

ESTIMATED SCOPE OF WORK

Sl No.	Activities*	Sub-Tasks*	Estimated Result / Project Goal*
1	On page SEO	Collect necessary info/access	Keyword ranking
		Website audit & suggestions	Website traffic
		Keyword research for main pages	
		Benchmark keyword rankings	
		Competitors research	
		Prepare content topics	
		SEO content writing	
		Implement webstructure & feature suggestions	
		Prepare landing page & structures	
		Tweak homepage content with keywords	
		Write Title & meta description for all major pages	
		Optimize blogs with Yoast SEO / send suggestions	
		Optimize internal links with proper anchor text	
		Add Google webmasters	
		Add google analytics code to all pages	
		Cyclic review of keyword ranking	
		Tweak on-page content as required	
		Work on client specific instructions	
		Check website contact forms time to time	
		Weekly/fortnightly Client communication	
		Monthly work report	
2	Off-page SEO	Benchmark present backlinks	Increase backlinks
		Research good local directories / yellow pages	Keyword ranking
		Start submitting links to those above directories	

		Do Google My Business listing	
		Create business profiles on Slideshare, Crunchbase, Visual.ly etc with website backlink	
		Share documents on slideshare, scribd etc	
		Work on LinkedIn pulse, Facebook notes	
		Social bookmarking on good sites like Diigo, Del.icio.us, Stumbleupon, Pinterest	
		Releated blog comments	
		Work on client specific instructions	
		Monthly work report	

3	Influencer Marketing	Send request to bloggers for guest posting	Keyword ranking
		Reach out to people to publish article on good sites	Website traffic
		Find out other paid media reach. PR sites, affiliate network sites etc.	Referral traffic
		Work on client specific instructions	Leads
		Weekly/fortnightly client communication	Engagement/Clicks
		Monthly work report	

4	ORM	Research negative keywords and respond	Website ranking
		Create positive content and counter reply negative comments in various platforms	Positive progress
		Put positive reviews on various review sites like trustpilot, trustedcompany, glassdoor, fb, google, justdial, sulekha, mouthshut and more	Increase positive digital footprint
		Create Slideshare, Youtube, scribd, tumblr, blogger blogs, linkedin pulse and share them on various social bookmarking & networking sites	
		DMCA work if required	
		Create and update report	
		Weekly/fortnightly client communication	

		Work on client specific instructions	
		Monthly work report	

5	Reviews	Benchmark current total reviews	Increase total positive reviews
		GLL reviews	
		FB reviews	
		Trustpilot reviews	
		Trustedcompany reviews	
		Glassdoor reviews	
		Mouthshut reviews	
		Justdial reviews	
		Sulekha reviews	
		Research and do reviews on other platforms	
		Reviews by office staff & associates on regular basis	
		Prepare report	
		Work on client specific instructions	
		Monthly work report	

6	Social Media Marketing	Major focus on Facebook and LinkedIn, Additionally twitter, G+, Instagram, Youtube	Increase Page likes
		Complete profile with all details - Create stories, links, about section, profile cover, image categories & all	Increase post share
		Create social calendar by proper research, trending topics, competition analysis, and design with proper hashtags, @ tagging, link to blog posts/sites for every post	Increase Page comments
		Invite friends	Increase Post likes
		Share individually and on groups.	Increase Post comments
		Post comment	Increase reviews
		Create community/groups	Increase referral traffic
		Check FB insights and tweak	Increase followers/fans

		Prepare new strategies and new ideas for contest, memes etc	Increase LinkedIn Pulse views
		Get reviews	Increase LinkedIn company followers
		Publish facebook notes, linkedin pulse, company stories	Increase Youtube subscriber & views
		Get more followers/shares	Increase retweets and favourite
		Occasionally change covers , create events and offers	Improve Response rate
		Handle queries and comments	Increase overall engagement
		Maintain regularity of post frequency and schedule timing	Increase FB leads
		Weekly /fortnightly client communication	
		Work on client specific instructions	
		Monthly work report	

7	Content Writing	Research of topics and keywords for writing blogs	Increase number of shares
		Content length and style to be applied like copyblogger, moz, yoast, pro blogger with images, links etc for good clients	Increase search ranking for the content
		Write SEO content for addition to the existing pages of the site	Get more comments
		Blog optimization as per SEO guidelines	
		Weekly/fortnightly client communication	
		Work on client specific instructions	
		Monthly work report	

8	Design	Design brand materials	Customer attention/Engagement
		Design banners, web graphics etc	
		Design social calendar contents	

		Design FB covers	
		Design seasonal website banners	
		Design brochure	
		Design leaflet	
		Design website wireframe	
		Design hoarding, standee	
		Monthly work report	

9	Development	Domain panel /cPanel setup	Usability (Desktop & Mobile)
		Wordpress install	Leads
		Theme choosing and install	
		Client communication for website structure	
		Create menus, url structure as per client communication	
		Install and setup essential plugins	
		Contact form 7 and database integration / Google form integration	
		Website transfer/backup	
		Time to time implementation of client feedback/client specific instruction	
		Landing page development & contact form check	
		Newsletter design for clients & 7boats	
		Work progress report	

10	Reporting	Compile monthly reports from all departments focusing on SOW & the KPIs	Get insights to leads, engagement, traffic
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11	Google Adwords	Understand business and get key data	More clicks
		Tweak website with TOS/Privacy policy for adwords	Better CTR
		Tweak homepage with right keywords and content	Beter conversion
		Design landing page and assign/upload content there	Better Quality Score
		Select right TG	More leads

		Prepare campaign focusing mostly on search, display, video and if required shopping or universal app	
		Check report and optimise bidding(Auto, manual, Target ROAS, Target placement, Target outranking share etc), CPC/CPM/VCPM/CPV/ECPC accordingly	
		Conversion tracking if required	
		Remarketing if required	
		Optimise campaign	
		For shopping prepare merchant centre feed and link adwords, or use WP plugins	
		For videos, upload to youtube channel and link with adwords	
		Work on client specific instructions and inform if ad budget exhausts	
		Check website contact form/landing page form if working properly and lead capturing	
		Monthly work report	

* These are Estimated Activities, Sub-Tasks and Results and might vary depending on the nature of business & monthly budget. Tasks would be strategically implemented on on-going basis as per our AACRO model.