

optamarkdigital

SEO Pricing

| Keywords | Starter \$299/m | Value \$399/m | Bronze \$499/m | Gold \$599/m | Platinum \$799/m |
|--|---|------------------|-------------------|-----------------|---------------------|
| | Below mentioned deliverables are spread across 6 months | | | | |
| | 5 Keywords | 10 Keywords | 15 Keywords | 20 Keywords | 30 Keywords |
| INITIAL REVIEW & SETUP | | | | | |
| Website Analysis | ✓ | ✓ | ✓ | ✓ | ✓ |
| Keywords Research | ✓ | ✓ | ✓ | ✓ | ✓ |
| Backlink Analysis/Audit | ✗ | ✓ | ✓ | ✓ | ✓ |
| User Experience Analysis | ✗ | ✓ | ✓ | ✓ | ✓ |
| Competition Analysis | ✓ | ✓ | ✓ | ✓ | ✓ |
| Google Webmasters Setup | ✓ | ✓ | ✓ | ✓ | ✓ |
| Google Analytics Setup | ✓ | ✓ | ✓ | ✓ | ✓ |
| Conversion Tracking Setup | ✓ | ✓ | ✓ | ✓ | ✓ |
| Website Content Check | ✗ | ✗ | ✓ | ✓ | ✓ |
| Initial Rank Report | ✓ | ✓ | ✓ | ✓ | ✓ |
| On-Page Changes | | | | | |
| Title Tags Optimization | ✓ | ✓ | ✓ | ✓ | ✓ |
| META Tags Optimization | ✓ | ✗ | ✗ | ✓ | ✓ |
| Content Optimization | ✓ | ✗ | ✗ | ✓ | ✓ |
| HTML Code Optimization | ✗ | ✗ | ✗ | ✗ | ✓ |
| Website Responsive Check | ✓ | ✓ | ✓ | ✓ | ✓ |
| Schema Markup Analysis | ✗ | ✓ | ✓ | ✓ | ✓ |
| Page Speed Analysis | ✗ | ✗ | ✓ | ✓ | ✓ |
| Internal Linking Optimization | ✓ | ✓ | ✓ | ✓ | ✓ |
| Heading Tags Optimization | ✓ | ✓ | ✓ | ✓ | ✓ |
| Canonicalization/301 Redirect | ✗ | ✗ | ✗ | ✓ | ✓ |
| Images Optimization | ✗ | ✗ | ✗ | ✓ | ✓ |
| Hyperlink Optimization | ✗ | ✗ | ✓ | ✓ | ✓ |
| Robots.txt Creation/Optimization | ✗ | ✗ | ✗ | ✗ | ✓ |
| Sitemap Creation | ✗ | ✗ | ✗ | ✓ | ✓ |
| Breadcrumb Analysis | ✗ | ✗ | ✗ | ✗ | ✓ |
| Crawl Error Analysis | ✗ | ✗ | ✗ | ✗ | ✓ |
| Custom 404 Error Page Setup Suggestion | ✗ | ✗ | ✗ | ✗ | ✓ |
| URL Parameter Normalization | ✗ | ✗ | ✗ | ✗ | ✓ |
| Website Link Structure Check | ✗ | ✗ | ✗ | ✓ | ✓ |

| Keywords | Starter \$299/m | Value \$399/m | Bronze \$499/m | Gold \$599/m | Platinum \$799/m |
|---|---|------------------|-------------------|-----------------|---------------------|
| | Below mentioned deliverables are spread across 6 months | | | | |
| | 5 Keywords | 10 Keywords | 15 Keywords | 20 Keywords | 30 Keywords |
| Off-Page Changes | | | | | |
| Guest Blog Links | ✗ | ✗ | ✗ | 1 | 3 |
| Press Release Links | ✗ | ✗ | ✗ | 1 | 2 |
| Web Blogs Links | 1 | 2 | 3 | 4 | 5 |
| Web 2.0 Links | 1 | 2 | 3 | 4 | 5 |
| InfoGraphic Links | ✗ | ✗ | ✗ | 1 | 3 |
| LINK BUILDING | | | | | |
| Social Bookmarking | 10 | 20 | 35 | 50 | 180 |
| Authority Q&A Discussion | 1 | 2 | 3 | 5 | 7 |
| Business Profiles | 1 | 2 | 3 | 5 | 7 |
| PPT Creation | 1 | 2 | 5 | 7 | 10 |
| PPT Submission | 1 | 3 | 5 | 5 | 10 |
| Document Submission | 1 | 3 | 5 | 5 | 10 |
| Image Submission | 1 | 3 | 5 | 10 | 15 |
| Blog Comment Discussion | 1 | 3 | 5 | 10 | 15 |
| Video Submission | ✗ | ✗ | ✗ | 1 | 10 |
| Product Submission | ✗ | ✗ | ✗ | 2 | 20 |
| Local Search Optimization | | | | | |
| Google My Business Optimize | ✗ | ✗ | ✗ | ✓ | ✓ |
| Authority Business Listing | 10 | 18 | 24 | 30 | 42 |
| NAP Syndication | ✓ | ✓ | ✓ | ✓ | ✓ |
| Local Citation Building | 6 | 12 | 18 | 24 | 30 |
| Authority Directory Submission | 9 | 15 | 24 | 30 | 42 |
| Monthly Reporting | | | | | |
| Search Engine Ranking Report | ✓ | ✓ | ✓ | ✓ | ✓ |
| Monthly SEO Performance Report | ✓ | ✓ | ✓ | ✓ | ✓ |
| SEO Activity Report | ✓ | ✓ | ✓ | ✓ | ✓ |
| Monthly Plan Of Action | ✓ | ✓ | ✓ | ✓ | ✓ |
| Customer Support (Email, Chat, Telephone..) | ✓ | ✓ | ✓ | ✓ | ✓ |