

Organic(SEO+SMO) Plan	STANDARD	PREMIUM	BUSINESS	PLATINUM
Initial Review & Analysis				
Critical Website Analysis	FALSE	TRUE	TRUE	TRUE
Back Link Analysis	TRUE	TRUE	TRUE	TRUE
Competitor Analysis	2 Competitor	3 Competitors	4 Competitors	5 Competitors
Keyword Analysis	TRUE	TRUE	TRUE	TRUE
Baseline Ranking Check	FALSE	TRUE	TRUE	TRUE
Duplicate Content Check	TRUE	TRUE	TRUE	TRUE
Google Penalty Check	TRUE	TRUE	TRUE	TRUE
Detailed technical audit	-	-	TRUE	TRUE
SEO Compatibility Check				
Broken Links Check	TRUE	TRUE	TRUE	TRUE
Page Size Check	-	-	TRUE	TRUE
W3C Validation Check*	-	-	TRUE	TRUE
Browser Compatibility Check	-	-	TRUE	TRUE
On-Page Optimization				
URL Mapping	TRUE	TRUE	TRUE	TRUE
URL Rewriting	-	-	TRUE	TRUE
Title Tag Optimization	Up to 10 pages	Up to 20 pages	Up to 40 pages	Up to 80 pages
Meta Tags Optimization	FALSE	TRUE	TRUE	TRUE
Keyword Density, Proximity & Prominence Check	TRUE	TRUE	TRUE	TRUE
Anchor Text Optimization	FALSE	FALSE	TRUE	TRUE
Alt Tag Optimization	FALSE	FALSE	TRUE	TRUE
Custom 404 error page setup	FALSE	FALSE	TRUE	TRUE
Google Analytic Account Setup	TRUE	TRUE	TRUE	TRUE
Webmaster Tools (Google/Bing)Account Set Up	TRUE	TRUE	TRUE	TRUE
SEO Header Tag Optimization	TRUE	TRUE	TRUE	TRUE
Exiting Content Optimization	TRUE	TRUE	TRUE	TRUE
New landing Page Creation suggestions (If Rec)	TRUE	TRUE	TRUE	TRUE
URL Canonicalization Check	FALSE	TRUE	TRUE	TRUE
Robots.Txt Optimization	TRUE	TRUE	TRUE	TRUE
XML and TXT Sitemap Generation	TRUE	TRUE	TRUE	TRUE
Page Speed Optimization Analysis	TRUE	TRUE	TRUE	TRUE
Canonicalization	TRUE	TRUE	TRUE	TRUE
Implementation of Schema (JSON, Microdata, F	FALSE	FALSE	TRUE	TRUE
Webmaster Tools - Crawl Error Resolution	TRUE	TRUE	TRUE	TRUE
Navigation Analysis & Recommendations	-	-	TRUE	TRUE
No Follow on External Links	FALSE	TRUE	TRUE	TRUE
Existing Content Optimization	FALSE	TRUE	TRUE	TRUE
Content Marketing (Per Month)				
Blog Writing	2	3	5	8
Classified Writing	1	2	4	5
Article Writing	1	1	2	4
Press Release Writing & Submission	-	1 in 3 Months	1 in 3 Months	1 in 3 Months
Guest Blog writing	2	4	6	8
Premium PR writing	FALSE	TRUE	TRUE	TRUE
Infographic Creation	1	2	3	5
Blog Optimization				
Blog Creation	TRUE	TRUE	TRUE	TRUE
Blog Writing	TRUE	TRUE	TRUE	TRUE
Existing Blog Rewriting & Optimization	FALSE	TRUE	TRUE	TRUE
Blog sharing	TRUE	TRUE	TRUE	TRUE
Local Search Optimisation				
Google My Business Page Set-up & Verification	TRUE	TRUE	TRUE	TRUE
Google My Business Page Optimization	FALSE	TRUE	TRUE	TRUE
Google My Business Posting	1 Post (Weekly)	2 Posts (Weekly)	4 Posts (Weekly)	4 Posts (Weekly)
Classified Submission	TRUE	TRUE	TRUE	TRUE
Business Listing	7 (Monthly)	10 (Monthly)	15 (Monthly)	30 (Monthly)
Customer Reviews Posting	TRUE	TRUE	TRUE	TRUE
Yahoo listing	TRUE	TRUE	TRUE	TRUE
Bing Listing	TRUE	TRUE	TRUE	TRUE
Social Media Optimziation & Sharing (Per Month)				
Microblogging	FALSE	TRUE	TRUE	TRUE
Web 2.0 Profile Creation	FALSE	TRUE	TRUE	TRUE
Image Promotion & Submission	FALSE	TRUE	TRUE	TRUE
Video Marketing & Submission	FALSE	TRUE	TRUE	TRUE
Facebook & Twitter Account Setup (One Time A	TRUE	TRUE	TRUE	TRUE
Facebook Posting	TRUE	TRUE	TRUE	TRUE
Twitter Posting	TRUE	TRUE	TRUE	TRUE
Custom Twitter Background	FALSE	TRUE	TRUE	TRUE
Facebook Timeline Design	TRUE	TRUE	TRUE	TRUE
Pinterest Account Setup (One Time Activity)	FALSE	FALSE	TRUE	TRUE
LinkedIn Company Profile Creation (One Time /	TRUE	TRUE	TRUE	TRUE
Linkedin Posting	1 Post (Weekly)	2 Posts (Weekly)	4 Posts (Weekly)	4 Posts (Weekly)
Facebook & LinkedIn Post Group Sharing	FALSE	TRUE	TRUE	TRUE
Reddit Account Setup (One Time Activity)	FALSE	TRUE	TRUE	TRUE
Reddit Posting	FALSE	TRUE	TRUE	TRUE
Quora Profile Creation (One Time Activity)	FALSE	TRUE	TRUE	TRUE
Quora Answers	FALSE	TRUE	TRUE	TRUE
Video Promotion				
YouTube Channel Creation	TRUE	TRUE	TRUE	TRUE
YouTube - Custom background design	TRUE	TRUE	TRUE	TRUE
Video creation (Basic)	FALSE	TRUE	TRUE	TRUE
Video Submission to Other Video Websites	FALSE	FALSE	TRUE	TRUE
Youtube Keyword Research	FALSE	TRUE	TRUE	TRUE
Vimeo Account Setup	FALSE	FALSE	TRUE	TRUE
Dailymotion Account Setup	FALSE	TRUE	TRUE	TRUE
Video Channel Analysis	FALSE	FALSE	TRUE	TRUE
Existing Video Analysis	FALSE	TRUE	TRUE	TRUE
Video Title and Discription Optimization	TRUE	TRUE	TRUE	TRUE
Video Tag Optimization	FALSE	TRUE	TRUE	TRUE
Suaggestion for Videos Embedding	FALSE	FALSE	TRUE	TRUE
Share Video on Social networks	TRUE	TRUE	TRUE	TRUE
Website Usability & Conversion				
Existing Website Designing Consultation	TRUE	TRUE	TRUE	TRUE
Landing Page Analysis	TRUE	TRUE	TRUE	TRUE
Enquiry Page Analysis	TRUE	TRUE	TRUE	TRUE
Enquiry Page Modification Suggestions	TRUE	TRUE	TRUE	TRUE
Mobile Compatibility Suggestions	FALSE	FALSE	TRUE	TRUE
Off Page Optimization				
Blog Submission	1	1	2	3
Article Submission	1	1	2	4
Blog Promotion	FALSE	TRUE	TRUE	TRUE
Company Profile Listing	5	7	10	15
Classified Submissions	5	10	20	25
Article Promotion	5	5	10	20
Link Syndication	10	15	20	25
PDF/Doc Submission	5	10	10	10
Graphic Submissions	FALSE	TRUE	TRUE	TRUE
Press Release Promotion	FALSE	TRUE	TRUE	TRUE
Press Release Submission	FALSE	TRUE	TRUE	TRUE
Infographic Promotion	FALSE	FALSE	TRUE	TRUE
Infographic Distribution	FALSE	TRUE	TRUE	TRUE
PPT Creation	FALSE	TRUE	TRUE	TRUE
PPT Submission	FALSE	TRUE	TRUE	TRUE
Blog Commenting	1	2	3	7
Q & A Submissions	1	2	3	4
Guest Blog Posting	2	4	6	8
Guest Blog Promotion	TRUE	TRUE	TRUE	TRUE
Reporting				
Traffic Analysis	TRUE	TRUE	TRUE	TRUE
Keywords Ranking Report	TRUE	TRUE	TRUE	TRUE
Monthly Progress Reports	TRUE	TRUE	TRUE	TRUE
Customer Support (Email, Chat)	TRUE	TRUE	TRUE	TRUE
Project Manager	TRUE	TRUE	TRUE	TRUE
Minimum Contract Duration	6 months	6 months	9-12 months	9-12 months

SMO Packages	STANDARD	BUSINESS	PLATINUM
Channel	Any 2 Channel Optimization	Any 3 Channel Optimization	Any 5 Channel Optimization
Strategy			
Identify Business Goals	TRUE	TRUE	TRUE
Account Management	Any 2 Platforms	Any 3 Platforms	Any 5 Platforms
Analyze Your Audiences	TRUE	TRUE	TRUE
Create Social Media Calendar	TRUE	TRUE	TRUE
Create a Content Strategy	TRUE	TRUE	TRUE
Identify Hashtags	TRUE	TRUE	TRUE
Social Trending	TRUE	TRUE	TRUE
Facebook Promotion			
Profile Optimization			
Creative Image	8	10	15
FB Timeline Status Posting	15	20	40
Post Sharing in Groups	5	7	10
Cover Image Creation and Upload	1	1	2
Group Creation	TRUE	1	2
Group Join	TRUE	3	5
Targeted Page Likes	8 to 10%**	10% to 12%**	13%+**
Video Sharing(provided by client)	TRUE	TRUE	TRUE
Call To Action Button	One Time	One Time	One Time
Facebook Review Postings	FALSE	FALSE	TRUE
Polls Creation & Management	FALSE	TRUE	TRUE
Facebook Insight Monitoring	TRUE	TRUE	TRUE
Deleting of unwanted spam	TRUE	TRUE	TRUE
Traffic Monitoring Through Google	TRUE	TRUE	TRUE
Sponsored Ads (Additional Cost)	TRUE	TRUE	TRUE
Twitter Promotion			
Profile Optimization	TRUE	TRUE	TRUE
Tweets Posting	15	20	40
Targeted Twitter Followers Increase	TRUE	TRUE	TRUE
Retweets	TRUE	TRUE	TRUE
Background Image Creative and Upload	1	1	2
Cover Photo Creative and Upload	1	1	2
Lists Creation	FALSE	FALSE	TRUE
Sponsored Tweets(Additional Cost)	TRUE	TRUE	TRUE
#hashtag Trend Research	FALSE	TRUE	TRUE
Twitter Analytics Monitoring	TRUE	TRUE	TRUE
Instagram Promotion			
Profile Optimization	TRUE	TRUE	TRUE
Instagram Image Sharing	15	20	30
Targeted Instagram Followers Increase	TRUE	TRUE	TRUE
#hashtag Trend Research	FALSE	TRUE	TRUE
Comments & Likes Management	TRUE	TRUE	TRUE
Image Tagging to Friends/Followers	TRUE	TRUE	TRUE
Instagram Analytics Monitoring	TRUE	TRUE	TRUE
Youtube Promotion			
Youtube Channel Optimization	TRUE	TRUE	TRUE
Channel Creative Upload	FALSE	TRUE	TRUE
Video Uploads(provided by client)	5	10	15
Video Promotion	10	20	30
Video Title & Meta Optimization	FALSE	TRUE	TRUE
Thumbnail Creative for Videos	FALSE	FALSE	TRUE
Youtube Subscribers	TRUE	TRUE	TRUE
Youtube Discussion Posting	10	20	30
Youtube Video Views	TRUE	TRUE	TRUE
Comment Moderation	TRUE	TRUE	TRUE
Pinterest Promotion			
Profile Optimization	TRUE	TRUE	TRUE
Board Creation	5	8	10
Pins Posted	15	20	40
Followers	TRUE	TRUE	TRUE
Website Verification	FALSE		
Business Account	TRUE	TRUE	TRUE

PPC Packages	STANDARD	BUSINESS	PLATINUM
Minimum Duration	3 months	3 months	3 months
Suggested number of Keywords	50	100	200
Ad Budget	Upto USD 2000 Per Month	USD 2000 - 4000 Per Month	USD 5000 Above Per Month
CAMPAIGN SETUP/AD OPTIMIZATION			
Google Ads			
Keywords Research	TRUE	TRUE	TRUE
Ad Copy Development	TRUE	TRUE	TRUE
Bid Setup	TRUE	TRUE	TRUE
Remarketing Tags	TRUE	TRUE	TRUE
Landing Pages Recommendation	TRUE	TRUE	TRUE
Youtube Video Ads	TRUE	TRUE	TRUE
A/B Testing	FALSE	TRUE	TRUE
Ad Scheduling Setup	TRUE	TRUE	TRUE
Competitor Analysis	TRUE	TRUE	TRUE
Google Ad Extensions Setup	TRUE	TRUE	TRUE
Call Tracking Setup \$50 Addon	TRUE	TRUE	TRUE
Mobile Ads	TRUE	TRUE	TRUE
Display Ads Setup	TRUE	TRUE	TRUE
Responsive Ads	TRUE	TRUE	TRUE
Geo Targeting Setup	TRUE	TRUE	TRUE
Google Shopping Feed Management	TRUE	TRUE	TRUE
Facebook Ads			
Facebook Tracking Pixel Implementation	FALSE	TRUE	TRUE
Facebook Link Click Ads	FALSE	TRUE	TRUE
Facebook Boosted Page Posts	FALSE	TRUE	TRUE
Facebook Multi-Product (Carousel)	FALSE	TRUE	TRUE
Facebook Leads Ads	FALSE	TRUE	TRUE
Facebook Dynamic Product Ads	FALSE	TRUE	TRUE
Facebook Canvas Ads	FALSE	TRUE	TRUE
Instagram Ads			
Instagram Canvas Ads	FALSE	TRUE	TRUE
Microsoft Ads			
Bing Product Ads	FALSE	FALSE	TRUE
Microsoft Audience Ads	FALSE	FALSE	TRUE
Linkedin Ads			
Linkedin Ads	FALSE	FALSE	TRUE
Campaign Optimization			
Keyword Optimization	TRUE	TRUE	TRUE
Ad Copy Optimization	TRUE	TRUE	TRUE
Keyword Bid Optimization	TRUE	TRUE	TRUE
ROI Analysis	TRUE	TRUE	TRUE
Landing Page Optimization	TRUE	TRUE	TRUE
Display Ad Optimization	TRUE	TRUE	TRUE
CTR Optimization	TRUE	TRUE	TRUE
Bid Refinements	TRUE	TRUE	TRUE
Google Analytics			
Account & Profile Setup	TRUE	TRUE	TRUE
Implementation of Conversion Tracking	TRUE	TRUE	TRUE
Reporting			
Weekly Campaign Performance Reports	TRUE	TRUE	TRUE
Monthly Reports	TRUE	TRUE	TRUE
Support			
Email and Chat	TRUE	TRUE	TRUE
Telephone	TRUE	TRUE	TRUE

SEARCH ENGINE OPTIMIZATION (SEO)	
Initial Review & Analysis	Quantity
Critical Website Analysis	TRUE
Back Link Analysis	TRUE
Competitor Analysis	5 Competitors
Keyword Analysis	TRUE
Baseline Ranking Check	TRUE
Duplicate Content Check	TRUE
Google Penalty Check	TRUE
Detailed technical audit	TRUE
SEO Compatibility Check	Quantity
Broken Links Check	TRUE
Page Size Check	TRUE
W3C Validation Check*	TRUE
Browser Compatibility Check	TRUE
On-Page Optimization	Quantity
URL Mapping	TRUE
URL Rewriting	TRUE
Title Tag Optimization	TRUE
Meta Tags Optimization	TRUE
Keyword Density, Proximity & Prominence Check	TRUE
Anchor Text Optimization	TRUE
Alt Tag Optimization	TRUE
Custom 404 error page setup	TRUE
Google Analytic Account Setup	TRUE
Webmaster Tools (Google/Bing)Account Set Up	TRUE
SEO Header Tag Optimization	TRUE
Exiting Content Optimization	TRUE
New landing Page Creation suggestions (If Require	TRUE
URL Canonicalization Check	TRUE
Robots.Txt Optimization	TRUE
XML and TXT Sitemap Generation	TRUE
Page Speed Optimization Analysis	TRUE
Canonicalization	TRUE
Implementation of Schema (JSON, Microdata, RDF	TRUE
Webmaster Tools - Crawl Error Resolution	TRUE
Navigation Analysis & Recommendations	TRUE
No Follow on External Links	TRUE
Existing Content Optimization	TRUE
Local Search Optimisation	Quantity
Google My Business Page Set-up & Verification	TRUE
Google My Business Page Optimization	TRUE
Google My Business Posting	20
Business Listing	10-15
Customer Reviews Posting	TRUE
Yahoo listing	TRUE
Bing Listing	TRUE
Website Usability & Conversion	Quantity
Existing Website Designing Consultation	TRUE
Landing Page Analysis	TRUE
Enquiry Page Analysis	TRUE
Enquiry Page Modification Suggestions	TRUE
Mobile Compatibility Suggestions	TRUE
Off Page Optimization	Quantity
Blog Submission	4
Article Submission	2
Blog Promotion	TRUE
Company Profile Listing	5-10
Classified Submission	5-10
Article Promotion	TRUE
Link Syndication	TRUE
PDF/Doc Submission	TRUE
Graphic Submissions	TRUE
Press Release Promotion	TRUE
Press Release Submission	TRUE
Infographic Promotion	TRUE
Infographic Distribution	TRUE
PPT Creation	TRUE
PPT Submission	TRUE
Blog Commenting	5-10
Q & A Submissions	5-7
Guest Blog Posting	4
Infographic Creation	4
Guest Blog Promotion	TRUE
Email Marketing	
Marketing funnels creations	TRUE
CONTENT MARKETING	
Blog Writing	2
Article Writing	2
Press Release Writing	1
Guest Blog Writing	1
Landing Page Content (if Required)	2
Web Page Content (if Required)	4
Existing Blog Rewriting & Optimization	TRUE
SOCIAL MEDIA MARKETING	
Strategy	
Identify Business Goals	TRUE
Account Management	Any 5 Platforms
Analyze Your Audiences	TRUE
Create Social Media Calendar	TRUE
Create a Content Strategy	TRUE
Identify Hashtags	TRUE
Social Trending	TRUE
Facebook Activities	Quantity
Profile Optimization	TRUE
Creative Image	15
FB Timeline Posting	40
Post Sharing in Groups	10
Cover Image Creation and Upload	2
Group Creation	2
Group Join	5
Targeted Page Likes	TRUE
Video Sharing(provided by client)	TRUE
Call To Action Button	One Time
Facebook Review Postings	TRUE
Polls Creation & Management	TRUE
Facebook Insight Monitoring	TRUE
Deleting of unwanted spam	TRUE
Traffic Monitoring Through Google Analytics	TRUE
Sponsored Ads (Additional Cost)	TRUE
Twitter Promotion	Quantity
Profile Optimization	TRUE
Tweets Posting	40
Targeted Twitter Followers Increase	TRUE
Retweets	TRUE
Background Image Creative and Upload	2
Cover Photo Creative and Upload	2
Lists Creation	TRUE
Sponsored Tweets(Additional Cost)	TRUE
#hashtag Trend Research	TRUE
Twitter Analytics Monitoring	TRUE
Instagram Promotion	Quantity
Profile Optimization	TRUE
Instagram Image Sharing	30
Targeted Instagram Followers Increase	TRUE
#hashtag Trend Research	TRUE
Comments & Likes Management [Engagement str	TRUE
Image Tagging to Friends/Followers [Increase Reac	TRUE
Instagram Analytics Monitoring	TRUE
Youtube Promotion	Quantity
Youtube Channel Optimization	TRUE
Channel Creative Upload	TRUE
Video Uploads(provided by client)	5
Video Promotion	20
Video Title & Meta Optimization	TRUE
Thumbnail Creative for Videos	TRUE
Youtube Subscribers	TRUE
Youtube Discussion Posting	20
Youtube Video Views	TRUE
Comment Moderation	TRUE
Pinterest Promotion	Quantity
Profile Optimization	TRUE
Board Creation	10
Pins Posted	40
Followers	TRUE
Website Verification	TRUE
Business Account	TRUE
PAID ADVERTISING (PPC)	
Google Ads	Quantity
Keywords Research	TRUE
Ad Copy Development	TRUE
Bid Setup	TRUE
Remarketing Tags	TRUE
Landing Pages Recommendations	TRUE
Youtube Video Ads	TRUE
A/B Testing	TRUE
Ad Scheduling Setup	TRUE
Competitor Analysis	TRUE
Google Ad Extensions Setup	TRUE
Call Tracking Setup \$50 Additional	TRUE
Mobile Ads	TRUE
Display Ads Setup	TRUE
Responsive Ads	TRUE
Geo Targeting Setup	TRUE
Google Shopping Feed Management	TRUE
Facebook Ads	Quantity
Facebook Tracking Pixel Implementation	TRUE
Facebook Link Click Ads	TRUE
Facebook Boosted Page Posts	TRUE
Facebook Multi-Product (Carousel Ads)	TRUE
Facebook Leads Ads	TRUE
Facebook Dynamic Product Ads	TRUE
Facebook Canvas Ads	TRUE
Instagram Ads	
Instagram Canvas Ads	TRUE
Linkedin Ads	
Linkedin Ads	TRUE
REPORTING	
Keywords Ranking Report	TRUE
Monthly Traffic Progress Reports	TRUE
Monthly Paid Ads Campaign Performance Report	TRUE
Social Media Progress Report	TRUE
Customer Support (Email, Chat)	TRUE
Project Manager	TRUE

ASO Packages	Startup	Medium	Growth
Initial Review & Technical Analysis			
Initial Technical Analysis	TRUE	TRUE	TRUE
On-Page SEO Recommendation & Suggestio	TRUE	TRUE	TRUE
Keyword Research & Analysis for Keywords	TRUE	TRUE	TRUE
Initial Rank Report status	TRUE	TRUE	TRUE
Competitive Analysis	1 competitor	2 competitor	3 competitor
App On page optimization			
App Store Optimization	TRUE	TRUE	TRUE
App Title Optimization with keywords	TRUE	TRUE	TRUE
App Description Optimization	TRUE	TRUE	TRUE
App Keywords Optimization	TRUE	TRUE	TRUE
Google Play for Android	TRUE	TRUE	TRUE
iTunes for iOS	TRUE	TRUE	TRUE
Windows Store for Windows Phone	TRUE	TRUE	TRUE
App Type & Category Selection	TRUE	TRUE	TRUE
Screenshot Your App & Include a Demo	TRUE	TRUE	TRUE
App Ratings & Reviews	TRUE	TRUE	TRUE
App Downloads	TRUE	TRUE	TRUE
App Off page optimization			
Customer Reviews/Ratings Submissions	2	3	5
Local Classified Live URL Social Bookmarkin	5	10	20
Local Business Listing/ Citations	5	10	20
Local Business Listing Live URL Bookmarkin	5	10	20
Article Profile Creation	1	2	3
Article Optimization & Submission	1	2	3
Blog Creation & Posting	3	5	7
Blog Live URL Social Bookmarking	10	20	35
Search Engine Submission*	5	7	10
Rank reporting and stats reporting	TRUE	TRUE	TRUE
Social Media Networking (Promote App Through Networking Sites)			
Promote App link on Social media network	FALSE	TRUE	TRUE
Facebook APP Video Promotion	FALSE	TRUE	TRUE
Back-links creation	FALSE	TRUE	TRUE
PR & Blogger Outreach	FALSE	TRUE	TRUE
Social Media Marketing*	FALSE	TRUE	TRUE
App Store Optimziation			
Google Analytics Report	TRUE	TRUE	TRUE
App Installations Report	TRUE	TRUE	TRUE
Monthly Work Accomplishment Report	TRUE	TRUE	TRUE
Paid Ads Optimization			
Google Ads			
Google play ads	TRUE	TRUE	TRUE
Keywords Research	TRUE	TRUE	TRUE
Ad Copy Development	TRUE	TRUE	TRUE
Bid Setup	TRUE	TRUE	TRUE
Landing Pages Recommendations	TRUE	TRUE	TRUE
A/B Testing	FALSE	TRUE	TRUE
Competitor Analysis	TRUE	TRUE	TRUE
Google Ad Extensions Setup	TRUE	TRUE	TRUE
Facebook Ads			
Facebook Tracking Pixel Implementation	FALSE	TRUE	TRUE
Facebook Link Click Ads	FALSE	TRUE	TRUE
Facebook Boosted Page Posts	FALSE	TRUE	TRUE
Facebook Multi-Product (Carousel Ads)	FALSE	TRUE	TRUE
Facebook Leads Ads	FALSE	TRUE	TRUE
Facebook Dynamic Product Ads	FALSE	TRUE	TRUE
Facebook Canvas Ads	FALSE	TRUE	TRUE
Instagram Ads			
Instagram Canvas Ads	FALSE	TRUE	TRUE

Youtube Marketing	Startup	Medium	Growth
Youtube Marketing			
YouTube Channel Creation (If Not Setup)	TRUE	TRUE	TRUE
Optimize YouTube Channel (Design, Image, Logo)	TRUE	TRUE	TRUE
Branded Content Writing for YouTube Channel	250 Words	250 Words	250 Words
Video Channel Analysis (If Already Exist)	TRUE	TRUE	TRUE
Existing Videos Analysis (If Already Exist)	TRUE	TRUE	TRUE
YouTube Keyword Research	TRUE	TRUE	TRUE
Baseline Ranking	TRUE	TRUE	TRUE
Video Optimization			
Video Title Optimization	TRUE	TRUE	TRUE
Video Description Optimization	TRUE	TRUE	TRUE
Video Tags Optimization	TRUE	TRUE	TRUE
Channel Tags Optimization	TRUE	TRUE	TRUE
Suggestions for Video Cards and Other (Recap, Teaser)	FALSE	TRUE	TRUE
Video creation	FALSE	TRUE	TRUE
Suggestions for Video Embedding (Within the Article)	FALSE	TRUE	TRUE
Off Page Optimization			
Article Writing and Submission	TRUE	TRUE	TRUE
Blog Post Writing and Updation	TRUE	TRUE	TRUE
Embedding Videos in Articles/Blogs	TRUE	TRUE	TRUE
Social Sharing or Videos and Blog	TRUE	TRUE	TRUE
Q&As and Forums	TRUE	TRUE	TRUE
Embedding/Sharing Videos on Q&A	TRUE	TRUE	TRUE
Micro-Blogging	TRUE	TRUE	TRUE
Guest Post Writing and Updating	TRUE	TRUE	TRUE
Embedding/Sharing Videos in Guest Posts	TRUE	TRUE	TRUE
Social Bookmarking	TRUE	TRUE	TRUE
Video Submissions	TRUE	TRUE	TRUE

Signups	Startup	Medium	Growth
Initial Review & Technical Analysis			
Initial Technical Analysis	TRUE	TRUE	TRUE
On-Page SEO Recommendation & Suggest	TRUE	TRUE	TRUE
Keyword Research & Analysis for Keyword	TRUE	TRUE	TRUE
Initial Rank Report status	TRUE	TRUE	TRUE
Competitive Analysis	1 competitor	2 competitor	3 competitor
On-Page Optimization			
Title Tag Optimization(Main pages)	TRUE	TRUE	TRUE
Description Tags Optimization(Main pages)	TRUE	TRUE	TRUE
Google Analytic Account Setup	TRUE	TRUE	TRUE
Webmaster Tools (Google/Bing)Account S	TRUE	TRUE	TRUE
Signup page optimization	TRUE	TRUE	TRUE
Implementation of Schema (JSON,Microda	FALSE	TRUE	TRUE
Off page Optimization			
Blog Creation	TRUE	TRUE	TRUE
Blog Writing	TRUE	TRUE	TRUE
Existing Blog Rewriting & Optimization	FALSE	TRUE	TRUE
Blog sharing	TRUE	TRUE	TRUE
Classified Writing	1	2	4
Press Release Writing & Submission	-	1	2
Google My Business Page Optimization	TRUE	TRUE	TRUE
Facebook & Twitter Account Setup (One T	TRUE	TRUE	TRUE
Facebook Posting	TRUE	TRUE	TRUE
Twitter Posting	TRUE	TRUE	TRUE
Video optimization	FALSE	TRUE	TRUE
Guest Blog Posting	2	4	6
Facebook Ads			
Facebook Tracking Pixel Implementation	FALSE	TRUE	TRUE
Facebook Link Click Ads	FALSE	TRUE	TRUE
Facebook Boosted Page Posts	FALSE	TRUE	TRUE
Facebook Multi-Product (Carousel Ads)	FALSE	TRUE	TRUE
Facebook Leads Ads	FALSE	TRUE	TRUE
Facebook Dynamic Product Ads	FALSE	TRUE	TRUE
Facebook Canvas Ads	FALSE	TRUE	TRUE
Instagram Ads			
Instagram Canvas Ads	FALSE	TRUE	TRUE
Google Ads			
Signup campaign	FALSE	TRUE	TRUE

Lead Generation	Startup	Medium	Growth
Search Engine Optimization			
Initial Review & Analysis			
Critical Website Analysis	TRUE	TRUE	TRUE
Back Link Analysis	TRUE	TRUE	TRUE
Competitor Analysis	2 Competitor	4 Competitors	5 Competitors
Keyword Analysis	TRUE	TRUE	TRUE
Baseline Ranking Check	FALSE	TRUE	TRUE
Duplicate Content Check	TRUE	TRUE	TRUE
Google Penalty Check	TRUE	TRUE	TRUE
Detailed technical audit	FALSE	TRUE	TRUE
SEO Compatibility Check			
Broken Links Check	TRUE	TRUE	TRUE
Page Size Check	FALSE	TRUE	TRUE
W3C Validation Check*	FALSE	TRUE	TRUE
Browser Compatibility Check	FALSE	TRUE	TRUE
Crawl Error Fixing	FALSE	FALSE	TRUE
On-Page Optimization			
URL Mapping	TRUE	TRUE	TRUE
URL Rewriting	-	TRUE	TRUE
Title Tag Optimization	Up to 10 pages	Up to 40 pages	Up to 80 pages
Meta Tags Optimization	FALSE	TRUE	TRUE
Keyword Density, Proximity & F	TRUE	TRUE	TRUE
Anchor Text Optimization	FALSE	TRUE	TRUE
Alt Tag Optimization	FALSE	TRUE	TRUE
Custom 404 error page setup	FALSE	TRUE	TRUE
Google Analytic Account Setup	TRUE	TRUE	TRUE
Webmaster Tools (Google/Bing)	TRUE	TRUE	TRUE
SEO Header Tag Optimization	TRUE	TRUE	TRUE
Exiting Content Optimization	TRUE	TRUE	TRUE
New landing Page Creation sug	TRUE	TRUE	TRUE
URL Canonicalization Check	FALSE	TRUE	TRUE
Robots.Txt Optimization	TRUE	TRUE	TRUE
XML and TXT Sitemap Generat	TRUE	TRUE	TRUE
Page Speed Optimization Analy	TRUE	TRUE	TRUE
Canonicalization	TRUE	TRUE	TRUE
Implementation of Schema (JS	FALSE	TRUE	TRUE
Webmaster Tools - Crawl Error	TRUE	TRUE	TRUE
Navigation Analysis & Recomm	-	TRUE	TRUE
No Follow on External Links	FALSE	TRUE	TRUE
Existing Content Optimization	FALSE	TRUE	TRUE
Content Marketing (Per Month)			
Blog Writing	2	5	8
Classified Writing	1	4	5
Article Writing	1	2	4
Press Release Writing & Submi	-	1 in 3 Months	1 in 3 Months
Guest Blog writing	2	6	8
Premium PR writing	FALSE	TRUE	TRUE
Infographic Creation	1	3	5
Blog Optimization			
Blog Creation	TRUE	TRUE	TRUE
Blog Writing	TRUE	TRUE	TRUE
Existing Blog Rewriting & Optim	FALSE	TRUE	TRUE
Blog sharing	TRUE	TRUE	TRUE
Local Search Optimisation			
Google My Business Page Set-	TRUE	TRUE	TRUE
Google My Business Page Opti	FALSE	TRUE	TRUE
Google My Business Posting	1 Post (Weekly)	4 Posts (Weekly)	4 Posts (Weekly)
Classified Submission	TRUE	TRUE	TRUE
Business Listing	7 (Monthly)	15 (Monthly)	30 (Monthly)
Customer Reviews Posting	TRUE	TRUE	TRUE
Yahoo listing	TRUE	TRUE	TRUE
Bing Listing	TRUE	TRUE	TRUE
Video Promotion			
YouTube Channel Creation	TRUE	TRUE	TRUE
YouTube - Custom background	TRUE	TRUE	TRUE
Video creation (Basic)	FALSE	TRUE	TRUE
Video Submission to Other Vide	FALSE	TRUE	TRUE
Youtube Keyword Research	FALSE	TRUE	TRUE
Vimeo Account Setup	FALSE	TRUE	TRUE
Dailymotion Account Setup	FALSE	TRUE	TRUE
Video Channel Analysis	FALSE	TRUE	TRUE
Existing Video Analysis	FALSE	TRUE	TRUE
Video Title and Discription Opti	TRUE	TRUE	TRUE
Video Tag Optimization	FALSE	TRUE	TRUE
Suggestion for Videos Embedd	FALSE	TRUE	TRUE
Share Video on Social network	TRUE	TRUE	TRUE
Website Usability & Conversion			
Existing Website Designing Cor	TRUE	TRUE	TRUE
Landing Page Analysis	TRUE	TRUE	TRUE
Enquiry Page Analysis	TRUE	TRUE	TRUE
Enquiry Page Modification Sug	TRUE	TRUE	TRUE
Mobile Compatibility Suggestio	FALSE	TRUE	TRUE
Off Page Optimization			
Blog Submission	1	2	3
Article Submission	1	2	4
Blog Promotion	FALSE	TRUE	TRUE
Company Profile Listing	5	10	15
Classified Submissions	5	20	25
Article Promotion	5	10	20
Link Syndication	10	20	25
PDF/Doc Submission	5	10	10
Graphic Submissions	FALSE	TRUE	TRUE
Press Release Promotion	FALSE	TRUE	TRUE
Press Release Submission	FALSE	TRUE	TRUE
Infographic Promotion	FALSE	TRUE	TRUE
Infographic Distribution	FALSE	TRUE	TRUE
PPT Creation	FALSE	TRUE	TRUE
PPT Submission	FALSE	TRUE	TRUE
Blog Commenting	1	3	7
Q & A Submissions	1	3	4
Guest Blog Posting	2	6	8
Guest Blog Promotion	TRUE	TRUE	TRUE
Landing page CTA optimization	FALSE	TRUE	TRUE
Lead magnet	FALSE	TRUE	TRUE
CR0(conversion rate optimizati	FALSE	TRUE	TRUE
Old Backlink Analysis/Bad Link	FALSE	FALSE	TRUE
Disavow spammy links	FALSE	FALSE	TRUE
Email Marketing			
Email Marketing campaign	FALSE	TRUE	TRUE
Email marketing software(paid)	FALSE	TRUE	TRUE
Pay Per Click			
Google Ads			
Keywords Research	TRUE	TRUE	TRUE
Ad Copy Development	TRUE	TRUE	TRUE
Bid Setup	TRUE	TRUE	TRUE
Remarketing Tags	TRUE	TRUE	TRUE
Landing Pages Recommendation	TRUE	TRUE	TRUE
Youtube Video Ads	TRUE	TRUE	TRUE
A/B Testing	FALSE	TRUE	TRUE
Ad Scheduling Setup	TRUE	TRUE	TRUE
Competitor Analysis	TRUE	TRUE	TRUE
Google Ad Extensions Setup	TRUE	TRUE	TRUE
Call Tracking Setup \$50 Additio	TRUE	TRUE	TRUE
Mobile Ads	TRUE	TRUE	TRUE
Display Ads Setup	TRUE	TRUE	TRUE
Responsive Ads	TRUE	TRUE	TRUE
Geo Targeting Setup	TRUE	TRUE	TRUE
Google Shopping Feed Manage	TRUE	TRUE	TRUE
Facebook Ads			
Facebook Tracking Pixel Imple	FALSE	TRUE	TRUE
Facebook Link Click Ads	FALSE	TRUE	TRUE
Facebook Boosted Page Posts	FALSE	TRUE	TRUE
Facebook Multi-Product (Carou	FALSE	TRUE	TRUE
Facebook Leads Ads	FALSE	TRUE	TRUE
Facebook Dynamic Product Ad	FALSE	TRUE	TRUE
Facebook Canvas Ads	FALSE	TRUE	TRUE
Instagram Ads			
Instagram Canvas Ads	FALSE	TRUE	TRUE
Linkedin Ads			
Linkedin Ads	FALSE	FALSE	TRUE
Campaign Optimization			
Keyword Optimization	TRUE	TRUE	TRUE
Ad Copy Optimization	TRUE	TRUE	TRUE
Keyword Bid Optimization	TRUE	TRUE	TRUE
ROI Analysis	TRUE	TRUE	TRUE
Landing Page Optimization	TRUE	TRUE	TRUE
Display Ad Optimization	TRUE	TRUE	TRUE
CTR Optimization	TRUE	FALSE	TRUE
Bid Refinements	TRUE	TRUE	TRUE
Google Analytics			
Account & Profile Setup	TRUE	TRUE	TRUE
Implementation of Conversion t	TRUE	TRUE	TRUE
Social Media Optimization			
Strategy			
Microblogging	FALSE	TRUE	TRUE
Web 2.0 Profile Creation	FALSE	TRUE	TRUE
Image Promotion & Submission	FALSE	TRUE	TRUE
Facebook & Twitter Account Se	TRUE	TRUE	TRUE
Pinterest Account Setup (One T	FALSE	TRUE	TRUE
LinkedIn Company Profile Crea	TRUE	TRUE	TRUE
LinkedIn Posting	1 Post (Weekly)	4 Posts (Weekly)	4 Posts (Weekly)
Facebook & LinkedIn Post Grou	FALSE	TRUE	TRUE
Reddit Account Setup (One Tim	FALSE	TRUE	TRUE
Reddit Posting	FALSE	TRUE	TRUE
Quora Profile Creation (One Tir	FALSE	TRUE	TRUE
Quora Answers	FALSE	TRUE	TRUE
Identify Business Goals	TRUE	TRUE	TRUE
Analyze Your Audiences	TRUE	TRUE	TRUE
Create Social Media Calendar	TRUE	TRUE	TRUE
Create a Content Strategy	TRUE	TRUE	TRUE
Identify Hashtags	TRUE	TRUE	TRUE
Social Trending	TRUE	TRUE	TRUE
Facebook Promotion			
Profile Optimization			
FB Timeline Status Posting	8	10	15
Post Sharing in Groups	15	20	40
Post Sharing in Groups	5	7	10
Cover Image Creation and Uplo	1	1	2
Group Creation	TRUE	1	2
Group Join	TRUE	3	5
Targeted Page Likes	8 to 10%**	10% to 12%**	13%+**
Video Sharing(provided by clie	TRUE	TRUE	TRUE
Call To Action Button	One Time	One Time	One Time
Facebook Review Postings	FALSE	FALSE	TRUE
Polls Creation & Management	FALSE	TRUE	TRUE
Facebook Insight Monitoring	TRUE	TRUE	TRUE
Deleting of unwanted spam	TRUE	TRUE	TRUE
Traffic Monitoring Through Goo	TRUE	TRUE	TRUE
Sponsored Ads (Additional Cos	TRUE	TRUE	TRUE
Twitter Promotion			
Profile Optimization	TRUE	TRUE	TRUE
Tweets Posting	15	20	40
Targeted Twitter Followers Incre	TRUE	TRUE	TRUE
Retweets	TRUE	TRUE	TRUE
Background Image Creative an	1	1	2
Cover Photo Creative and Uplo	1	1	2
Lists Creation	FALSE	FALSE	TRUE
Sponsored Tweets(Additional C	TRUE	TRUE	TRUE
#hashtag Trend Research	FALSE	TRUE	TRUE
Twitter Analytics Monitoring	TRUE	TRUE	TRUE
Instagram Promotion			
Profile Optimization	TRUE	TRUE	TRUE
Instagram Image Sharing	15	20	30
Targeted Instagram Followers In	TRUE	TRUE	TRUE
#hashtag Trend Research	FALSE	TRUE	TRUE
Comments & Likes Management	TRUE	TRUE	TRUE
Image Tagging to Friends/Follo	TRUE	TRUE	TRUE
Instagram Analytics Monitoring	TRUE	TRUE	TRUE
Youtube Promotion			
Youtube Channel Optimization	TRUE	TRUE	TRUE
Youtube Channel Upload	FALSE	TRUE	TRUE
Video Uploads(provided by clie	5	10	15
Video Promotion	10	20	30
Video Title & Meta Optimization	FALSE	TRUE	TRUE
Thumbnail Creative for Videos	FALSE	FALSE	TRUE
Youtube Subscribers	TRUE	TRUE	TRUE
Youtube Discussion Posting	10	20	30
Youtube Video Views	TRUE	TRUE	TRUE
Comment Moderation	TRUE	TRUE	TRUE
Pinterest Promotion			
Profile Optimization	TRUE	TRUE	TRUE
Board Creation	5	8	10
Pins Posted	15	20	40
Followers	TRUE	TRUE	TRUE
Website Verification	FALSE	TRUE	TRUE
Business Account	TRUE	TRUE	TRUE
Support			
Email	TRUE	TRUE	TRUE
Telephone	TRUE	TRUE	TRUE
Chat whatsapp	TRUE	FALSE	TRUE
Reporting			
Weekly paid Campaign Perform	TRUE	TRUE	TRUE
Monthly Reports	TRUE	TRUE	TRUE
Traffic Analysis	TRUE	TRUE	TRUE
Keywords Ranking Report	TRUE	TRUE	TRUE
Monthly Progress Reports	TRUE	TRUE	TRUE
Customer Support (Email, Chat	TRUE	TRUE	TRUE
Project Manager	TRUE	TRUE	TRUE
Minimum Contract Duration	6 months	9-12 months	9-12 months