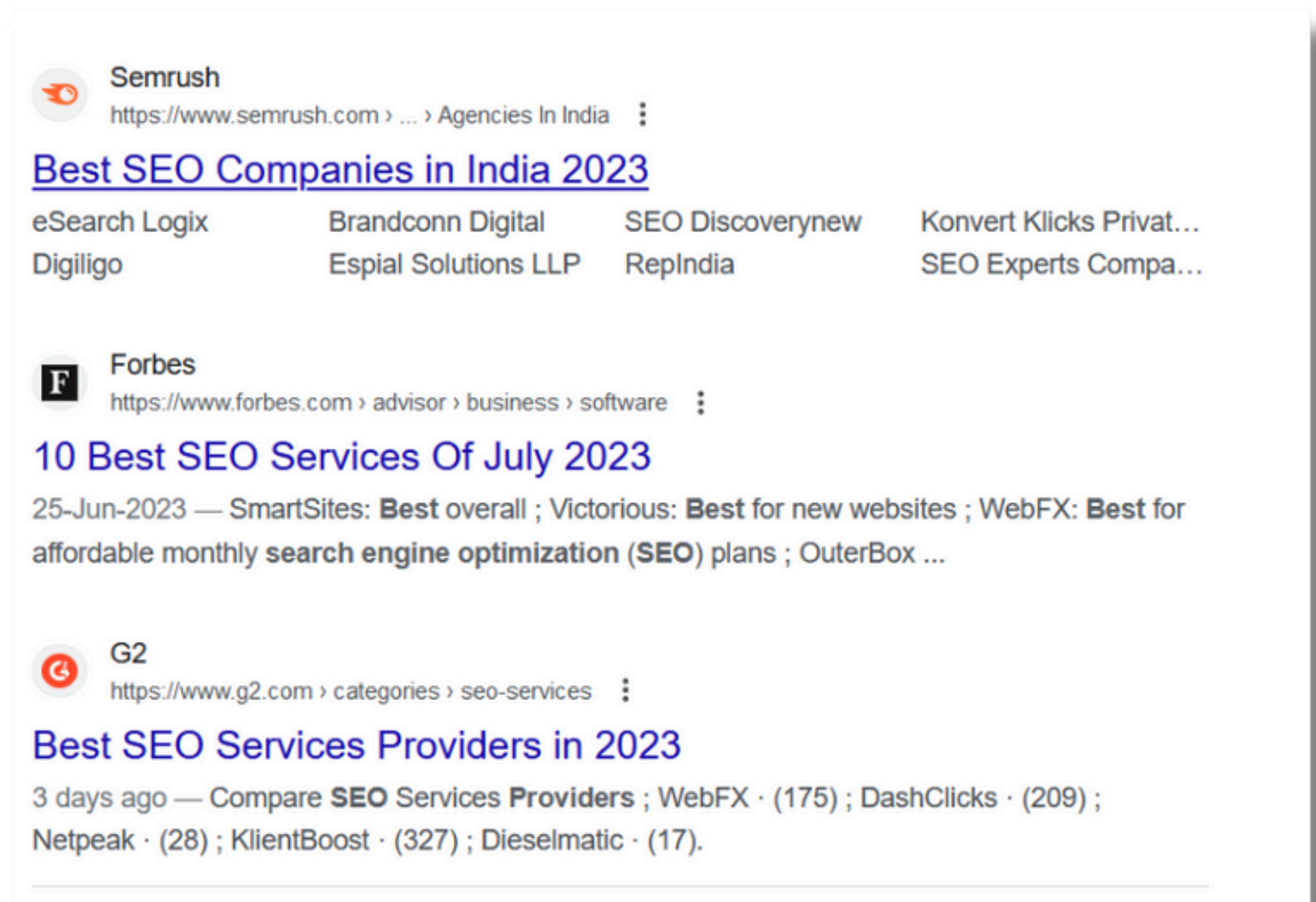
# PHASE - 20

## Listicle Links Acquisition

Listicle links acquisition can contribute around **10-20%** to an **SEO** campaign's impact, according to a study by **SEMrush**.

1. Listicle Article Content Creating
2. Researching the highly ranking Listicle Resource pages
3. Listicle Links Acquisition for the Brand

Our Backlinks Experts invest a good amount of time in researching for the highly-ranking listicle posts to get link insertion there. It helps boost the organic as well as referral traffic of the website.



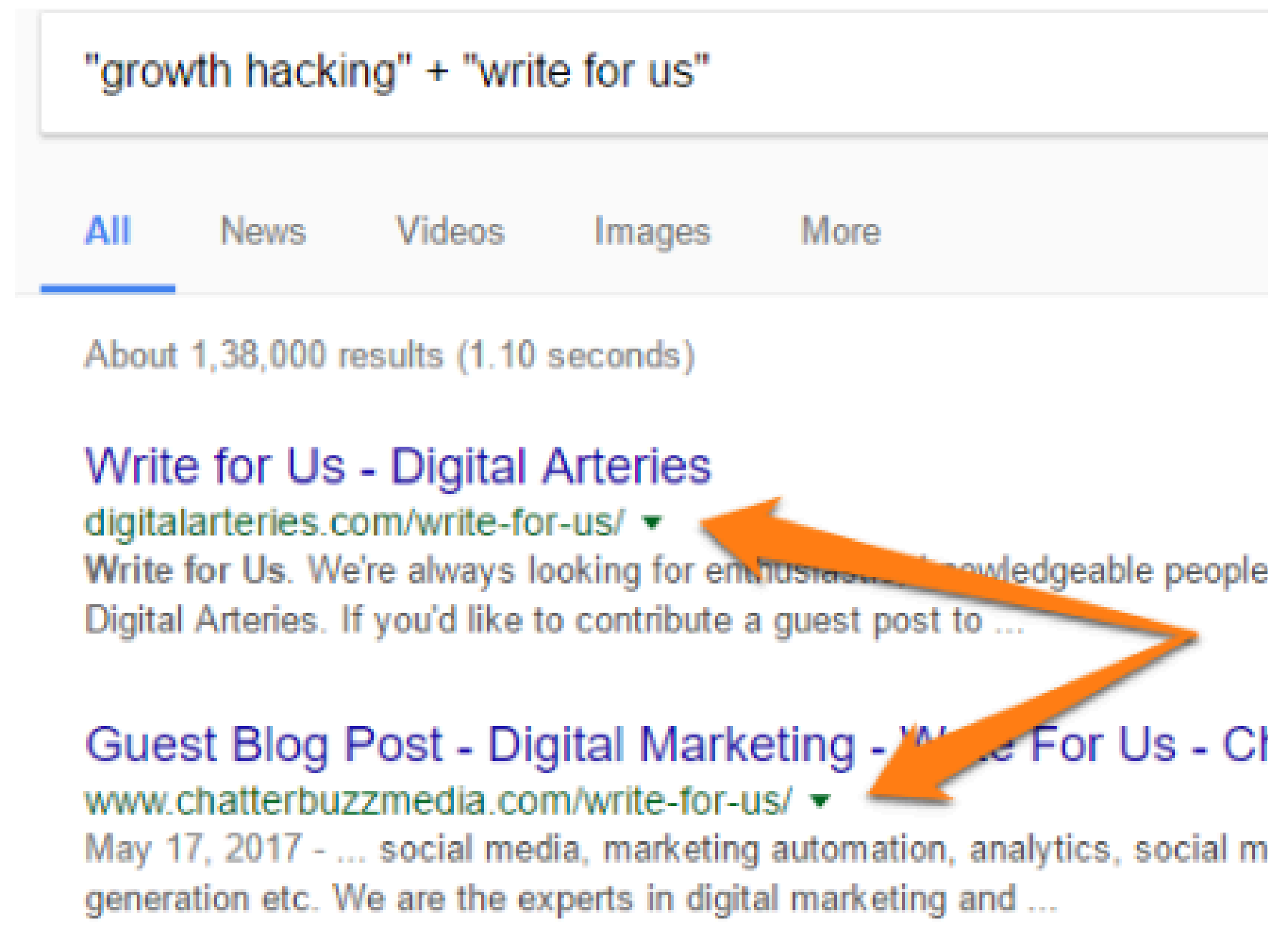
# PHASE - 21

## Guest Post Link Acquisition

**Guest post link acquisition can have a significant impact on an SEO campaign, contributing around 20-30% to search rankings, as shown in a study by Moz.**

1. Increase Brand Exposure
2. Build Authority and Credibility
3. Drive Traffic to Your Website
4. Engage with a Targeted Audience
5. Generate Leads and Conversions

**Note:** Our dedicated link building team will outreach to the authoritative guest posting websites which would be niche based & relevant to our brand category. It improve the authority & traffic our website.



# PHASE - 22

## HARO Link Acquisition for Branding

**HARO (Help a Reporter Out) link acquisition for branding can contribute around 15-25% to an SEO campaign's impact, as per a study by Backlinko.**

### Key Benefits of HARO Link Acquisition

1. Earn High-Quality Backlinks
2. Enhance Brand Visibility and Recognition
3. Generate Media Coverage
4. Monitor Industry Trends
5. Enhance Online Reputation Management

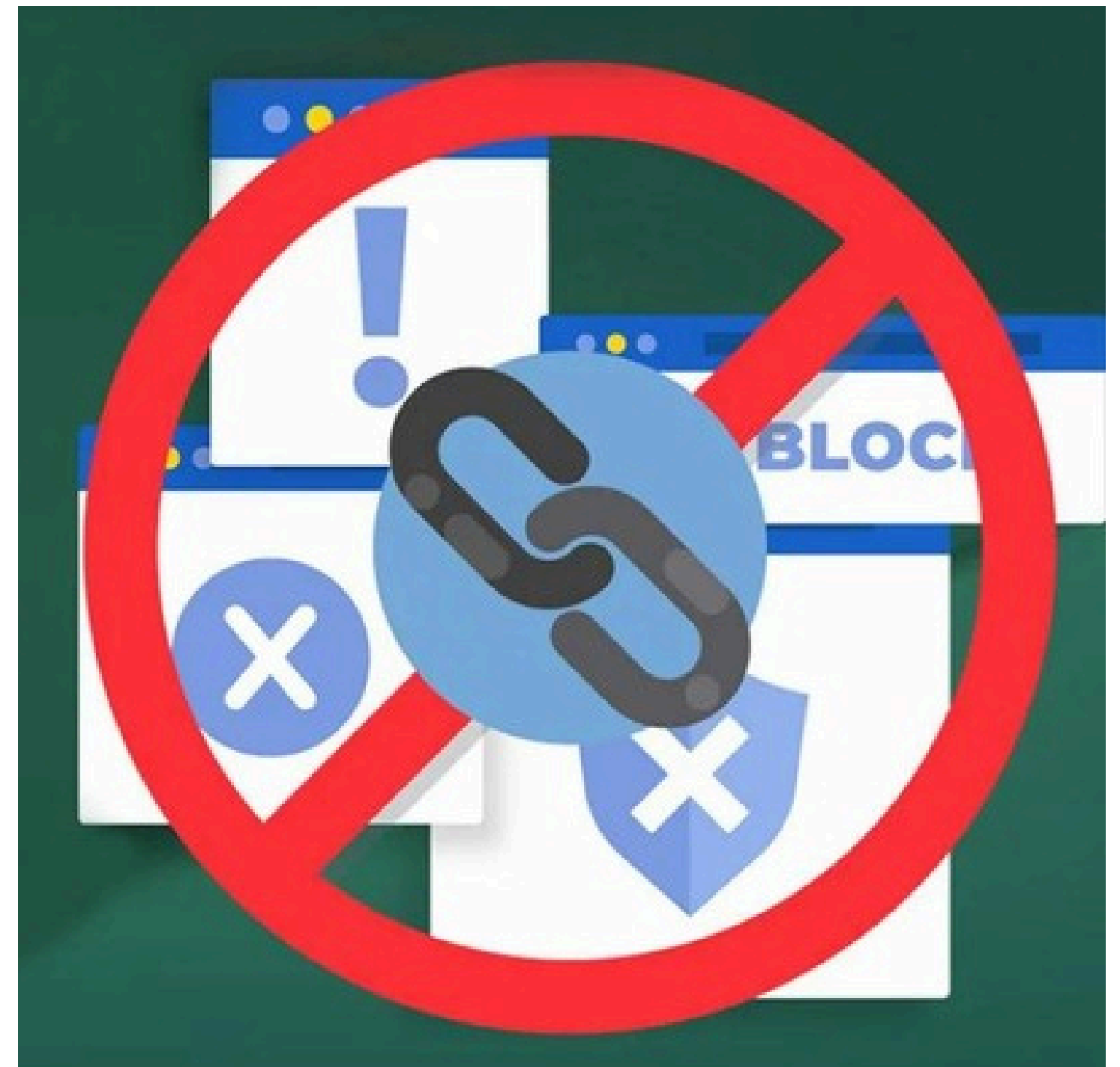




## Toxic & Spammy Backlinks Disavow

- 1.Link Analysis : Toxic Links Disavow
- 2.Maintaining website health by excluding spammy links
- 3.Creating a Monthly Disavow report to monitor the links

**Note:** Regular Month on Month basis backlinks audit will be done by our dedicated SEO team. Toxic domains will be disavowed from the website to maintain the website's health score.



# PHASE - 24

## Bonus Service : Lost Backlinks Replacement

1. 100% Link Replacement Assurance
2. Monthly Audit & Rectifying the Lost Backlinks
3. Reviving the lost website authority after fixing the Lost Backlinks

**Note:** Regular Month on Month basis backlinks audit will be done by our dedicated SEO team. Lost backlinks will be replaced immediately to revive the lost website authority

FROM PAGE / TO PAGE		STATUS NEW / OLD	MOZMOZ	DA
[blurred] 1 Lost				
[blurred] TF 0 / CF 6	[blurred] <a href="#">View</a>	521 F	1	14
[blurred] 2 Lost				
[blurred] TF 0 / CF 0	[blurred] <a href="#">View</a>	BNF F	5	49
[blurred]		NF	4	39

# Social Media

# PHASE - 25

## SOCIAL MEDIA ACCOUNT SETUP

1. Creating Social Media Accounts for brand Awareness
2. Connecting social media handles link to the website.

**Note:** Our dedicated team will setup the social media brand accounts & will create a strong social presence.



# PHASE - 26

## Online Reputation Management { ORM }

- 1.Brand Monitoring
- 2.Building a Strong Brand Presence
- 3.Reviews Management
- 4.Sentiment Analysis
- 5.Reputation Building

**Note:** We will focus strongly in Building Online Business Reputation through **reviews management & brand monitoring**.



# **Weekly & Monthly Reporting**



# PHASE - 29

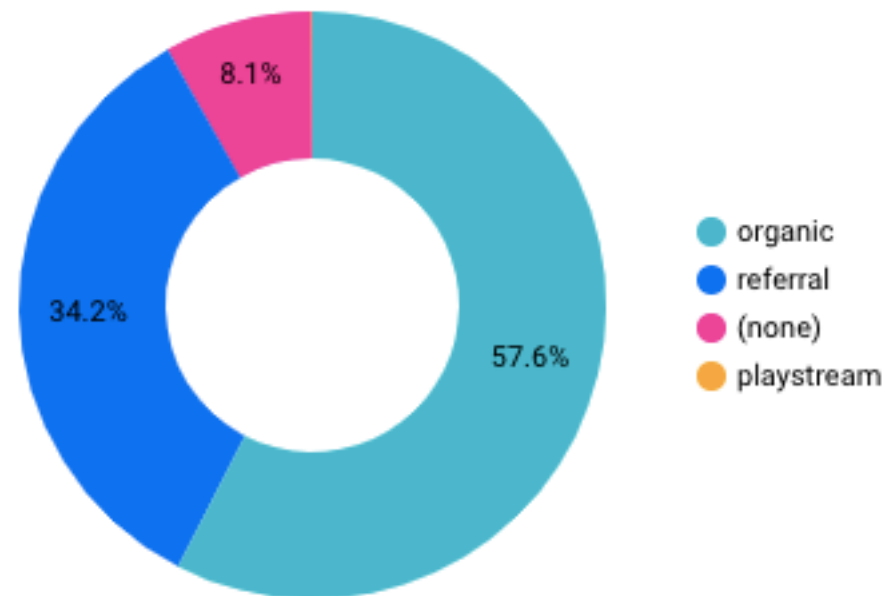
## Monthly Work Dashboard

We believe in delivering comprehensive work structure to our clients. We create a project tracker dashboard to keep all the work updates over there for easy monitoring.

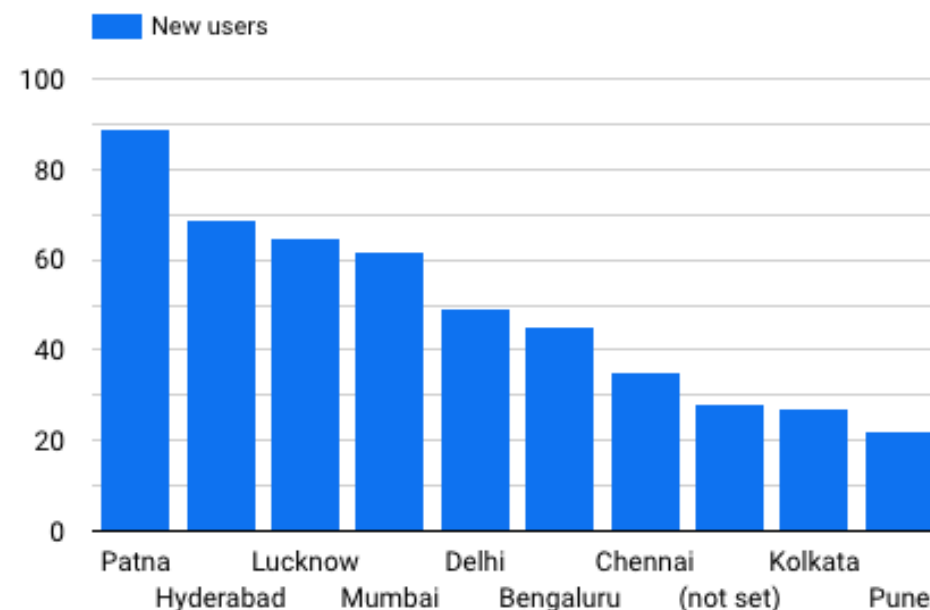
May	Planned Deliverables	Status
Week 1	Semrush Backlinks Audit + Toxic Links Disavow	Scheduled
Week 1	FAQ Content Recommendations x 2 Pages	Scheduled
Week 1	Commercial Queries Blog Outlines x 2	Scheduled
Week 1	Paid Links Acquisition	Scheduled
Week 2	Weekly SEO Work Report	Scheduled
Week 2	Screaming Frog Audit	Scheduled
Week 2	External Blog Content Writing	Scheduled
Week 2	Press Release Content Writing	Scheduled
Week 3	Article Content Writing	Scheduled

# PHASE - 30

## Traffic Channels



## Where is your traffic coming from?



## Weekly Data Studio Reporting

### Insights you'll get in the Weekly Report :

- Keywords Ranking Improvement
- Advanced Backlinks Creation Report
- Weekly improvement in New users, Organic sessions
- Top Traffic Driving Channels
- Top performing pages of the Website

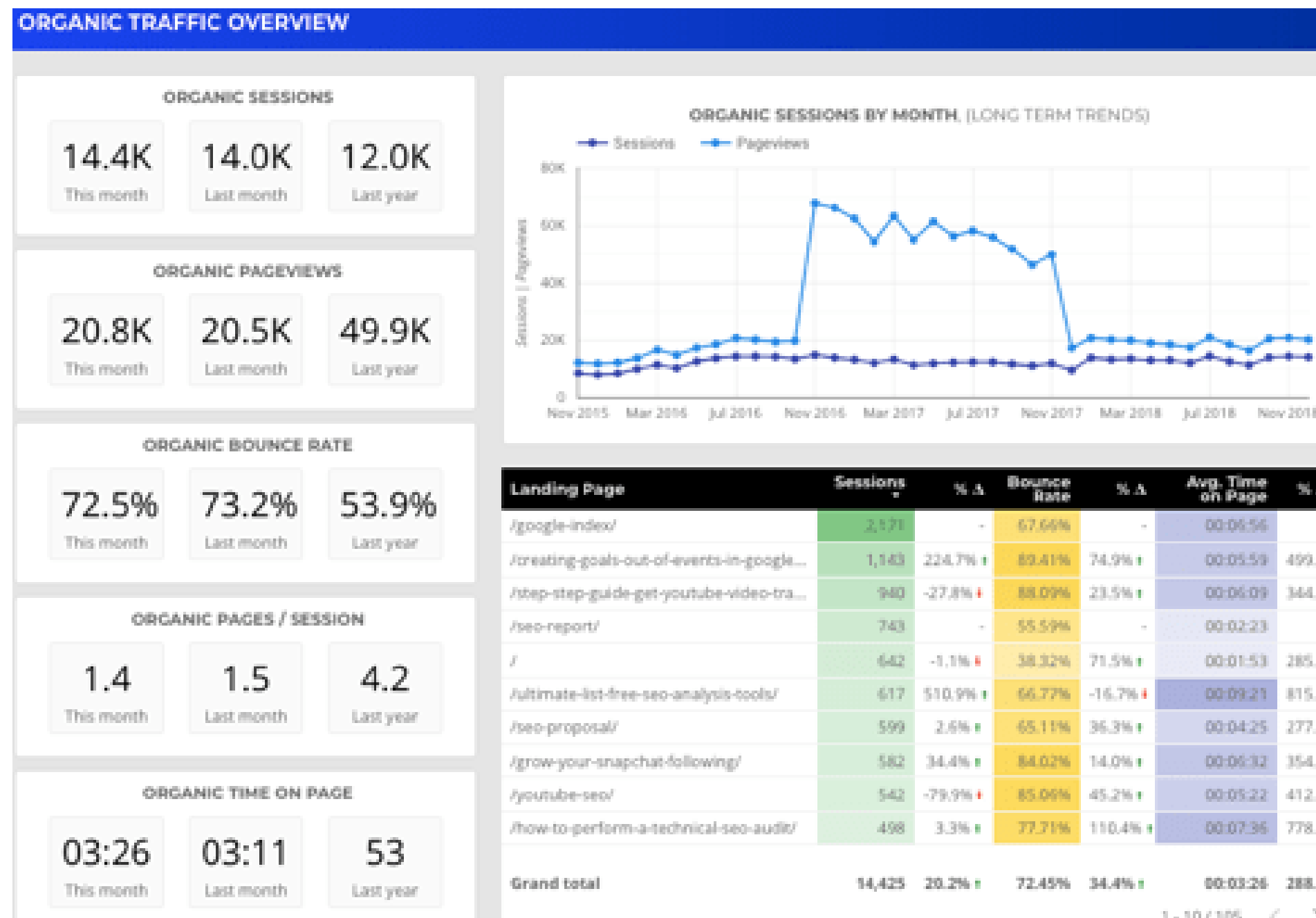


**To access the Data Studio Weekly Work Report**

**CLICK HERE**

# PHASE - 31

## Monthly Progress Report



Insights you'll get in the Monthly Report :

- Keywords Ranking Improvement
- Organic Traffic Progress
- Monthly Deliverables Report
- Way Forward Action Plan



To access the Monthly SEO Progress Report


[CLICK HERE](#)

# Successful Case Studies


# usedmobiles4u.co.uk


Keyword	Ranking
used iphones for sale	2
second hand iphone	5
iphone 8 for sale	5
iphones for sale	4
iphone 7 second hand	4

Keyword difficulty: 81.18% (for google.co.uk database) — View [full report](#) for this keyword


**Fonestore.co.uk**  
<https://www.fonestore.co.uk/collections/iphones>

**4. Buy Refurbished iPhone - Fone Store**  
L: 6 LD: 276 I: 1.84K I: whole I: source Rank: 8.74M  
Our refurbished iPhones work like new, giving you both quality and reliability – at a low price! We also provide a 30-day right to return in case you are not ...



**Used Mobiles 4 U**  
<https://usedmobiles4u.co.uk/product-category/apple>

**5. Second Hand iPhones For Sale | Cheapest Deals**  
L: 6 LD: 17.8K I: 829 I: whole I: source Rank: 5.76M  
View our selection of used iPhones for sale. Cheap second hand and Refurbished iPhones available. Great warranty: buy online today!  
★★★★☆ Rating: 4.2 · 112 votes



# ucanpack.com

Keyword	Ranking
white cardboard sheets	8
black shipping boxes	6
mailer boxes black	9
coloured mailer boxes	3
white boxes for packaging	5

color boxes

Paper Mart

<https://www.papermart.com/reversible-matte-colored...>

2. Reversible Matte Colored Corrugated Mailing Boxes

L: 8

LD: 109K

I: 1.66K

whols

source

Rank: 19.9K

len...	wi...	de...	qty	each	\$300+	di...	price
4"	4"	4"	50 each / c...	\$1.41...	\$1.27613	\$70.90 / c...	Sel...
4"	4"	4"	10 each / p...	\$1.70...	\$1.53135	\$17.02 / p...	Sel...
4"	4"	4"	10 each / p...	\$0.74...	\$0.66902	\$7.43 / pa...	Sel...

View 58 more rows

Ucanpack

<https://www.ucanpack.com/Boxes/ShippingBoxes>

3. Vibrant and Reliable Color Shipping Boxes ...

L: 64

LD: 3.62K

I: 2.00K

whols

source

Rank: 858K

Shop our selection of color shipping boxes. Choose from a variety of vibrant colors to make your packages stand out. Fast and reliable shipping available.

14-day returns

Activate

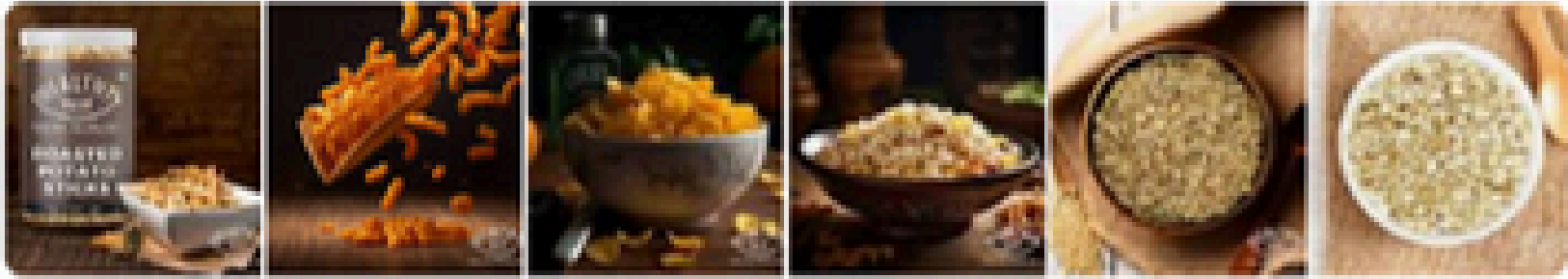
# eatierfoods.com

Keyword	Ranking
buy healthy snacks	8
raw dry fruits	8
healthy snacks to buy	7
weight loss snacks online	6
healthy snacks online buy	6

roasted snacks

#### 4. Authentic Roasted Namkeen : Order Online Now!

LD: 2.69K 1 272 1 whole 1 source Rank: 624K




Buy Healthy Treat's Traditional Indian Roasted Namkeens: The Perfect ... Roasted Namkeens are a Perfect Alternative to Unhealthy Fried Snacks and make for a ...

**Eatier**  
<https://eatierfoods.com/collections/snacks>

#### 5. Roasted Snacks - Buy Healthy Low Calories Snacks in India

LD: 76 1 230 1 whole 1 source Rank: 10.4M



Peanut Butter, Dates, Chia Seeds, Fresh Fruits (smoothies), and Frozen Grapes can be great options for healthy sweet snacks.



# Thank You

For Entrusting my  
services