

## SEO DELIVERABLES

MONTHLY SERVICE DELIVERABLES - GUIDE	LOCAL	NATIONAL	ENTERPRISE
	£750pm	£1,000pm	£2,500pm
<b>Initial Review and Analysis</b>			
Number of Keywords/ Key phrases ** Subject to consultation.	10 - 20	20 -30	20 -30
In-depth Site Analysis	✓	✓	✓
Full Back-Link Audit	✓	✓	✓
Keyword Research & Analysis	✓	✓	✓
Baseline Search Engine Ranking Report	✓	✓	✓
Baseline Traffic Report	✓	✓	✓
Competition Analysis	✓	✓	✓
<b>On Page Optimisation</b>			
Meta Tag Optimisation - Includes Titles, Meta description and Keywords tag optimisation	✓	✓	✓
URL Optimisation - Inclusion of Keywords in the File, Folder name, Use of hyphen etc	✓	✓	✓
Hyperlink Optimisation - Site information architecture and anchor text optimisation	✓	✓	✓
SEO Meta Tags - Addition of Canonical, NOODP, NOYDIR tags	✓	✓	✓
Header Optimisation - <H1> to <H6> tag optimization with proper use of CSS	✓	✓	✓
Image Optimisation - ALT tag and Image file name optimisation	✓	✓	✓
Robots.txt Creation/ Analysis - Aids search engine crawler, fix errors and auto sitemaps discovery	✓	✓	✓
HTML Sitemap - Creation and Optimisation	✓	✓	✓
XML Sitemap & urlist.txt - Creation/ Updation and Submission with Google and Bing	✓	✓	✓
Google Search Console - Account Set-up and Monitoring - Google and Bing	✓	✓	✓
Google Analytics - Account Set-up and Integration	✓	✓	✓
SEO Implementation - Includes Implementation of all recommended SEO Changes (**cost option)	✓	✓	✓
Google My Business - Optimisation	✓	✓	✓
<b>Technical Website Evaluation</b>			
Crawl Errors, Site Architecture Evaluation, Programming Code Evaluation	✓	✓	✓
Webpage Design Issues	✓	✓	✓
Dead Pages/ Broken Links	✓	✓	✓
Duplicate Content Issues	✓	✓	✓
Site Download Speed Analysis	✓	✓	✓
Fixing the Identified Issues	✓	✓	✓
<b>Off Page Optimisation/ Link Building</b>			
Authority Directory Submissions	✓	✓	✓
Diverse Link Building	✓	✓	✓
Social Bookmarking (Do follow)	✓	✓	✓
Business Profile Listing	✓	✓	✓
Blog Creation & Postings	✓	✓	✓
Google My Buisness Post (2 per month)	✓	✓	✓
<b>Social Media Extention (Facebook, Twitter, Instagram, YouTube)</b>			
Channel Setup & Integration	POA	POA	POA
Content Creation & Posting	POA	POA	POA
Daily Posting/Tweeting	POA	POA	POA
Comment Responding	POA	POA	POA
<b>Monthly Reporting</b>			
Standard Monthly Reporting	✓	⊘	⊘
Advanced Monthly Reporting	⊘	✓	✓

\*\*⊘ Available on request