



## OUR METHODOLOGY

### PRE SEO CHECK UP (HISTORY)

- 90%** SEO Succeeds if PRE SEO History check up is done.
- 65%** Customers do not share Pre SEO data.
- 80%** SEO companies don't do Pre SEO Check Up.

- Website Analysis (Vital)
- Competitive Analysis
- Keyword Analysis
- Back Link Analysis
- Google Warning Check Up
- Google Analytics Traffic Check Up

**UNEXPECTED TRAFFIC FALL**

### ON PAGE SEO

- 70%** of ranking success in small markets is attributed to page factors.
- 80%** of small business don't have proper meta data on their site.
- 90%** of a campaign's success is built on proper keyword research.

- Keyword Research & Mapping
- On Page Roadmap
- Keyword Density Check Up
- Content Optimisation
- Schema Tag Inclusion
- Social Search Optimisation
- Google+ Authorship Markup
- Image Optimisation
- Website Loading Time

### OFF PAGE SEO

Backlinks still contribute to over **60% - 70%** of the rankings in search results.

- Blog Outreach
- Content Publication
- Press Release
- Social Links
- Magazine Feature
- Link Reinforcement
- Local Business Listing
- Social Content
- Image Promotion
- Video Promotion
- File Sharing

### SOCIAL NETWORKING

**OVER 86%** of marketers stated that social media is important to their business

- Profile Creation
- Content Sharing
- Community Activity & Group Sharing
- Increasing Social Signal toward the website
- Integration of Plug-in in to the website

### CONVERSION RATE OPTIMIZATION

- 80%** SEO compay doesn't know conversion rate optimization
- 90%** or more doesn't have conversion rate optimization in their service

#### User Interface Optimization

- Website Layout
- Loading time
- Easy Navigation
- Mobile Compatibility
- Call to Action Button
- Clickability
- Responsive Design

#### Website Traffic Behaviour

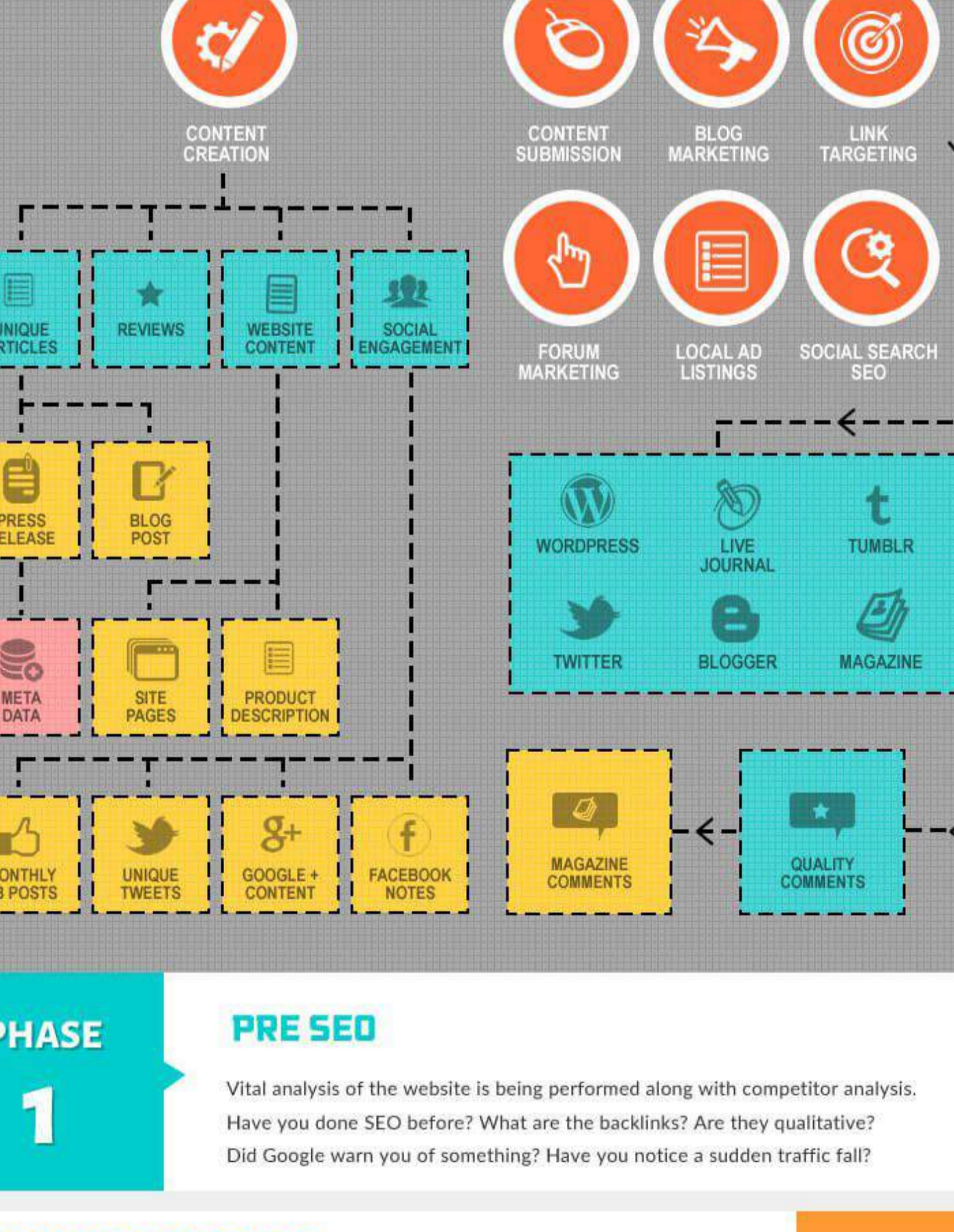
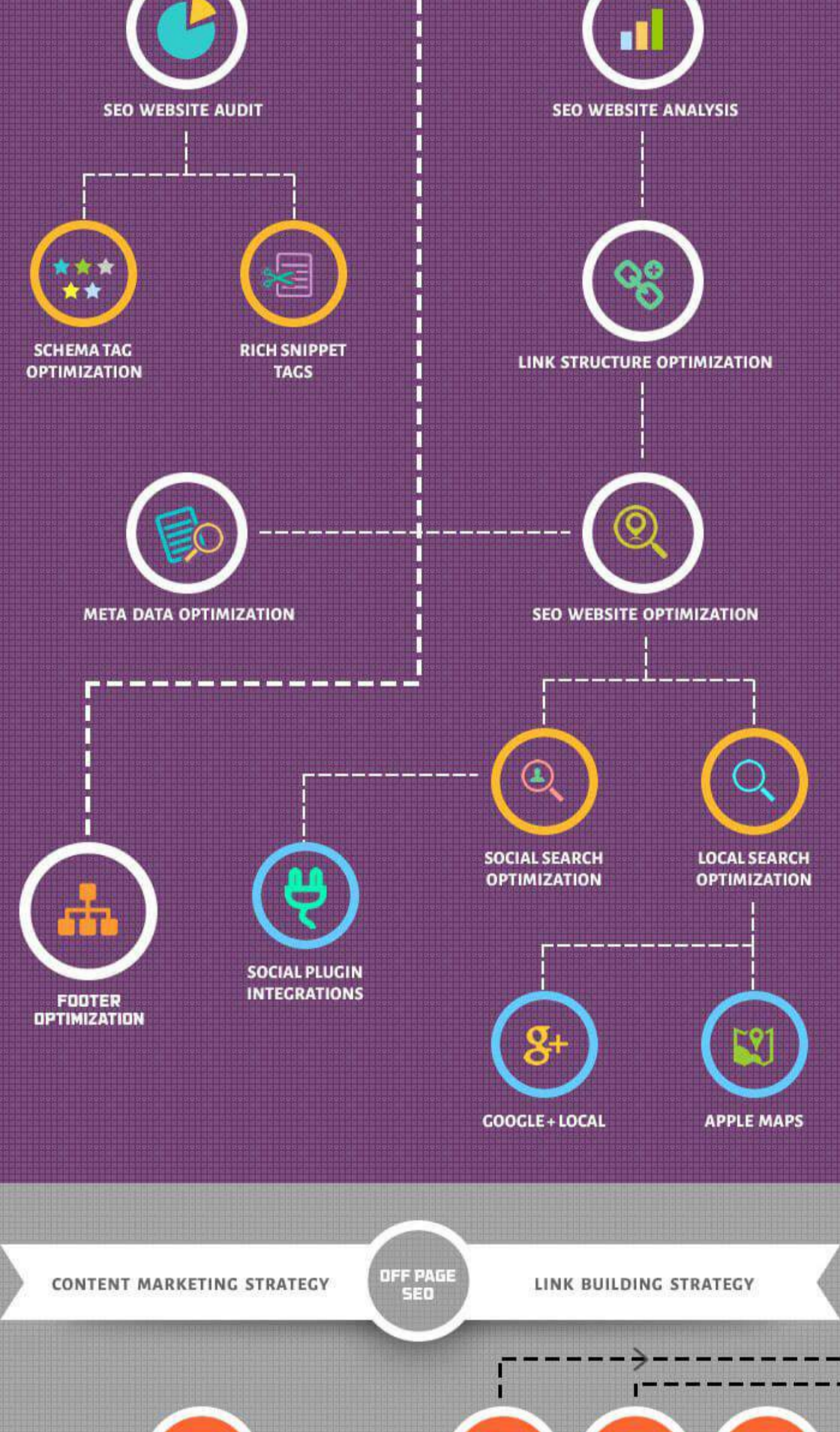
- Time on Site
- Pages per Visit
- Bounce Rate
- Management
- Traffic Sources
- Potentiality
- Goal Conversion
- Geo Location
- Potentiality of Traffic & Keywords

### REPORTING & ANALYTICS

**OVER 99%** accuracy is always reported with 100% transparency

- Bank Link Report
- Keyword Ranking Report
- Traffic Report

## EXECUTION & WORK FLOW



### PHASE 1 PRE SEO

Vital analysis of the website is being performed along with competitor analysis. Have you done SEO before? What are the backlinks? Are they qualitative? Did Google warn you of something? Have you notice a sudden traffic fall?

### PHASE 2 CAMPAIGN ROADMAP

SEO team lead creates monthly roadmap for all the SEO activities. Our workforce team leader schedules SEO activities for the months. Scheduling calendar & roadmap of all tasks are set to the client. Strategic SEO planning is the single most important part of online marketing.

### PHASE 3 ON PAGE SEO

Our SEO team lead created an on page optimization report. Operations SEO team is assigned to the campaign and begins work. Special Ops team is assigned to do site audits for deep dive analysis. On page factors are the aspects of a website that influence search rankings.

### PHASE 4 CONVERSION

Getting traffic is not just the aim of our SEO. Are you getting potential traffic to your website? Do you have bounce rate under control? Are you getting a better ROI? Fixing website UI helping to convert normal traffic into customers?

### PHASE 5 REPORTING & ANALYTICS

Our analytics team creates executive reports every month. Work reports are sent monthly via client dashboard. Reporting & Analytics are how you measure your website performance against goals.