

Search Engine Optimization

(Make your presence online with Addkoncepts)

Features Included in SEO	Level 1 (Regular-SEO) Rs. 7,000/- per Months	Level 2 (Advance-SEO) Rs. 12,000/- per Month
Brief Products/Services Analysis	✓	✓
Primary Keyword	5	10
Secondary Keyword	10	20
Keyword Analysis	✓	✓
Google Penalty Check	✓	✓
Seo Article Writing	✓	✓
Google Web Master	✓	✓
Yahoo Web Master	✗	✓
Bing Web Master	✗	✓
Google Analytics Setup	✓	✓
Competitor Analysis	✓	✓
Current Ranking Reports	✓	✓
Usability & Conversion Report	✓	✓
Major Search Engine Submission	✗	✓
Meta data Optimization	✓	✓
Canonicalization Error Check	✗	✓
Content Optimization	✗	✓
Image Optimization	✓	✓
Heading Tag Optimization	✓	✓
Anchor Text Optimization	✓	✓
Internal Link Structuring & Optimization	✓	✓
HTML Sitemap	✓	✓
XML Sitemap Create	✓	✓
Robots.txt Submit	✓	✓
W3C Web Standards Analysis	✗	✓
Google Crawler check	✗	✓
RSS Feed Setup	✗	✓
Redirect Checks	✗	✓
Google Map	✗	✓
Genuine Review Posting	✗	✓
Social Bookmarking	✗	✓
Additional Links	✗	✓
Press Release submission	✗	✓
PDF Sharing	✗	✓
PPT Sharing	✗	✓
Google Plus Business Page	✗	✓
Blog Writing	✗	✓
Account Setup (Facebook, Twitter, Youtube, Google Plus, Pinterest)	✓	✓
SEO Analysis Report	✓	✓
	Rs. 7,000/- pm * (Rs.18,000/- per 3months)	Rs.12,000/- pm * (Rs.30,000/- per 3months)

Search Engine Marketing (PPC/Adwords Marketing)

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Features Included in SEM

	Level 1 Rs. 5000/- pm	Level 2 Rs. 10,000/- pm
Keywords		100
Text Ads	✓	
Banner Ads	✗	✓
Landing Page Selection	✗	✓
GEO Targeting Setup	✓	✓
Setup Conversion Code	✗	✓
Competitor Analysis	✗	✓
Keyword Optimization	✗	✓
Ad Copy Optimization	✓	✓
Keyword Bid Optimization	✓	✓
Landing page design	✗	✓
CTR Analysis	✗	✓
A/B Testing	✗	✓
Google Analytics Setup	✗	✓
Google Adwords Conversion Setup	✗	✓
Monthly Reports	✓	✓
Support Email, Chat & Phone	✓	✓
	Rs. 7,000/- pm * (Rs.15,000/- per 3months)	Rs.12,000/-pm * (Rs.30,000/- per 3months)

Social Media Marketing

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Level 1	Level 2	Level 3
Facebook, Google Plus	Facebook, Google Plus, Twitter	Facebook, Google Plus, Twitter, LinkedIn, Pinterest, Instagram
Content Creation	Content Creation	Content Creation
Promotion Calendar & Schedule	Promotion Calendar & Schedule	Promotion Calendar & Schedule
Audience Building	Audience Building	Audience Building
1000 Likes	2000 Likes	5000 Likes
2 Post Weekly	4 Post Weekly	6 Post Weekly
Weekly Follower Engagement & Comment Responding	Weekly Follower Engagement & Comment Responding	Weekly Follower Engagement & Comment Responding
Reputation & Listing Management	Reputation & Listing Management	Reputation & Listing Management
Weekly Task List	Weekly Task List	Weekly Task List
Monthly Analytics Report	Monthly Analytics Report	Monthly Analytics Report

Rs. 5,000/- pm

* (Rs.12,000/- per 3months)

Rs. 7,000/- pm

* (Rs.18,000/- per 3months)

Rs. 10,000/- pm

* (Rs.25,000/- per 3months)

Facebook

Official Company Page Create
Increase Friends, likes and Followers
Increase Brand Awareness
Promote Website on Facebook
Engagement with Customer
Comment on Post
Encourage Your Customers to Speak Out
Create consistent calls to action
Create a contest or Promotion
Create a community of like-minded people
Making a Facebook Groups
Advertising on Facebook
Create Events
Sharing your Facebook page
4 post Monthly with Google form for getting response from clients
Monitor, measure, and track

Google Plus Business page

Promote your Google Business Page
Create circles based on friends, customers, business partners, affiliates or influencers you follow
Create and Join Communities to Network
Join other people's communities to network with like-minded people
Create collections of product photos for your business
Broadcast Hangouts to Engage With Followers
Share Google Photos to Tell Stories
Give you more visibility in image search
4 post Monthly with inquiry form for getting response from clients
Monitor, measure, and track

Pinterest

Promote your Pinterest Business Page
Create a Products Pinterest Board
Starting to following your customer
Pin your photos
Partner With Influential Guest Pinners
Invite other users to contribute pins to a board
Inspire Your Audience
4 post Monthly with inquiry form for getting response from clients

Linkedin

Create a LinkedIn company page to promote your business.
Post helpful tips, advice and resources related to your industry
Solve a problem for users, or make their jobs easier
Encourage employees to add the company to their personal profiles
Create Showcase Pages for Individual Products
Create Networking,Connections, Groups
4 post Monthly with inquiry form for getting response from clients
Monitor, measure, and track

Twitter

Create a Twitter account for your Business
Start Following People
Start Talking
send out as a reply to a message you received
find the sweet spot between what your target audience wants to hear and things that promote your business
Give people useful information and answer their questions
Drive Traffic to Your Website and Blog
create a tweet around a link
Connect Your Online Presence
Add Video & Image to Your Twitter Timeline
Organize Your Followers Into Conversation Lists
Expand Your Audience With #Hashtags
Pinpoint Potential Local Customers
measuring your Twitter performance

Terms & Conditions

- These terms and conditions set out the contractual obligations that both parties will adhere to on accepting Addkoncepts services:
- No other SEO company is working on Your Site while we are.
- You or anyone else won't use any "black hat" techniques, including but not limited to exchanging links with link farms, use spamming or SEO techniques, or otherwise do any online activities that may cause Your Site's Google search engine ranking to drop.
- Your Site is not hosted with a free hosting service but on paid hosting such as for instance a shared server, VPS or dedicated server.
- You allow us, the necessary access to edit web pages of Your Site as we require.
- You give us, the authority to submit Your Site webpage's to wherever we feel necessary.
- The Key Phrases are finalized and frozen right at the start of the SEO Project. If the client decides to alter or add to the choice of key phrases mid-campaign, a new contract will be signed for the new key phrases.
- Client will allow implementation of all optimization strategies on Client Website.
- The Customer has not removed any of the Services, changed Keywords, changed domains, interfered with the link building or not complied with the request and advice of Bigint Media.
- Client acknowledges that the guarantee applies only to selected keywords chosen by the Client. Addkoncepts will advise Client to which keywords guarantee applies.
- Client acknowledges that Search Engine Optimization ("SEO") is governed by many factors which are outside the direct control of Addkoncepts. Search Engines are third party systems with unknown variables, algorithms and indexing decisions that can change at any time and without notice over which we have no control. Addkoncepts will use best efforts, techniques and accepted standards to improve Client's Search Engine Ranking but cannot guarantee of #1 ranking of Client's website on any major Search Engine using Client's desired keywords. Client further acknowledges that the website's ranking with a particular Search Term will rely on both the relevancy of that term on your pages, and the popularity of that term on other websites.
- Client further acknowledges and understands that a website's rankings may go backwards. Client agrees if this were to happen, no liability will be on Addkoncepts and no refunds or discounts given.
- Client acknowledges that Addkoncepts will add an "SEO Services" by "Addkoncepts" link to the footer section of each website they work on. This is Addkoncepts's branding Strategy.
- In order to commence work, a payment of 70% deposit will be required. On completion of work, the remaining 30% will be invoiced separately. This payment will be due within 10 days of invoice being received.
- If payment has not been received after 30 days, this will result in termination of our services and any links and SEO work will be removed.
- Either party may terminate the agreement on 7 working days written notice to the other party. Addkoncepts reserve the right to cease immediately, without liability, the service and to terminate this agreement if you should go into liquidation or bankruptcy, or if you fail to meet any obligation in accordance with this agreement. You may cancel the agreement at any time, but a minimum of 25% of the remaining estimate balance will be chargeable.
- SEO is a complex area with many variables, and Addkoncepts., cannot offer you a guarantee that your site will get high rankings for your preferred phrases, especially in very competitive market areas but can assure that continues activity & effort will increase the possibility of ranking factors.