

Proposal for Search Engine Optimization and Social Media Marketing

Dear Sir,

Thank you for showing interest in availing our services for Search Engine Optimization (SEO) and Social Media Marketing (SMM).

Our SEO and SMM service are customized and designed to help companies improve their site rankings, build a brand, market products and services & manage online reputation through social networks. We have all the necessary expertise & skills to ensure a successful SEO and Social media campaign implementation for your company and get the best results.

The proposal covers an overview of the services and pricing.

Looking forward to develop and implement successful SEO and SMM strategies for your business.

Best Regards,

Business Development Team

Supertron Infotech (P) Ltd.

Tel : +91 33 40037875 | +91 9051489625

email : marketing@supertroninfotech.in | website : www.supertroninfotech.in

Supertron Infotech Pvt Ltd

Development Centre: EN27, Advantage Tower, 6th Floor, Sector V, Salt Lake City, Kolkata – 700091, West Bengal, India.

Corporate office: Supertron House, 2 Cooper Lane, Kolkata – 700001, West Bengal, India

Ph: +9133 40037875 | E: info@supertroninfotech.in | W: www.supertroninfotech.in

Why SEO?

SEO drives targeted traffic to your website. There are countless number of ways to generate traffic, but often times the actual visitors are not targeted, thus reducing your conversion rate. Developing an effective search engine optimization and positioning strategy is a deciding factor for a website to achieve top ranking in the search engine position and fulfill the desired objectives.

Our services

a) On-page optimization



- Website analysis
- Competitor analysis
- Keyword optimization
- Title & Meta Tag optimization
- Header Tag optimization
- URL structures
- Content optimization
- Broken Link check
- HTML improvements
- Alt Tag optimization
- Google tools (Analytics, Optimizer and Webmaster)
- Google authorship
- Google rich snippets and structured data
- Robot.txt optimization

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b) Off-page optimization



- Quality link building
- Search engine submission
- Local business listing
- Social bookmarking
- Article writing
- Article submission
- Press release writing
- Press release submission
- Blog creation
- Blog writing
- Classified ads posting
- Video promotions
- Slide share presentations

c) Monthly performance reports

- Keywords rankings in SERP
- Site traffic and flow
- Conversions



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Why SMM?

Social Media is the online tool that people use to share content, profiles, opinions, insights, experiences, perspectives, knowledge and media itself, thus facilitating conversations and online interaction between groups of people with interest on relevant subjects. Some of the popular social media platforms include Facebook, Twitter, LinkedIn, YouTube, Google+, Pinterest and many more.



SMM refers to the process of gaining website traffic through any of these social media platforms. Besides, it also fosters your brand awareness, allows you to conduct audience-specific marketing campaigns and keeps you constantly engaged with your customers.

Our services

- Social Media Marketing Strategies
- Creating Social Media Business Pages
- Managing Social Media Pages

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Pricing

Services	Packages		
	Silver	Gold	Platinum
	\$450 per month	\$650 per month	\$850 per month
1. SEO			
a) On-page optimization			
• Website analysis	Yes	Yes	Yes
• Competitor analysis	No	No	Yes
• Keyword optimization	Yes – upto 5 keywords	Yes – upto 10 keywords	Yes – upto 25 keywords
• Title & Meta Tag optimization	Yes	Yes	Yes
• Header Tag optimization	No	Yes	Yes
• URL structures	No	Yes	Yes
• Content optimization	No	No	Yes
• Broken Link check	Yes	Yes	Yes
• HTML improvements	Yes	Yes	Yes
• Alt Tag optimization	No	Yes	Yes
• Google tools (Analytics, Optimizer and Webmaster)	Yes	Yes	Yes
• Google authorship	No	No	Yes
• Google rich snippets and structured data	No	No	Yes
• Robot.txt optimization	No	Yes	Yes
b) Off-page optimization			
• Quality link building	No	Yes	Yes
• Search engine submission	Yes	Yes	Yes
• Local business listing	No	Yes	Yes
• Social bookmarking	No	No	Yes
• Article writing	No	No	Yes
• Article submission	Yes – 1 article	Yes – upto 3 articles	Yes – upto 5 articles
• Press release writing	No	No	Yes
• Press release submission	No	Yes – upto 1 press release	Yes – upto 2 press release
• Blog creation	Yes	Yes	Yes
• Blog writing	No	Yes – upto 2 blogs	Yes – upto 4 blogs
• Classified ads posting	Yes	Yes	Yes
• Video promotions	No	No	Yes
• Slide share presentations	No	No	Yes

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c) Monthly performance reports			
• Keywords rankings in SERP	Yes	Yes	Yes
• Site traffic and flow	Yes	Yes	Yes
• Conversions	No	No	Yes
2. SMM			
• Developing social media marketing strategies	No	No	Yes
• Creating social media pages	Yes- upto 1 account	Yes- upto 3 accounts	Yes – upto 6 accounts
• Managing social media pages	No	Yes	Yes
<p>✚ Pay one-time non-refundable fee of \$249 for website assessment and implementation of Google tools. This fee will be adjusted if you opt for any of the packages.</p> <p>✚ Sign up for 3 months and get 10% discount!</p> <p>✚ Sign up for 6 months and get 15% discount!</p> <p>✚ Sign up for 1 year and get 20% discount!</p>			

Let the SEO & SMM strategies work for you!

Should you be interested in acquiring our services, please write back to us and we can initiate the process.

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--END OF PROPOSAL--

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