

Search Engine Optimization Packages



STAANDPOINT
UI/UX Design and Consultancy

Why should you consider SEO?

Ever wonder why certain sites rank on top of Google's search results? This is due to organic Search Engine Optimization (SEO), which is a process where SEO specialists amend a site's architecture (on-page SEO) to make it friendlier for both search engines and users and conduct a variety of external methods (off-page SEO) to give the site better authority and visibility.

Although everyone wants to rank on the first page of Google, not everyone deserves to be there. Your website earns that right through an intricate algorithm by Google that contains over 200 signals to determine the ranking of websites. This algorithm is constantly being updated – just last year there were over 540 quality improvements to it!

An effective SEO strategy will help drive unlimited free traffic to your website, keeping you one step ahead of your competition.

Why you should consider getting on board online search marketing for your business:

- 93% of all experiences online begin with a search on a search engine.
- 89% of people use search engines in their decision processes when making a purchase.
- Nearly 90% of visitors find websites through search engines.
- 70% of links clicked on in searches are organic, not paid.
- 61% of global Internet users research products online.
- 50% of all mobile searches are conducted in the hopes of finding local results, and 61% of those searches result in a purchase.
- Search is the #1 driver of traffic to content sites, beating social media by more than 300%
- Inbound marketing costs 62% less per lead compared to traditional, outbound marketing.
- SEO leads have a 14.6% close rate, while outbound leads have a 1.7% close rate.
- By the end of 2018, there will be 73 billion phone calls generated from mobile search alone. Calls from search are growing by 42% a year.


Benefits of SEO

- **Increase Brand Awareness** - An increased number of consumers spend a considerable amount of time on the internet searching for products and services. Our SEO services will give you the advantage of being found when your prospects are in the process of searching. Customers tend to trust the sites that they find listed in the top pages; it is just human nature.
- **Increased Lead Generation** - Each day millions of consumers begin their buying cycles online. Consumers are becoming immune to most traditional forms of advertising. When consumers search for your services rather than the other way around they are much more receptive to your marketing message.
- **Low Customer Acquisition Costs** - Search engine marketing leads are less expensive compared to traditional marketing methods. With search engine marketing, you are spending much less while you are reaching more people who want your product or service.

Campaign Objectives

STAANDPOINT understands that quick results are crucial. However, in the world of SEO, an ongoing cohesive strategy will ensure long term search engine stability of the site.

Our objectives:

- Overcome any search engine accessibility restrictions posed by the technology embedded to the site and create SEO friendly site architecture.
 - Implement an ongoing onsite Optimization strategy to improve natural search engine traffic and ROI.
 - Develop search engine friendly proactive content strategies aimed at increasing search engine presence.
 - Increase the number of quality incoming links with different content syndication approaches on an ongoing basis to proactively build link popularity.
 - Enhance brand visibility and awareness of your products and services.
 - Effectively use Social media opportunities to build links as well as engage site audience.
 - Conduct site reviews and competitive analysis to maintain and improve rankings and keep Optimization as current as possible as search engines evolve.
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Proposed SEO Solutions and Deliverables

Here are some of the major components that are often incorporated into our clients' natural search marketing strategies:

Strategy Research & Planning

Our SEO team will liaise with your company to obtain a solid understanding of your company and its key objectives, requirements and restraints for the campaign. During this stage, we will conduct a wide variety of analyses ranging from keyword analysis to competitive analysis. We will ensure that all campaign activities will drive your business to obtain the maximum ROI.

Website Architecture & Code Optimization

Based on the initial research stage our dedicated organic search team will then compile a comprehensive technical audit. The technical elements of the strategy will focus on internal site navigation, identification of broken links, canonical errors, robots.txt file, xml sitemap, bad links and other search engine spider roadblocks. Our code Optimization includes Optimization of Meta tags, headings structure, removal of unnecessary code that slows down page speeds, web accessibility attributes, implementation of micro data and more.

Content Development & Optimization

The backbone of any marketing campaign is creating compelling content and search engine algorithms are placing more importance than ever on the text content on websites. If a site hopes to rank for specific keywords and phrases, it is critical that the site has unique high quality content with targeted keyword phrases in the content. Our SEO services include best practices for on-page content that exceed expectations.

Link Popularity

Link popularity of the site will play a major role in the search engine Optimization process. For this reason we propose an intensive, ethical link building campaign designed to cut through search engine competition. Search engines measure the popularity of your website by the amount and quality of websites linking to your site. We look at the sites that are consistently ranking for your keywords and make sure that we build enough link popularity so that your site can compete for rankings.

Social Media Integration

One of the most significant changes in SEO over the past decade has been the emergence of social networks. As the search engines continue to embrace the influence of social sites such as Facebook, Twitter and Google+, it is important that you have an integrated approach to your social presence and the impact it has on your search listings. We will work with your team to build a social media strategy, which helps deliver traffic from social networks, and influences search engine rankings.



SEO Packages & Pricing

As each and every company is different, we know that what works best for one company may not work for another. We want you to know what you will be getting with each one of our SEO plans, which will help you to make a well-informed decision when comparing the value of SEO services. We tailor make these deliverables according to your SEO requirements, ensuring that you are given a program that works best for your individual company.

The following deliverables are spread across six months.

Deliverables	Silver	Gold	Platinum
Monthly investment	420 USD	530 USD	USD 750
Number of keywords optimised	5	10	15
Site analysis	Included	Included	Included
Mobile usability check	Included	Included	Included
Backlinks analysis	Included	Included	Included
Keywords research	Included	Included	Included
Page speed analysis & recommendation	Included	Included	Included
Crawler compliance implementation	Included	Included	Included
Site architecture audit & recommendations	Included	Included	Included
Title & Meta tags optimization	Included	Included	Included
Optimization of robots.txt	Included	Included	Included
Implementation of XML sitemap	Included	Included	Included
Canonicalization analysis	Included	Included	Included
URL rewriting	Included	Included	Included
Pages H tags optimization	Included	Included	Included
HTML sitemap	Included	Included	Included
Link redirect audit	Included	Included	Included
Broken links audit	Included	Included	Included
Custom 404 error page setup	Included	Included	Included

Image & Hyperlink optimization	Included	Included	Included
Anchor tag optimization	Included	Included	Included
Google & Bing Webmaster tools setup	Included	Included	Included
Google Analytics setup & integration	Included	Included	Included
Social sharing integration	Included	Included	Included
Onsite Blog optimization	Included	Included	Included
Assessment of website content & strategy	Included	Included	Included
Home page content publication	Included	Included	Included
Blog writing	2	4	6
Informational content writing & syndication	3	6	9
Guest Blog outreach	1	3	6
Press Release writing & distribution	-	1	1
Infographic creation & distribution	-	1	1
Video distribution (Client to provide)	Included	Included	Included
Q&A posting	Included	Included	Included
Image sharing	Included	Included	Included
PDF/PPT creation & distribution	Included	Included	Included
Classified submissions	Included	Included	Included
Article engagement	Included	Included	Included
Social bookmarking	Included	Included	Included
Social portal profile creation	Included	Included	Included
Social media strategy & consultation	-	Included	Included
Local Citation building	Included	Included	Included
Monthly SEO performance reports	Included	Included	Included