



SEO PACKAGES



| | Basic | Professional | Advantage |
|--|-------------|---------------|-----------|
| Site Analysis, Competitor & Review Analysis | | | |
| Website Analysis | Yes | Yes | Yes |
| Compeitor Analysis | Yes No.1 | Yes No.2 | Yes No.3 |
| Keyword Analysis | Yes | Yes | Yes |
| SERP Report (Keywords) | 10 | 15 | 25 |
| On-Page Optimisation | | | |
| Website Structure Optimisation | Yes | Yes | Yes |
| Page Rank Checker | Yes | Yes | Yes |
| Title Optimization | Top 5 Pages | 5 to 10 pages | Yes |
| Content Optimization | No | No | Yes |
| Heading tag optimization | Yes | Yes | Yes |
| Meta tag creation & Optimization | Yes | Yes | Yes |
| Image Optimization | Yes | Yes | Yes |
| Image Compression | No | No | Yes |
| Keyword Optimization | 5 | 10 | 20 |
| HTML Sitemap creation | Yes | Yes | Yes |
| HTML code Optimization | No | No | Yes |
| Anchor Text optimization | No | No | Yes |

Etch your brand digitally with us





| | | | |
|-------------------------------------|------------------|------------------|-----|
| Internal Link Building | Yes | Yes | Yes |
| XML Sitemap Creation | Yes | Yes | Yes |
| Robots.txt Optimization | Yes | Yes | Yes |
| WWW Resolve Analysis & Optimization | Yes | Yes | Yes |
| URL Optimization | Yes (Main Pages) | Yes (Main Pages) | Yes |
| Custom 404 error page setup | No | No | Yes |
| .Htaccess Setup | Yes | Yes | Yes |

Google Set-up

| | | | |
|---|-----|-----|-----|
| Google Analytics Setup & Monitoring | Yes | Yes | Yes |
| Google Search Console Creation & Monitoring | Yes | Yes | Yes |
| Google analytics report Google | Yes | Yes | Yes |
| Google Search Console Report Bing | No | Yes | Yes |
| Google Search Console Report | Yes | Yes | Yes |
| Traffic Status Report | Yes | Yes | Yes |





Off-Page Optimisation

| | | | |
|--|----|----|----|
| Social Sharing | 30 | 40 | 50 |
| Blog Social Sharing | 1 | 5 | 25 |
| Text-Based Infographi Creation | 1 | 2 | 3 |
| Video- 1 Product Related Only 1 Minute | - | - | 1 |
| Q & A | 1 | 3 | 5 |

Content Marketing

| | | | |
|--|---|---|---|
| Blog Posting (500 – 700 words) | 1 | 2 | 4 |
| Article Writing and Submissions(500 – 700 words) | 1 | 2 | 4 |
| Press Release Submissions (300 – 500 words) | - | 1 | 2 |

Monthly Reporting

| | | | |
|-------------------------|-----------------|------------------|--------------|
| Keyword Ranking Report | Upto 5 keywords | Upto 10 Keywords | All Keywords |
| Google Analytics Report | Yes | Yes | Yes |
| Acquired Links Report | No | No | Yes |
| Project Duration | 3 Months | 3 Months | 3 Months |

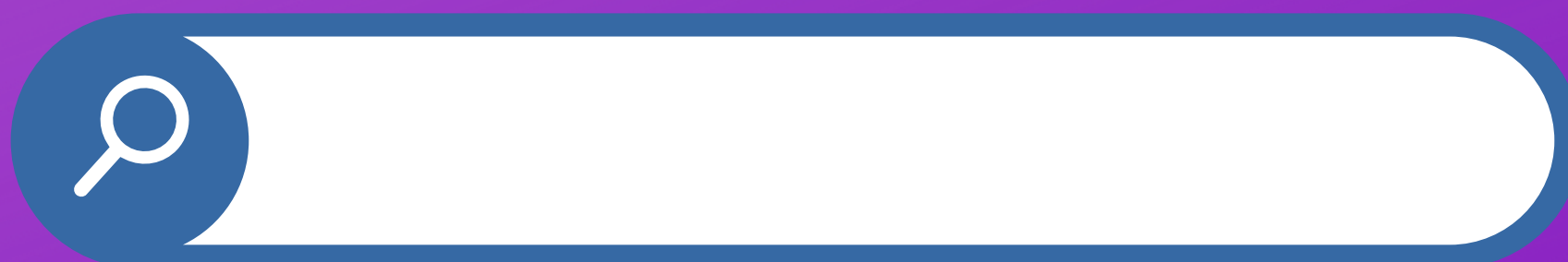


Etch your brand digitally with us



SOCIAL MEDIA OPTIMISATION PACKAGES

| | Basic | Professional | Advanced |
|---|-------------------|------------------|--------------------|
| Account Management | 2 | 3 | 6 |
| Hashtag Research | Yes | Yes | Yes |
| Content Strategy Creation | Yes | Yes | Yes |
| Facebook Management | | | |
| Page Creation | Yes | Yes | Yes |
| Facebook Cover And Profile Pic Creation | Yes | Yes | Yes |
| Page Optimization | Yes | Yes | Yes |
| Posting Per Week | 3(Linked Posts) | 6 (Linked Posts) | 10 (Linked Posts) |
| Page Monitoring | Yes | Yes | Yes |
| Call To Action Button Creation | Yes | Yes | Yes |
| Video Posting(Provide By Client) | No | Yes | Yes |
| Page Monitoring | No | Yes | Yes |





| | | | |
|-------------------------------------|----|-----|-----|
| Facebook Tabs Creation | No | Yes | Yes |
| Creation Of Facebook Polls/ Quizzes | No | Yes | Yes |
| Facebook Story Creation | No | Yes | Yes |
| Post Sharing In Groups | No | No | Yes |
| Influencer Research | No | No | Yes |
| Competitor Analysis | No | No | Yes |
| Responding To Comments | No | No | Yes |



Instagram Management

| | | | |
|--|-----|-----|-----|
| Page Creation | Yes | Yes | Yes |
| Page Optimization | Yes | Yes | Yes |
| Posting Per Week | 3 | 6 | 10 |
| Engagement Strategy | Yes | Yes | Yes |
| IGTV Upload(Video provided by Client) | Yes | Yes | Yes |
| Instagram Analytics Monitoring | Yes | Yes | Yes |
| Image Tagging | No | Yes | Yes |



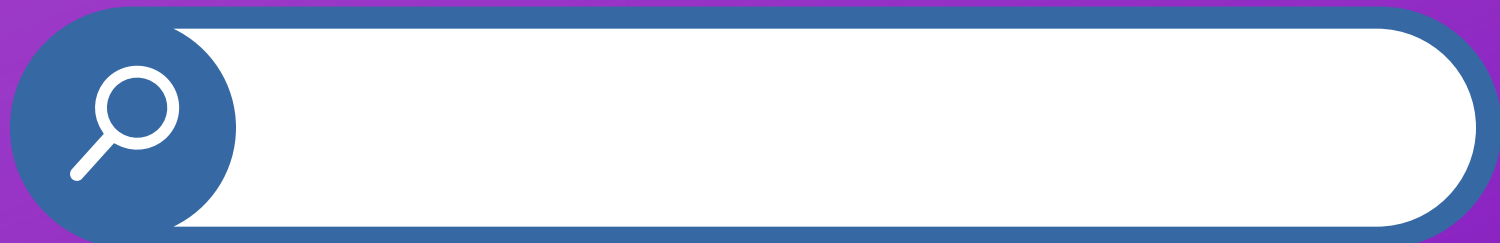
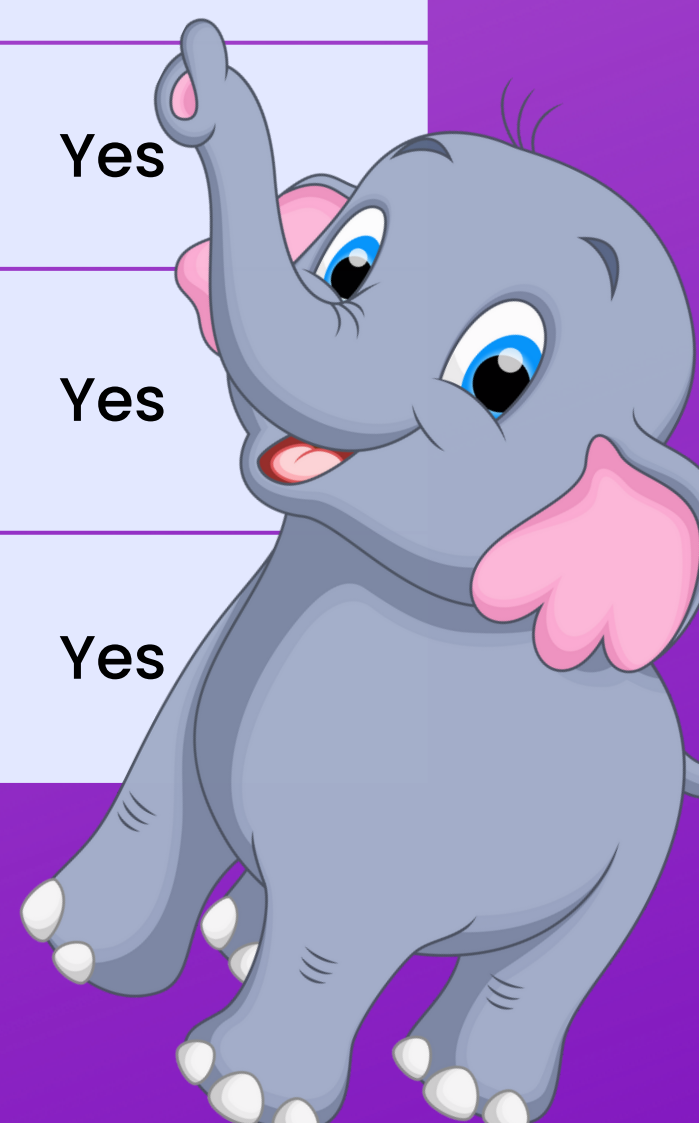
Etch your brand digitally with us



| | | | |
|----------------------------|----|-----|-----|
| Instagram Stories Creation | No | Yes | Yes |
| Competitors Analysis | No | No | Yes |
| Responding to comment | No | No | Yes |
| Outreach With Influencers | No | No | Yes |

LinkedIn Management

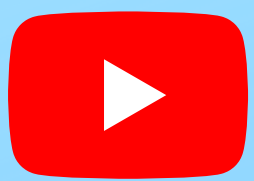
| | | | |
|-------------------------------------|-----|-----|-----|
| Profile Creation | Yes | Yes | Yes |
| Profile Pic & Cover Pic Creation | Yes | Yes | Yes |
| Profile Optimization | Yes | Yes | Yes |
| Company Page Creation | Yes | Yes | Yes |
| Video Posting (Provide By Client) | Yes | Yes | Yes |
| Posting Per Week | 3 | 6 | 10 |
| Creation Of Showcase Page | Yes | Yes | Yes |
| Invite Connection To Like Your Page | No | Yes | Yes |
| Relevant Group Joining | No | Yes | Yes |
| Sharing In Groups | No | Yes | Yes |
| Responding To Comments | No | No | Yes |
| Competitors Analysis | No | No | Yes |





Youtube Management

| | | | |
|---|-----|-----|-----|
| Channel Creation | Yes | Yes | Yes |
| Channel Pic & Cover Pic Creation | Yes | Yes | Yes |
| Video Optimization (Provided By Client) - 1 | 1 | 3 | 6 |
| Thumbnail Creation | Yes | Yes | Yes |
| Keyword Research | Yes | Yes | Yes |
| End Screen Cards Creation | Yes | Yes | Yes |
| Information Cards Creation | Yes | Yes | Yes |
| Video Tags Creation | Yes | Yes | Yes |
| Playlist Creation | No | Yes | Yes |
| Youtube Analytics Monitoring | No | Yes | Yes |
| Youtube Status Posting* | No | No | Yes |
| Comment Moderation | No | No | Yes |
| Video Creation | No | No | Yes |
| Competitors Analysis | No | No | Yes |
| Video Backlinks | No | No | Yes |

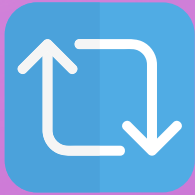


Etch your brand digitally with us



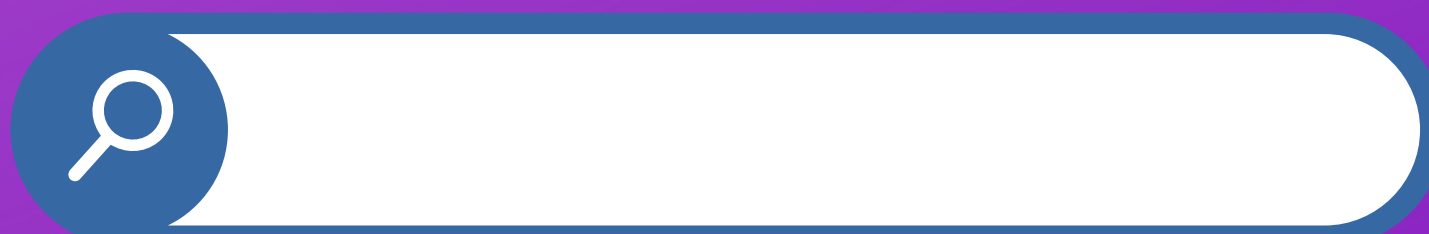
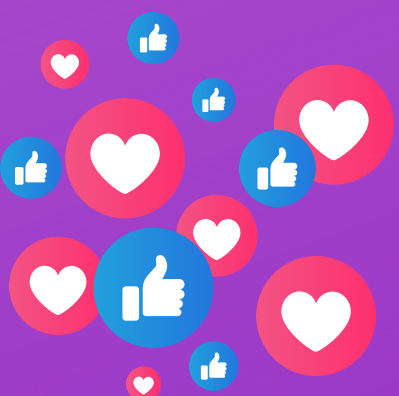
Twitter Management

| | | | |
|---------------------------------------|-----|-----|-----|
| Profile Creation | Yes | Yes | Yes |
| Profile & Background Picture Creation | Yes | Yes | Yes |
| Tweet Per Week | 3 | 6 | 10 |
| Twitter Analytics Monitoring | Yes | Yes | Yes |
| Active In Trending Hashtag | No | Yes | Yes |
| Creation Of Poll | No | Yes | Yes |
| Retweets | No | Yes | Yes |



Pinterest Management

| | | | |
|---------------------------|-----|-----|-----|
| Profile Creation | Yes | Yes | Yes |
| Board Creation | 2 | 4 | 6 |
| Content Creation | Yes | Yes | Yes |
| Posting Per Week | 3 | 6 | 10 |
| Business Account Creation | Yes | Yes | Yes |
| | | | |
| | | | |





Google Ads Packages

| | Basic | Professional | Enterprise |
|----------------------|-------|--------------|------------|
| No. Of Campaign | 1 | 2 | 5 |
| No. Of AD set Groups | 2 | 6 | 10 |
| Ad Copies | 6 | 15 | 50 |
| No. of Keywords | 50 | 100 | 150 |
| Search Ads | Yes | Yes | Yes |
| Display Ads | Yes | Yes | Yes |
| Conversion Tracking | No | Yes | Yes |
| Gmail Ads | No | Yes | Yes |
| Video Ads | Yes | Yes | Yes |
| Shopping Ads | No | No | Yes |
| App Promotion Ads | No | No | Yes |
| Remarketing List | No | No | Yes |



Etch your brand digitally with us



CAMPAIGN MANAGEMENT

| | | | |
|----------------------|-----|-----|-----|
| Competitor Analysis | Yes | Yes | Yes |
| Keyword Optimization | Yes | Yes | Yes |
| Ad Copy Optimization | Yes | Yes | Yes |



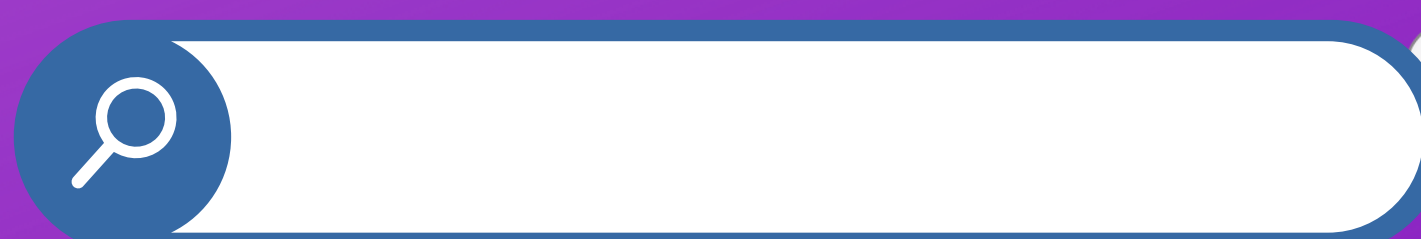
Value Adds

| | | | |
|---------------------------|-----|-----|-----|
| ROI Analysis | No | Yes | Yes |
| Landing Page Optimization | Yes | Yes | Yes |

REPORTING

| | | | |
|---------|---------|--------------------|----------------------------|
| Reports | Monthly | Monthly | Monthly |
| Support | Email | Email, Chat, Teams | Email, Chat, Teams & Calls |
| | | | |

**Note - Campaign budget additional cost
Poster & Video Creation Cost
Separate**





YOUTUBE ADS PACKAGES

| Type of Ad | Deliverables | Views | |
|----------------------------|----------------------------------|------------|--|
| | Play video in starting | | |
| *Video Ads (Skippable) | Place ad for targeted Channel | 2500 Views | |
| | Views Report | | |
| | | | |
| *Video Ads (Non Skippable) | Play video in between any videos | 2500 views | |
| | Place ad for targeted Channel | | |
| | Views Report | | |

**Note - Campaign budget additional cost
Poster & Video Creation Cost
Separate**



Etch your brand digitally with us



avinya
Digital Enablers

