



Empowering Businesses

Digital Marketing Proposal

For

SIA
Signature

Service Provider/Recipient:

Date: 25-10-2021

Shilabs Private Limited
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And

Customer/Owner:

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WHEREAS, in connection with discussion and meeting between Siasignature.com & Shilabs Private Limited regarding a possible business transaction (the "Transaction"), it may be necessary for one party here ("Owner") to disclose to the other party ("Recipient") certain documentation and information which Owner considers proprietary and confidential; and WHEREAS, both parties understand the desire that such documentation and information be maintained in confidence; at

NOW, THEREFORE: Siasignature.com & Shilabs Private Limited hereby agrees as follows:-

SEO WORK PLAN

Search Engine Optimization:

Number of Keyphrases Optimized: We will work upto 10 to 25 keywords for your website so that your website will get visibility on SERP for your all targeted keywords.

Number Of Landing Page we will Optimize: We will work upto 5 to 15 landing pages or URL's from your website.

Initial Review & Analysis: We will do all the Initial Review & Analysis for your website and it includes the following Analysis:

- **Website Analysis:** Here we will check all the errors for your website and will give you the reports.
- **Competitor Analysis:** Will find out all details about competitors and how they are getting good business.
- **Keywords analysis:** Will do the keywords analysis to find out the best keywords for our work.
- **Back Link Analysis:** Will do the analysis for your all the old backlinks if you have and their status.
- **Google Warnings Checkup:** Will check it from Google Webmaster tools
- **Google analytics Traffic Checkup:** We will check it and do the Analysis for the betterment

On Page Optimization:

Here we will work with Web Page Optimization and Web Site Optimization to improve a website's search engine rankings and earn organic traffic.

Off Page Optimization:

Here we will work with link building for your website and monthly near about 80 to 120 quality backlinks you will get. And the stuffs are included as follows:

Content Marketing:

The first step to getting a leg up on the competition — and actively engage your audience — is to have a solid, smart content marketing plan in place. Here we will work with all types for content creation and marketing.

SERVICES	JOB DETAILS	VALUE	SILVER	GOLD
TARGET	NUMBER OF KEYPHRASES OPTIMIZED	Up to 10	Up to 15	Up to 25
	PAGES OPTIMIZED	YES	YES	YES
	QUALITATIVE BACKLINKS	80	100	120
AUDIT & ANALYSIS	TECHNICAL WEBSITE ANALYSIS	YES	YES	YES
	DUPLICATE CONTENT ANALYSIS	YES	YES	YES
	KEYWORD ANALYSIS	YES	YES	YES
	KEYWORD MAPPING TO TARGET PAGES	YES	YES	YES
	CANONICALIZATION ANALYSIS	YES	YES	YES
	INITIAL EXTERNAL LINK ANALYSIS AND DISAVOW	YES	YES	YES
	LINK REDIRECT AUDIT	YES	YES	YES
	INTERNAL LINKING RESTRUCTURING & OPTIMIZATION	YES	YES	YES
	BRANDING GUIDELINES DEVELOPMENT	YES	YES	YES
	LINK BUILDING ARCHITECTURE DEVELOPMENT	YES	YES	YES
	GOOGLE ANALYTICS SET UP & WMT	YES	YES	YES
SEARCH ENGINE OPTISATION	KEYWORD RICH CONTENT WRITING	4	6	10
	CONTENT MARKETING (BLOGGIN & ARTICLE LINKS)	8	12	20
	PRESS RELEASE (WRTIEING & DISTRIBUTION)	1	2	5
	OFF PAGE SEO (LINK BUILDING)	66	74	76
	TITLE TAGS & META DESCRIPTIONS	YES	YES	YES
	XML SITEMAP CREATION &	YES	YES	YES

	SUBMISSION			
	GOOGLE MAP LISTING OPTIMISATION	YES	YES	YES
	HEADER TAGS OPTIMIZED	YES	YES	YES
	LOCAL CITATION / CLASSIFIED	5	12	20
	SETUP OF WEBSITE SITEMAP	YES	YES	YES
	IMAGE OPTIMIZATION	YES	YES	YES
	CUSTOM 404 ERROR PAGE SETUP	YES	YES	YES
	INITIAL VISITOR PROFILE REPORT	YES	YES	YES
	ONGOING KEYWORD RANKING REPORTING	YES	YES	YES
	ONGOING MONTHLY TRAFFIC, GOAL & CPL REPORTING	YES	YES	YES
	ONGOING USER EXPERIENCE REPORTING	YES	YES	YES
	GOOGLE ANALYTICS REPORTING	YES	YES	YES

SOCIAL MEDIA PLAN

Social Media Optimization:

Social Media Optimization: Creating a strong social Media profile over various communities and promoting website as well as its service. It will increase the Social Signals to the website which helps in ranking improvement. Social Media for Marketing: Developing Your Goals Social media marketing can help with a number of goals, such as:

- Website traffic
- Conversions
- Brand awareness
- Creating a brand identity and positive brand association
- Communication and interaction with key audiences. Only by establishing your goals can you measure your social media ROI.

Work Details:

- Social media marketing platforms will be used i.e. Facebook, Twitter, LinkedIn & Instagram.
- Posts will be published on brand pages and groups.
- Relevant SEO keywords, hash tags will be used in social media posts with attractive contents.
- Time to time we will suggest paid campaigns to Increase page like, contest etc. Subject to individual property approval.
- Dedicated Account Manager to monitor and co-ordination of promotions
- Rich & attractive content for Feedback management and guest interaction.

a. Facebook Promotion:

Facebook Acc & Fan Page Set Up: We will do a Profile page & a Brand page setup for your website

Posts per Month: We will make 8 to 15 posts per month, regularly we will do post for you so that you can get good popularity over social media.

Cover Photo: We will design Cover Photos for the Facebook page and it will update as per the offer or festival .

Creative Image: Will do monthly 8 to 15 creative image design for your website which is the most vital part in SMO

Facebook Groups (Join & Network): We will join all important Groups and networks over Facebook so that can get good post reach and popularity.

New Likes per Month: We will get more than 100+ likes per month.

Post Boosting: Boosting posts can help you reach a wider audience, beyond those who are already like your page.

b. Twitter Promotion:

Twitter Acc Setup: We will create profile for your website.

Posts Per Month: We will do regularly post on your profile and monthly you will get up to 8 to 15 posts.

Background Photo: We will do Background Photos for the Twitter and we will update as per the offer or festival

New Followers Per Month: You will get more than 20+ new Followers Per Month.

c. Instagram Promotion:

Profile Optimization: We create profile for your website.

Instagram Image Sharing: We will share creative image and other photos for your website and monthly we will share near about 8 to 15 images in Instagram.

Targeted Instagram Followers Increase: We will work to Increase Followers in Instagram so that your profile looks great!

#hashtag Trend Research: We will work on #hashtag Trend Research and implement for your website

Image Tagging to Friends/Followers: We will tag images so that our targeted customers can get updates about our services and offers.

d. LinkedIn Optimisation:

LinkedIn Acc Setup: We will create a profile for you.

LinkedIn Page Optimization: Will Optimize the Page

Posts Per Month: Monthly you will get up to 8 to 15 posts

LinkedIn Groups(Join & Network): We will join all the most important Groups and networks over LinkedIn so that can get a good post reach and popularity.

New Followers Per Month: You will get more than 20+ Followers Per Month

FEATURES	SILVER SMO	GOLD SMO
NUMBER OF POSTS PER MONTH	8 Post for Each Networks	15 Post for Each Networks
NUMBER OF CUSTOM IMAGES PER MONTH INCLUDED WITH POSTS	8	15
SOCIAL MEDIA MARKETING STRATEGY	YES	YES
SOCIAL MEDIA COMPETITIVE ANALYSIS	YES	YES
SOCIAL MEDIA BRAND REPUTATION ANALYSIS	YES	YES
SOCIAL MEDIA AUDIT + RECOMMENDATIONS	YES	YES
DAILY MONITORING OF INCLUDED SOCIAL ASSETS	YES	YES
MONITORING POST COMMENTS	DAILY	DAILY
WEEKLY CALL OR CAMPAIGN STATUS UPDATE	YES	YES
STANDARD WEEKLY REPORTING & ANALYSIS	YES	YES
STANDARD MONTHLY REPORTING AND ANALYSIS	YES	YES
NETWORK SETUP & OPTIMIZATION	YES	YES
COVER PHOTO & PROFILE PHOTO DESIGN/OPTIMIZATION	YES	YES
SMO Ads	EXTRA CHARGEABLE	EXTRA CHARGEABLE
NETWORKS	FACEBOOK, TWITTER, INSTAGRAM, LINKEDIN	FACEBOOK, TWITTER, INSTAGRAM, LINKEDIN

PAYMENT DETAILS

PRICING & FEES:

PACKAGES	SERVICES	KEYWORDS	MONTHLY PLAN
Value Package	Value SEO	Upto 10 Keywords	INR 10K/M + GST
Silver Package	Silver SEO+ Silver SMO	Upto 15 Keywords	INR 16K/M + GST
Gold Package	Gold SEO+ Gold SMO	Upto 25 Keywords	INR 25K/M + GST

Note: Prices Exclusive Of Tax (18% GST)

PAYMENTS OPTIONS:

1. Credit Card & Debit card
2. Bank transfer
3. PayPal

WHY US?

At Digital Marketing Limited, we're all about the results. We uncover who your market is, how to engage them using content, driving traffic to your site through Digital Marketing, and then we convert them into paying customers. It's about creating an online experience that transforms users into followers, customers into ambassadors. We do this by listening to you, understanding your target audience, and putting our extensive online knowledge to work on a plan that will improve your business goals and change the way you think about the potential of the internet.

WORK CULTURE & MANAGEMENT HIERARCHY:

- Once after a project is signed, within 24hr we assign a dedicated Account manager who is responsible for the project growth throughout the campaign period. He will be the point of contact at any convincing time by the client.
- Under every Account manager there will be one Project manager who implement the all these Strategy.
- Reporting section will do monthly report preparing based on the work that we have performed in that month.
- Finally, after everything is done it will review by the Support head will review & prepare the next strategy to reach the new milestone.