# DIGIMARK
## AGENCY

## SEO

# Scope Of Work

# Table of Contents

**TOPICS COVERED**

# Human Centric Approach

- Our approach is to make the website links appear natural to a user
- Boost the user experience without cheating search engines
- Content marketing with emphasis on quality content density in pages
- Unlimited high quality keyword additions and web analytics
- Streamlined coding to boost page loading time
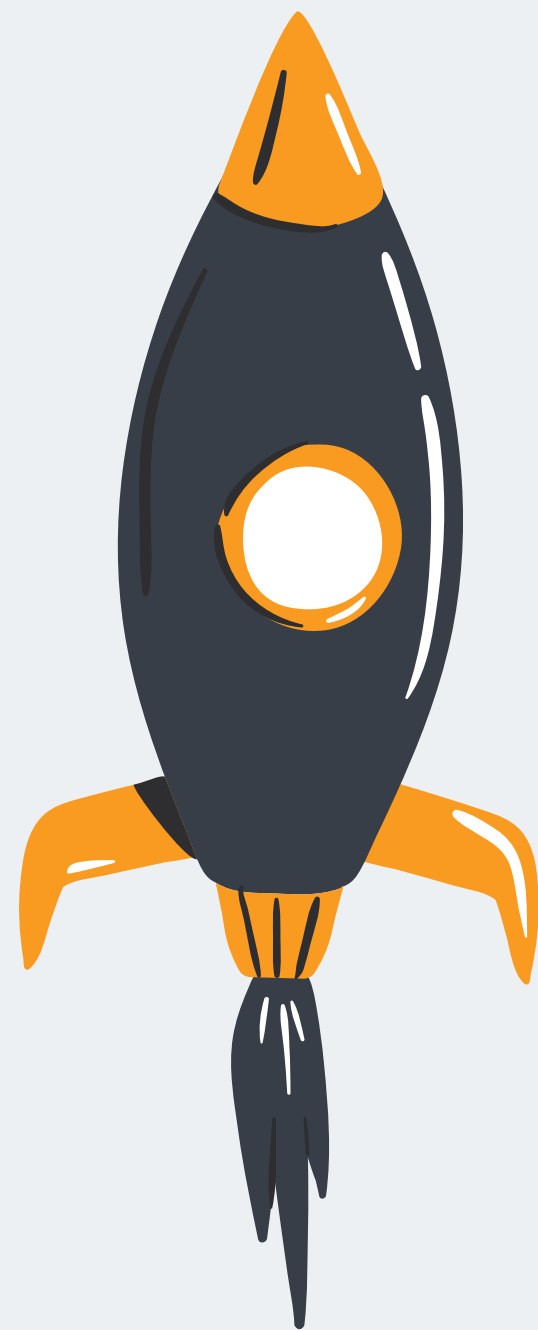
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# SEO Program Specification

Our SEO Program is designed to address search engine algorithms of all main search engines and to accommodate even the latest updates and changes to the algorithms. The scope of the SEO Program is customized according to the needs of the website, the target audience it addresses, and the online competition associated with it.

## Stage 1
Evaluation & Planning (Based on the Current Status Analysis)

## Stage 2
Onpage SEO Data Creation & Implementation

## Stage 3
Monitoring and Further Optimization

## Stage 4
Off-Page Optimization

## Stage 5
Structure Data Implementation

## Stage 6
Content Optimization

## Stage 7
Data Analysis & Reporting

# Benefits Of
## SEO

Increase Website Traffic

Improved Rankings

Branding Benefits

Qualified Leads

Action Step 3

On-page optimization

Action Step 2

Keyword Research

Action Step 4

Off page optimization

Action Step 1

Website appears on
the first page within
(3-4 months)

Action Step 5

Weekly & Monthly
keyword rank report

SEO
DELIVERABLES

Next

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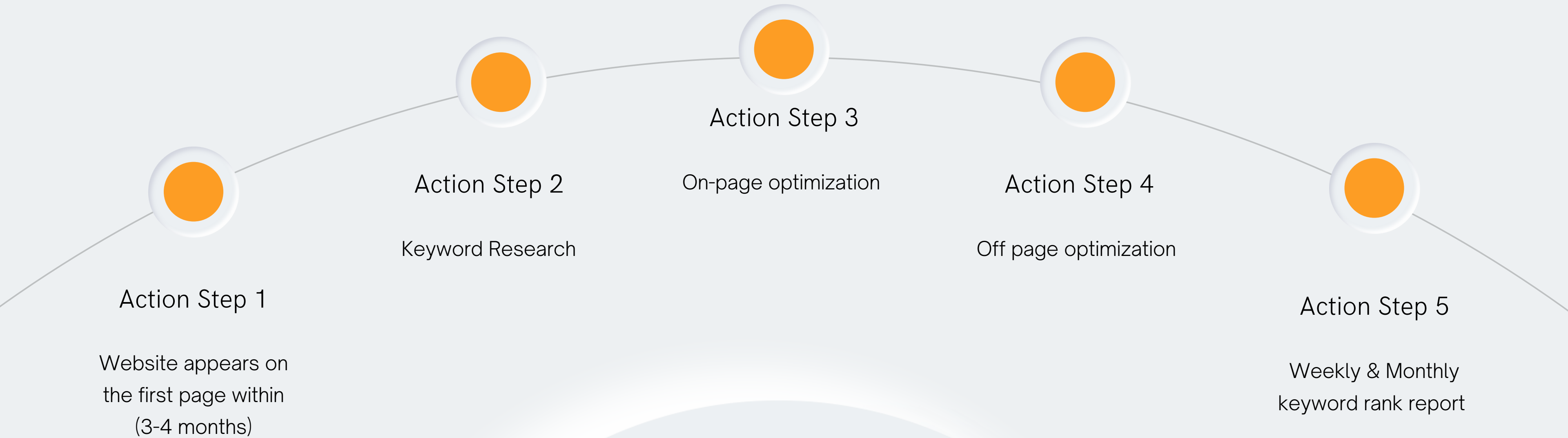
# Deliverables

● Make all content changes required on the website — First Month ▶

● SEO ranking needs to be improved for relevant keywords — Daily ▶

● On-page blog optimization will be done (Titles & Meta Descriptions) — First Month ▶

● Increase Organic Traffic on priority pages through Google search — Monthly ▶

● SEO Ranking report with progress — Weekly & Monthly ▶

● Google Map Listing Optimization — Monthly ▶

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# Website Audit

This audit will help identify technical issues & areas of enhancement on the website.

- Site URL structure evaluation
- Canonical URLs, pagination, dynamic parameters, 301 redirects, URL mapping
- Sitemap generation & updation
- Robots.txt updation & blocking URLs
- Http status header checks
- Top menu & footer navigation checks
- Broken link checks
- Mobile seo compliance
- Duplication checks
- Html & CSS validation checks

# On Page Activities

Identify the primary keyword universe for the site.

- Extensive keyword analysis to determine priority keywords important to business.
- Identify category, subcategory, brand, non-brand terms.
- Use GSC, GA data to identify queries

## Keywords
## Analysis

# Website
# Architecture

Determine user behaviour, on site journey through the website, navigational issues etc.

- Site architecture analysis
- UX/UI evaluation
- Landing page recommendations
- Check for elements that are not search engine friendly
- Usability review
- Navigation, header & footer
- Mobile responsiveness & parity checks
- Insights from site audit tools
- Document handling & naming convention

# Content
## Optimzation

Content ideation for blog section on site

- Content peg suggestions

- Duplication & readability checks

- Content gap analysis & pillar identification

- Hub & spoke model

- E.A.T model, YMYL analysis

- Topic identification & suggestions

- Content peg suggestions

- Duplication & readability checks

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## Technical Activities

- Internal linking strategy covering recommendations to incorporate a natural link building scheme & resolving broken link issues, anchor text, linking pages & URLs
- Identify strategies competitors are using to rank for organic search results (upto 3 competitors
- Competitor keyword ranking comparison
- One to one comparison of SEO domain metrics, on site content & site structure
- Identify opportunities to integrate structured markups on sections across the site
- FAQ, breadcrumbs, organization
- Google search console core vitals report
- Gtmetrix Page Speed Report

# Off Page Activities

| Activities | Tasks | Deliverables | Frequency |
|---|---|---|---|
| Classified Submission | Classified submission will be done on all the high quality domains | 20 links | Monthly |
| Image Submission | Images/Infographics to be shared on relevant platforms (to be shared by client) | 10 links | Monthly |
| Video Submission | Videos to be shared on relevant platforms (to be shared by client) | 5 links | Monthly |
| Social Bookmarking | Social bookmarking submission-based links. | 10 links | Monthly |
| Document Submission | Documents to be submitted in form of pdfs/word files on document submission sites. | 5 links | Monthly |
| Quora Answers | Submit answers on Quora through unofficial profiles to get backlinks. (Answers to be shared by WorkIndia team) | 20 links | Monthly |
| Profile Submission | Profile submission will be done on all the high quality domains | 20 links | Monthly |

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# SEO Plan Month Wise

### Month 1 (On & Off page)

- Onboarding
- Site Audit
- Competitors Research
- Keyword Analysis
- Keyword Identification
- On page optimization
- Meta, Title, Description fixing
- GTM implementation
- Event Tracking
- Goal Setup
- Strategy Development

### Month 2 (Activities)

- Creating New Urls
- Blog Publishing
- Press Release
- Article Publishing
- Domain Indexed
- Keyword Analysis
- Posting in Classifieds, Social Media websites
- PPT & PDF content
- Infographic
- Social Bookmarking
- Keyword ranking report

### Month 3 (Activities)

- Creating New Urls
- Blog Publishing
- Press Release
- Article Publishing
- Domain Indexed
- Keyword Analysis
- Posting in Classifieds, Social Media websites
- PPT & PDF content
- Infographic
- Social Bookmarking
- Keyword ranking report

# Support Required

- 4 blogs needed from your team for updating on website.

- Website performance improvement to be done.

- Support Items (Webmaster Console, Google Analytics, One Official Email id)

- Account Credentials/Access required for doing changes to website.

- GTM/Analytics/GoogleAds Tracking Code Implementation

- Images & Creatives if needed.

- USP's if any.

# Mode of Reporting

| | |
|---|---|
| ● **Daily Review** | All the activities will be updated on SEO tracker |
| ● **Weekly Review** | Weekly report and catchup with team |
| ● **Quarterly Review** | Quarter on Quarter comparison report |
| ● **Annual Review** | Annual review meetings with key stakeholders |

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# Thank you!

Contact us if there are any questions.

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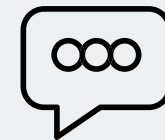
## Address

BSK 2nd Stage, Bangalore