



INITIAL SEO STEPS



WEBSITE ANALYSIS & ON-PAGE REPORT PREPARATION



ON-PAGE OPTIMIZATION



LINK BUILDING STRATEGY



**CUSTOMIZED SEO  
REPORT FOR**



# 1<sup>ST</sup> MONTH INITIAL SEO STEPS



- ✓ WEBSITE ANALYSIS
- ✓ KEYWORD ANALYSIS
- ✓ INITIAL RANKING REPORT
- ✓ COMPETITOR ANALYSIS
- ✓ SOCIAL MEDIA PERFORMANCE ANALYSIS
- ✓ WEBSITE SPEED TEST
- ✓ WEBSITE DOMAIN AGE
- ✓ WEBSITE CRAWLING/ TEXT ONLY VERSION ANALYSIS

# WEBSITE ANALYSIS & ON - PAGE REPORT PREPARATION



- ✓ **SITEMAP ANALYSIS**
- ✓ **ROBOTS.TXT ANALYSIS**
- ✓ **TITLE TAG ANALYSIS & CREATION**
- ✓ **HEADING TAG ANALYSIS & CREATION**
- ✓ **META TAG ANALYSIS & CREATION**
- ✓ **IMAGE ALT TAG CREATION**
- ✓ **INTERNAL & EXTERNAL LINK ANALYSIS**
- ✓ **WEBPAGES NAVIGATION ANALYSIS**
- ✓ **CONTENT ANALYSIS**
- ✓ **CONTENT DUPLICITY CHECK**
- ✓ **BACK LINKS ANALYSIS**
- ✓ **WEBSITE BLOGS ANALYSIS**
- ✓ **HEADER / FOOTER LINKS ANALYSIS**
- ✓ **CUSTOM 404 PAGE**
- ✓ **TEXT /HTML RATIO CHECK**
- ✓ **WEBSITE ANALYSIS & NEW  
WEBPAGE SUGGESTIONS**



# ON PAGE OPTIMIZATION



- ✓ TITLE TAG OPTIMIZATION
- ✓ HEADING TAG OPTIMIZATION
- ✓ META TAG OPTIMIZATION
- ✓ URL OPTIMIZATION
- ✓ CANONICALIZATION
- ✓ SITEMAP CREATION
- ✓ CONTENT OPTIMIZATION
- ✓ KEYWORD IN CONTENT
- ✓ BLOGS OPTIMIZATION
- ✓ IMAGE OPTIMIZATION
- ✓ INTERNAL LINKING
- ✓ NO – DO FOLLOW
- ✓ OUTBOUND LINKS NO-FOLLOW
- ✓ CUSTOM 404 ERROR PAGE CREATION
- ✓ URL RE-WRITE
- ✓ GOOGLE ANALYTICS & WEBMASTER CHECK



# LINK BUILDING STRATEGY



- ✓ BUSINESS LISTING
- ✓ LOCAL LISTING/CITATIONS SUBMISSION
- ✓ DIRECTORY SUBMISSION
- ✓ SEARCH ENGINES SUBMISSION
- ✓ PROFILE CREATION
- ✓ SOCIAL BOOKMRKING
- ✓ HIGH PR LINK SHARING
- ✓ INFORMATIONAL CONTENT /ARTICLE/BLOG POSTING
- ✓ WEB 2.0 SUBMISSION
- ✓ PRESS RELEASE WRITING & SUBMISSION
- ✓ INFORMATIONAL CONTENT /ARTICLE/BLOG PROMOTION & SOCIAL SHARING
- ✓ IMAGE SHARING
- ✓ CLASSIFIED SUBMISSION
- ✓ YAHOO ANSWERS
- ✓ FORUM POSTING
- ✓ BLOG COMMENTING
- ✓ WEBSITE BLOG OPTIMIZATION
- ✓ WEBSITE BLOGS PROMOTION & SHARING
- ✓ DOCUMENT SHARING
- ✓ VIDEO CREATION & PROMOTION

# 2<sup>ND</sup> MONTH OPTIMIZATION

# WEBSITE ANALYSIS & ON – PAGE

- ✓ **SITEMAP ANALYSIS & UPDATION**
- ✓ **TITLE TAG ANALYSIS & OPTIMIZATION**
- ✓ **HEADING TAG ANALYSIS & OPTIMIZATION**
- ✓ **META TAG ANALYSIS & OPTIMIZATION**
- ✓ **IMAGE ALT TAG OPTIMIZATION**
- ✓ **INTERNAL & EXTERNAL LINKS ANALYSIS**
- ✓ **CONTENT ANALYSIS & OPTIMIZATION**
- ✓ **CONTENT DUPLICITY CHECK**
- ✓ **BACK LINKS ANALYSIS**
- ✓ **WEBSITE BLOGS ANALYSIS & OPTIMIZATION**
- ✓ **WEBPAGE ANALYSIS THROUGH GOOGLE WEBMASTER TOOLS**
- ✓ **WEBSITE TRAFFIC ANALYSIS THROUGH GOOGLE ANALYTICS**
- ✓ **OUTBOUND LINKS NO-FOLLOW**

## 2<sup>ND</sup> MONTH LINK BUILDING STRATEGY



- ✓ BUSINESS LISTING
- ✓ LOCAL LISTING/ CITATIONS SUBMISSION
- ✓ DIRECTORY SUBMISSION
- ✓ SEARCH ENGINES SUBMISSION
- ✓ PROFILE CREATION
- ✓ SOCIAL BOOKMARKING
- ✓ HIGH PR LINK SHARING
- ✓ INFORMATIONAL CONTENT/ARTICLE/BLOG POSTING
- ✓ WEB 2.0 SUBMISSION
- ✓ PRESS RELEASE WRITING & SUBMISSIONS
- ✓ INFORMATIONAL CONTENT/ARTICLE/BLOG PROMOTION & SOCIAL SHARING
- ✓ IMAGE SHARING
- ✓ CLASSIFIED SUBMISSION
- ✓ YAHOO ANSWERS
- ✓ FORUM POSTING
- ✓ BLOG COMMENTING
- ✓ WEBSITE BLOG OPTIMIZATION
- ✓ WEBSITE BLOGS PROMOTION & SHARING
- ✓ DOCUMENT SHARING
- ✓ VIDEO CREATION & PROMOTION

# 3<sup>RD</sup> MONTH OPTIMIZATION

# WEBSITE ANALYSIS & ON-PAGE

✓ META TAG ANALYSIS &  
OPTIMIZATION IF REQUIRED

✓ NEW IMAGES ALT  
TAGS OPTIMIZATION

✓ INTERNAL & EXTERNAL LINKS

✓ CONTENT ANALYSIS & OPTIMIZATION

✓ CONTENT DUPLICITY CHECK

✓ BACK LINKS ANALYSIS

✓ KEYWORD RANKING ANALYSIS

✓ WEBSITE BLOGS ANALYSIS  
& OPTIMIZATION

✓ WEBSITE ANALYSIS THROUGH  
GOOGLE WEBMASTER TOOLS

✓ WEBSITE TRAFFIC ANALYSIS  
THROUGH GOOGLE ANALYTICS

✓ NEW OUTBOUND LINKS NO-FOLLOW



# 3<sup>RD</sup> MONTH LINK BUILDING STRATEGY



- ✓ SEARCH ENGINES SUBMISSION
- ✓ PROFILE CREATION
- ✓ SOCIAL BOOKMARKING
- ✓ INFOGRAPHIC SUBMISSION
- ✓ HIGH PR LINK SHARING
- ✓ INFORMATIONAL CONTENT/ARTICLE/BLOG POSTING
- ✓ WEB 2.0 SUBMISSION
- ✓ INFORMATIONAL CONTENT/ARTICLE/BLOG PROMOTION & SOCIAL SHARING
- ✓ IMAGE SHARING
- ✓ CLASSIFIED SUBMISSION
- ✓ FORUM POSTING
- ✓ BLOG COMMENTING
- ✓ WEBSITE BLOGS PROMOTION & SHARING
- ✓ DOCUMENT SHARING
- ✓ VIDEO CREATION & PROMOTION

# 4<sup>TH</sup> MONTH WEBSITE ANALYSIS & ON-PAGE OPTIMIZATION

- ✓ KEYWORD RANKING ANALYSIS
- ✓ WEBSITE ANALYSIS THROUGH GOOGLE WEBMASTER TOOLS
- ✓ WEBPAGES META TAGS OPTIMIZATION IF REQUIRED
- ✓ WEBSITE ANALYSIS TRAFFIC THROUGH ANALYTICS GOOGLE
- ✓ NEW IMAGES ALT TAGS OPTIMIZATION
- ✓ NEW OUTBOUND LINKS NO-FOLLOW
- ✓ EXTERNAL LINKS ANALYSIS
- ✓ CONTENT DUPLICITY CHECK
- ✓ BACK LINKS CHECK
- ✓ WEBSITE BLOGS ANALYSIS &

# OPTIMIZATION

# 4<sup>TH</sup> MONTH LINK BUILDING STRATEGY



- ✓ INFOGRAPHICS SUBMISSION
- ✓ SEARCH ENGINES SUBMISSION
- ✓ PROFILE CREATION
- ✓ SOCIAL BOOKMARKING
- ✓ HIGH PR LINK SHARING
- ✓ INFORMATIONAL CONTENT/ARTICLE/BLOG POSTING
- ✓ WEB 2.0 SUBMISSION & PROMOTION
- ✓ INFORMATIONAL CONTENT/ARTICLE/BLOG PROMOTION & SOCIAL SHARING
- ✓ IMAGE SHARING
- ✓ BUSINESS LISTING
- ✓ CLASSIFIED SUBMISSION
- ✓ FORUM POSTING
- ✓ BLOG COMMENTING
- ✓ WEBSITE BLOGS PROMOTION & SHARING
- ✓ DOCUMENT SHARING & PROMOTION
- ✓ VIDEO CREATION & PROMOTION

# 5<sup>TH</sup> MONTH WEBSITE ANALYSIS & ON-PAGE OPTIMIZATION

- ✓ KEYWORD RANKING ANALYSIS
- ✓ WEBSITE TRAFFIC ANALYSIS
- ✓ NEW KEYWORDS/SEARCH QUERIES CHECK
- ✓ WEBPAGES META TAGS OPTIMIZATION IF REQUIRED
- ✓ NEW IMAGES ALT TAGS OPTIMIZATION
- ✓ EXTERNAL LINKS ANALYSIS
- ✓ CONTENT DUPLICITY CHECK
- ✓ BACK LINKS CHECK
- ✓ WEBSITE BLOGS ANALYSIS & OPTIMIZATION
- ✓ WEBSITE ANALYSIS THROUGH GOOGLE WEBMASTER TOOLS
- ✓ WEBSITE TRAFFIC ANALYSIS THROUGH GOOGLE ANALYTICS TOOLS
- ✓ NEW OUTBOUND LINKS NO-FOLLOW

# 5<sup>TH</sup> MONTH LINK BUILDING STRATEGY



- ✓ INFOGRAPHICS SUBMISSION
- ✓ SEARCH ENGINES SUBMISSION
- ✓ SOCIAL BOOKMARKING
- ✓ HIGH PR LINK SHARING
- ✓ INFORMATIONAL CONTENT/ARTICLE/BLOG POSTING
- ✓ DOCUMENT SHARING & PROMOTION
- ✓ WEB 2.0 SUBMISSION & PROMOTION
- ✓ INFORMATIONAL CONTENT/ARTICLE/BLOG PROMOTION SOCIAL SHARING
- ✓ IMAGE SHARING
- ✓ CLASSIFIED SUBMISSION
- ✓ FORUM POSTING
- ✓ WEBSITE BLOGS PROMOTION & SHARING
- ✓ VIDEO CREATION & PROMOTION

# 6<sup>TH</sup> MONTH WEBSITE ANALYSIS & ON-PAGE OPTIMIZATION

✓ KEYWORD RANKING ANALYSIS

✓ WEBSITE TRAFFIC ANALYSIS

✓ NEW KEYWORDS/SEARCH QUERIES CHECK

✓ NEW IMAGES ALT TAGS OPTIMIZATION

✓ EXTERNAL LINKS ANALYSIS

✓ CONTENT DUPLICITY CHECK

✓ BACK LINKS CHECK

✓ WEBSITE BLOGS ANALYSIS & OPTIMIZATION

✓ WEBSITE ANALYSIS THROUGH GOOGLE WEBMASTER TOOLS

✓ WEBSITE TRAFFIC ANALYSIS THROUGH GOOGLE ANALYTICS TOOLS

✓ NEW OUTBOUND LINKS NO-FOLLOW

# 6<sup>TH</sup> MONTH LINK BUILDING STRATEGY



- ✓ INFOGRAPHIC SUBMISSION
- ✓ SEARCH ENGINES SUBMISSION
- ✓ SOCIAL BOOKMARKING
- ✓ HIGH PR LINK SHARING
- ✓ INFORMATIONAL CONTENT/ARTICLE/BLOG POSTING
- ✓ DOCUMENT SHARING & PROMOTION
- ✓ WEB 2.0 SUBMISSION & PROMOTION
- ✓ INFORMATIONAL CONTENT/ARTICLE/BLOG PROMOTION & SOCIAL SHARING
- ✓ IMAGE SHARING
- ✓ CLASSIFIED SUBMISSION
- ✓ WEBSITE BLOGS PROMOTION & SHARING
- ✓ VIDEO CREATION & PROMOTION



**WE WILL ANALYZE THE WEBSITE AND ITS COMPETITORS EVERY MONTH AND THEN RE-OPTIMIZE OUR WEBSITE TO MAINTAIN ITS RANKING ON SEARCH ENGINE RESULTS.**