

## SEO Packages

PACKAGES	Basic 10 Keywords	Standard 15 Keywords	Premium 25 Keywords	Advanced 40 Keywords
1. <b>SEO Cost/month</b>	INR 12,500 per month	INR 15,000 per month	INR 20,000 per month	INR 28,500 per month
2. <b>Duration</b>	6 months	6 months	6 months	6 months
3. <b>No. of Man Hours/month</b>	70	90	120	180
4. <b>Number of Keywords targeted</b>	10	15	25	40

## On-Page Optimisation

Activity	Basic 10 Keywords	Standard 15 Keywords	Premium 25 Keywords	Advanced 40 Keywords
1. Site Analysis & Suggestions	Yes	Yes	Yes	Yes
2. Keyword Analysis	Yes	Yes	Yes	Yes
3. Competitor Research	No	No	Yes	Yes
4. Setup Google/Yahoo/ Bing Webmaster & Google Analytic Tools	Yes	Yes	Yes	Yes
5. Title & Meta Tag Optimisation	Yes	Yes	Yes	Yes
6. Code Optimisation & Modifications	Yes	Yes	Yes	Yes
7. URL Rewriting	Yes	Yes	Yes	Yes
8. Content Optimisation & Recommendations	Yes	Yes	Yes	Yes
9. Implementation of XML Sitemap	Yes	Yes	Yes	Yes

## Off-Page Optimisation

PACKAGES		Basic 10 Keywords	Standard 15 Keywords	Premium 25 Keywords	Advanced 40 Keywords
1.	Blog Creation and Promotion	2 Blog Posts / Month (Blogs from client)	4 Blog Posts / month	4 Blog Posts / month	6 Blog Posts / month
2.	Google Places Listing(one-time)	No	Yes	Yes	Yes
3.	Local Business Listing	2 / per month	4 / per month	8 / per month	10 / per month
4.	Ad Creation & Posting on Online Classifieds	2 / month	4 / month	8 / per month	10 / month
5.	Press- Release Submission (if content is provided by client)	No	No	2 / month	4 / month

## Social Media Optimisation

(Choice of Social Media Profiles as required by client)

PACKAGES		Basic 10 Keywords	Standard 15 Keywords	Premium 25 Keywords	Advanced 40 Keywords
1.	Facebook Posts	2 / month	4 / month	4 / month	6 / month
2.	Google+ Posts	2 / month	4 / month	4 / month	6 / month
3.	Scoop.it Posts	2 / month	4 / month	4 / month	6 / month
4.	Tumblr Posts	2 / month	4 / month	4 / month	6 / month
5.	Image / Video sharing (if applicable) Pinterest, Flickr, YouTube, etc.	2 / month	4 / month	4 / month	6 / month

## Reporting

	PACKAGES	Basic 10 Keywords	Standard 15 Keywords	Premium 25 Keywords	Advanced 40 Keywords
1.	Monthly Traffic Status Report / Google Analytics	Yes	Yes	Yes	Yes
2.	Monthly Work Status Reports	No	Yes	Yes	Yes
3.	Top 3 Competitor Analysis Report (one - time)	No	No	Yes	Yes

### Additional Services (in customized packages only)

- Integration of WordPress blog on website
- Social Media Campaigns / Facebook Advertising / Google Adwords
- Any additional changes in the website
- Website content creation
- Website monitoring

### Terms & Conditions:

- 14.5% service tax will be charge extra.
- A separate cost estimate will be raised for changes/additions made to the list of finalized keywords.
- Client will provide Mercury with the FTP password to access the client's website. In case the client desires to handle updates to their website themselves (or through their maintenance agency), Mercury's responsibility would end with the handing over of the changes to the client. Also the results of SEO are likely to be delayed due to delays in updations.
- The above packages do not include costs of 'Pay Per Click (PPC)' or PAID directory submissions.
- These packages are valid for 6 months.
- Payment Terms: Payment on monthly basis, **in advance.**