



Search Engine Optimization Plan

Overview

The largest search engines like Google index over 3 billion documents. Competition for the top spot is extremely difficult and fierce. If your web site does not have a top position in the search engines, you are losing customers.

If you want to have your site ranked prominently with the search terms used by your potential customers, you need to clearly define and adopt your search engine promotion strategy. The submission, Pay-for-Inclusion (PFI), Pay-Per-Click (PPC), paid listing, link popularity building etc.

Submission Process

Pre-submission research

It includes analysis of appropriate directories, categories and specific regional search engines (if necessary).

Hand Submissions

Manual submissions are done for important search engines and directories like Google, alltheweb, AltaVista, Scrubtheweb, DMOZ/ODP etc.

Directories

Automated submission are done to about 5 prominent directories

Search Engines

Automated submissions are done to about 20 prominent search engines.

Most prominent Search engines

Search Engines	URL
Alexa	www.alexa.com
All the web	www.alltheweb.com
AOL Search	www.aol.com
Ask Jeeves	www.askjeeves.com
Dogpile	www.dogpile.com
Euroseek	www.euroseek.com
Excite	www.excite.com
Google	www.google.com
Hot Bot	www.hotbot.com
iWon	www.iwon.com
MSN	www.msn.com
Netscape Search	search.netscape.com

Most Prominent Directories

Directory	URL
About	www.about.com
Business.com	www.business.com
Gimpsy	www.gimpsy.com
Infospace	www.infospce.com
JoeAnt	www.joeant.com
LookSmart	www.looksmart.com
Yahoo	www.yahoo.com
Zeal	www.zeal.com

List of Packages:

Light Silver SEO package

The Silver SEO Plan is the entry-level package for websites that are wishing to increase their websites visibility on the major search engines at minimal start-up costs. Generally websites that are seeking to rank under regional specific keyword phrases and only service/operate in one particular area are best suited for this package. Silver SEO Plan Features:

- Initial Ranking Report
- Keyword Analysis
- Optimization of 10 Keyword Phrases
- Expert Search Engine Copywriting
- Directory Submission
- Search Engine Submission
- Monthly Ranking Reports
- 12 Month Code Tweaking
- 24/7 Customer support via email

Professional GOLD SEO Package

The Gold SEO Plan is for websites that are wishing to increase their websites visibility on the major search engines under more specific competitive niche keyword phrases.

Gold SEO Plan Features:

- Initial Ranking Report
- Keyword Analysis
- Optimization of 15 Keyword Phrases
- Optimization of upto 15 pages
- Creation of search engine friendly sitemap
- Creation of reciprocal links page
- Basic reciprocal link campaign
- Expert Search Engine Copywriting
- Directory Submission
- Search Engine Submission
- Monthly Ranking Reports
- 12 Month Code Tweaking
- 24/7 Customer support via email

Professional GOLD SEO Package

The Platinum SEO Plan is for websites that are wishing to increase there websites visibility on the major search engines under the 'money' keyword phrases in there particular industry. This package is our premium offering, with all the bells and whistles that you would expect from a specialist search engine optimization company.

Platinum SEO Plan Features:

- Initial Ranking Report
- Keyword Analysis
- Optimization of 25 Keyword Phrases
- Optimization of upto 20 pages
- Creation of search engine friendly sitemap
- Creation of reciprocal links page
- Advanced reciprocal links campaign.
- Anchor text advertising advice.
- Expert Search Engine Copywriting
- Directory Submission
- Search Engine Submission
- Monthly Ranking Reports
- 12 Month Code Tweaking
- 24/7 Customer support via email

Report and deliverables

Over the entire SEO process, we work on and share the following reports and documents.

Q&A

We send you an initial set of about 20 questions, which you need to answer. This helps us to understand your site positioning, target audience, competition, USP and your perception of keyword phrases.

Keyword phrase research report

This report is in the form of Excel sheet, which contain researched and short listed keyword phrases, their popularity, competition site analysis and our keyword phrase selection calculation based on keyword competition Index algorithm. We invite the client to give us suggestions, if any, which can help improve or tweak this list.

Site optimization report

A world document that that recommend all the optimization changes in the tags in the important section of your site. Your webmaster carries out this change.

Submission Report

We give you a report of hand-submission and automated submission of your site. This stage essentially completes our commercial work on the SEO project.

Ranking Report

We generate a ranking report about 1 to 2 months post submission to provide information about your site ranking in various search engines using various keyword phrases.

Pricing

Please choose a package and send us your company's / website's details at seo@brainsoftpk.com. We will then come back to you ASAP with a guaranteed cost effective solution.