Digital Marketing Proposal Plan for 3 Months

Quick Navigation	This is a continuous SEO and Social media promotion plan for a period of 3 Months. The pace and timing of each strategy is carefully planned so that the promotion is natural and organic. The combination of strategies for each month is planned for maximum effectiveness as well.
- Month 1 - Month 2 - Month 3	Below you would find the continuous SEO and Social media marketing strategy for 3 Months. You can always return to this quick navigation from any part of the proposal so that you can navigate to the right pages easily.

Month 1

- Keyword Research (5 Webpages)
- Meta Content Writing (5 Webpages)
- Meta Content Optimization
- H1 Tag Optimization
- Image Alt Tag Optimization
- Sitemap.xml generation
- Robots.txt Optimization
- Google Analytics Implementation
- Outbound Link Optimization
- 404 Redirect Optimization
- HTML Schema Implementation
- PR Writing
- NAP PR Distributions
  - Distribution to broadcast/TV/Radio
  - Distribution to media websites
  - Distribution to media partner
  - Distribution to SBwire.com & PRBuzz.com

Deliverables

General Email Account for the Campaign

- Gmail Account details (Created for profile setups)

Keyword research (5 Webpages)

- Keyword research is one of the most important, valuable, and high return activities in the search marketing field.
- We will analyze and find the right keywords for 5 Webpages which suit your website for getting higher rankings and ROI.

Meta Content Writing (5 Webpages)

- We will write unique content for 5 Webpages of your website by our professional content creators

Meta Content Optimization

- Analyze the availability and SEO friendliness of the Meta contents (titles, descriptions & tags). META details are one of the most important search engine ranking factors. They play a vital role in improving the CTR (click through rate) as well.
- Each page on your website contains a set of Meta contents (Meta Title, Description & keywords) that can be populated for search engine optimization purposes. This is one of the first areas the search engines check to see what keyword phrases the site/page is trying to rank.
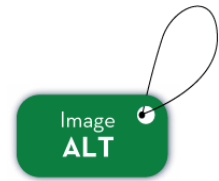
H1 Tag Optimization

- Header tags of your website help the search engine bots index your website effectively. Header tag optimization makes sure that the search engine bots find your website, identify the target and present it to the right audience.

Image Name +Alt Tag Optimization

- Images in your website talk a language that the search engines do not understand. That's why search engine recommend adding unique alt tags to the images so that they can identify what the images are about and highlight them in the search results.
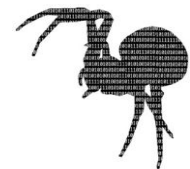- We will make the appropriate alt tags for the images

Sitemap.xml Generation and Submission

- Sitemap.xml file is a table of contents for the search engines, and lets them know all the pages of your website along with other important information as to when they were last modified.
- XML sitemaps need to be created and submitted to Google webmaster tools so that all your web pages are identified and indexed. No page of your website would be strange to the search engines.
- We generate a XML site Map for your site and we submit in your site.

Robots.txt Optimization

- Duplicate pages are hated by any search engine. Duplicate pages on your website are considered to be canonical issues which can lead to duplicate page penalties. Duplicate pages needs to be removed.

Google Analytics Optimization

- Google Analytics will track as many websites as you own and it provide multiple reporting views in your account, so you can view individual reports for specific domains or subdomains.
- We Optimize Google Analytics for your website by using a tracking code which will provide by Google.

Outbound Links Optimization

- Optimizing the outbound links from your website would make your website comply with the current search engine algorithms and so has an important role in achieving good search engine rankings.

Canonical Optimization

- Duplicate pages are hated by any search engine. Duplicate pages on your website are considered to be canonical issues which can lead to duplicate page penalties. Duplicate pages needs to be removed.

URL Optimization

- We optimize your web page url with SEO friendly

404 Redirect Optimization

- Page not found 404 errors needs to be redirected to the appropriate new pages of your website. This enriches the user experience along with making your website follow the search engine rule of fixing the 404 pages.

HTML Schema Optimization

- Our experts will analyze your web pages and identify the elements where schemas have to be implemented. They then make a thorough research with schema micro data.
- Integrate your web page elements with the most important META attribute of 2012. Get rich text snippets in search results.

NAP PR Listing with PR Writing

- We will write well-researched, news worthy Press Release by our journalist about your website.
- Distribute the Press Release to popular free Press Release directories and news channels.
- We will do NAP(Name, Address, Phone Number) listing to boost your local search ranks
- Consistent NAP across related sites, media outlets not only helps increase the rankings but also boost the brand.
- We will also distribute the press release to a Paid PR directory and update with the published link.
- The following extra promotions would be done for maximum exposure for your press release about the business

- ▽ Distribution to broadcast/TV/Radio
- ▽ Distribution to media websites
- ▽ Distribution to media partner
- ▽ Distribution to SBwire.com & PRBuzz.com

Month 2

- Social Media Branding in Top 5 Sites

- 1 Update Writing for FB, Tw,G+

- 1 Update Posting in FB, Tw,G+

- Blog Setup and Implementation

- Bi-Monthly Blog Content Creation and Posting

- Video Creation

- 25 Video Distribution

- 25 Video Embedding

- NAP Consistence Check
- 20 Local Business Listings

Deliverables

Social Media Branding in Top 5 Sites(Fb, tw, G+, Yt, In)

- We will create and customize profiles/brand in the popular social media sites along with publishing your brand logo and full company service information.
- Exclusive business profiles would be created in the below top 5 social media properties
  - Facebook
  - Twitter
  - Google plus
  - YouTube
  - LinkedIn
- The profiles would also carry a link back to your website which would act as the best social media signal which is one of the most important current search engine ranking factors.

1 Facebook Wall Updates Writing & Scheduling

- We will write creative Business updates for your Business profile by our professional content writing team.
- We Schedule it &post those Updates in Facebook which will get more brand exposure.
- Frequent unique updates in Facebook which leads to get more likes, shares etc.,

1 Twitter Tweets Writing & Scheduling

- We will write creative Business tweets for your twitter profile by our professional content writing team.
- We Schedule it &post those Updates in twitter which will get more reception.
- Frequent tweets in twitter which leads to get more followers to your business profile.

1 Google Plus Stream Writing & Scheduling

- We will create innovative stream Business updates for your Google plus profile by our professional writers.
- We Schedule it &post those Updates in Google plus which will get more brand exposure.

Blog Setup and Implementation

- We will integrate a new blog page along with your existing website
- Our creative and innovative web design would match the template of your existing website
- The Custom web design will be implemented in your website

Bi-Monthly Blog Content Creation and Posting

- We will write 2 unique Blog content for your blog by our professional content writing team.
- We Post the 2 Blog contents in your blog.

Video Creation with 25 Video Distribution

- We will create a unique video for your business by our professional video creating team.
- We will distribute your videos to top video sites such as youtube, vimeo and veoh.
- Get published video links where you can see your videos live along with the information that you have supplied.
- Generate potential leads with online video marketing.

25 Video Embedding

- Video is an integral part of our lives, and its use online is pervasive.
- The Video Embedded code would be distributed to the top 25 Video Embedding sites.
- Published video links from the video embed directories.

25 Social Bookmarking(Web URL)

- We will manually bookmark your Website URL to unique Social Bookmarking sites like Digg, reditt using the expert and old active accounts.
- The report would also carry direct links to the live bookmarks.

Month 3

- 1 Multimedia Content Creation with Promotion

- Converting Multimedia to Infographics

- 20 Infographic Syndication

- 25 Video Bookmarking

- Bi-Monthly Blog Content Creation and Posting

- 5 Update Writing for FB, Tw,G+

- 5 Update Posting in FB, Tw,G+

- 25 Blog Bookmarking

- 2 Article writing

- 2 X 10 Assured Article Links

- 6 Social Answer Posting

Deliverables

Multimedia Content Creation with Promotion

- We will create a unique power point presentation with the design match to your business by our professionals.
- We will create exclusive business profiles in top 20 Document sharing sites.
- Distribute the presentation document to the popular document sharing sites with addition of tags and links
- Distribute power point presentation via document sharing service & get more exposure to your business.

Converting Multimedia to Infographics

- We will convert the multimedia document to Info graphics by our professional designing team.
- Info graphics are graphical visual presentations the best way to convey the information in a fraction of seconds more than the words.

20 Infographic Syndication

- Our creative Info graphic design will be syndicated to the popular social networks, info graphic directories and web2.0 properties
- Info graphic syndication will helps to get viral traffic and ultimate visibility to your brands

25 Video Bookmarking

- Video bookmarking is a relatively new trend in the arena of internet
- The published video links that you provide will be bookmarked to top Video bookmarking directories.
- Direct live links to the video bookmarks made.

Bi-Monthly Blog Content Creation and Posting

- We will write 2 unique Blog content for your blog by our professional content writing team.
- We Post the 2 Blog contents in your blog.

5 Facebook Wall Updates Writing & Scheduling

- We will write creative Business updates for your Business profile by our professional content writing team.
- We Schedule it &post those Updates in Facebook which will get more brand exposure.
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5 Google Plus Stream Writing & Scheduling

- We will create innovative stream Business updates for your Google plus profile by our professional writers.
- We Schedule it &post those Updates in Google plus which will get more brand exposure.=

25 Blog Bookmarking

- We will manually bookmark your Blog URL to unique Social Bookmarking sites like Digg, reditt using the expert and old active accounts.
- The report would also carry direct links to the live bookmarks.

2 Article writing with 2 X 10 Assured Article Links

- We will write two unique articles based on your business
- We Submit your two article to the top article directories which includes ezinearticles.com and Go Articles with 10 Assured

Article Links.
- Articles can be submitted under your own exclusive author accounts created for you
- Proven article marketing solution with inclusion of published articles links and screenshots of each submission in the final report.

6 Social Answer Posting

- We will make answers to the available questions which are related to your business in popular QnA sites like Yahoo answers, Yedda.com and Answerbag.com
- Direct links to your website from the answers posted.