

2017

Internet Marketing

Business Promotional Proposal

A useful work strategy to promote your website, brand or product.

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Dear Sir/Ma'm

Subject: Proposal for Business Promotion (e-Marketing) and Branding for your Business..

We welcome the opportunity to work for your Business promotion and Branding of your website. We have gone through the information as provided by you and the conversations we made, now we hope we are at a stage where we know your requirements i.e. what need to be done to fulfill your need towards the making of brand value.

We hope to conjure a long-term business alliance with you.

Sincerely,

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1. SEO (SEARCH ENGINE OPTIMIZATION)

Search engine optimization (SEO) is the process of improving the visibility of a website or a web page in search engines via the "natural" or un-paid ("organic" or "algorithmic") search results. In general, the earlier (or higher ranked on the search results page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users. SEO may target different kinds of search, including image search, local search, video search, academic search, news search and industry-specific vertical search engines.

What is Keyword and how you get benefits from Wright business related keywords, everyone knows a layman customer need any think then they can search with a productive key not your name because when they know you then why search you. The person who not knows you and your identity is your product and services.

SEO Approach by Info-net Software Solutions

Info-net Software Solutions provides full range of IT and web solutions by offering regular and focused efforts from IT and SEO experts. In SEO services, our well qualified and experienced team puts full efforts for



resulting in a major boost in your website SERPs as we provide quality SEO services to get higher rank in all major search engines.

Step I : Primary Analysis

Website analysis comprising of possible refinements to enhance the reputation of the website in search engines.

Structure Analysis

Pre SEO Analysis

Content Analysis

SWOT Analysis

ORM Strategy

Step II: SEO Task

- A. On Page Optimization
- B. Off Page Optimization

In On Page Optimization

- Title and Meta Tag Optimization as per Keyword Research
- Creating Sitemaps (XML, ROR, URL Listings)
- Canonicalization issues solution
- create .htaccess file for resolving SEO issues
- Robots.txt Creation and validation
- Image Optimization, image ALT text
- Internal navigation check
- Content Optimization
- Internal Page Analysis
- Heading Hierarchy
- 301 redirect for canonicalization problem
- RSS Feed Creation
- Breadcrumb Optimization
- Regular Updation of the sitemaps
- Create Custom Error 404 Page Optimization
- Resolve Source Code issue
- Link Exchange page Set Up
- Broken Link Check & Error Page Fix-up
- Google Xml Sitemap
- Yahoo Txt Sitemap



In Off Page Optimization

- Keyword Analysis
- Competitor Analysis
- Initial Traffic Analysis
- Article Creation and Submission
- Directory submissions
- Search Engine Submissions
- Back link strategy and implementation
- Blog Creation Submission and Comments
- Driving traffic through dedicated Social Networking
- Press Release Submission
- Social Bookmarking
- Theme base Link search
- Classified Submission
- Link Popularity Monitoring & Reporting
- Content Sharing
- Image sharing (if client provide us Images)
- Video Sharing (If client provide us Videos)



Our SEO Package rates are depending upon the keywords, but we will cover all optimization points in each package.

SEO Package	SEO Economy (Plan1)	SEO Business (Plan2)	SEO Business Plus(Plan3)
No of Keywords (Generic/Product)	5-10	15-20	20-150
Minimum Contract Duration	3 Months	3 Months	3 Months
Pre-SEO-Analysis	Yes	Yes	Yes
Daily Report on mail	Yes	Yes	Yes
Keywords Suggestion	Yes	Yes	Yes
Number of Pages Optimize	All important Pages	Important Section	All Pages
Content Improvement Help	Analysis	Improve	Upgrade
WordPress Blog Integration/Maintain	Chargeable	Maintain only	Create & Maintain
FB/YouTube/Linked In Profile Post	4 Banner/Month	10 Banner/Month	15 Banner/Month
Business Growth Report (AWST)	Monthly	Monthly	Monthly
Cost Per Month (Per Domain)	Rs.8000/Monthly	Rs.12000/Monthly	Rs.15000/Monthly

Note:

- ✓ SEO services payment is monthly & advance.
- ✓ Advance amount not be refundable after start working.
- ✓ Productive/Generic keywords will in heating for Google first page.
- ✓ We will send SEO report daily/working days.
- ✓ Directory submission/link exchange will include with these all package.
- ✓ AWST report will soft/hard copy to send client on end of the month.
- ✓ 1 HTML templates mailer sends for your product on 100-email id/Per month.
- ✓ Facebook, YouTube etc company profile will create and banner posting.
- ✓ YouTube video profile will upload with personal account.
- ✓ Contact detail/location map will easy searchable with Google search.
- ✓ Google promotion is depending upon Google strategy for first page.
- ✓ Company will not be responsible any stability on Google first page.



✓Promotion course duration is 90 days for batter results.

----- **END OF SEO** -----



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2.GOOGLE ADDWORD (PPC) – Pay Per Click

What are the Benefits of a PPC Campaign?

PPC is particularly useful for newer websites or those, which are not currently being picked up and ranked by the search engines. Some of the benefits of undertaking a PPC campaign include:

Budgeting - With a PPC campaign you will be able to set a daily budget and this can be increased accordingly as the quality traffic which is directed towards your website begins to create revenue.

An Effectively Targeted Campaign - PPC gives you better control over which users arrive at your website through your choice of keywords. This is extremely important in ensuring that your advertising campaign is reaching the appropriate targeted audience. You can also geo target your campaign to reach specific clients and areas.

Campaign Flexibility - As a PPC campaign is so easy to measure, it also becomes very easy to adapt, or fine-tune, your campaign accordingly.



This means that if a keyword isn't working for you or you decide to target a different audience, a revision of the advertising components is achieved easily.

Pay for Targeted Success - Unlike more traditional advertising methods, launching a PPC campaign guarantees that you will only be paying for the people who are genuinely interested and decide to click through to your site. Every click can be viewed as a potential sale.

Brand Awareness - Pay per click campaign is effective for increasing brand awareness, as even when the searchers do not click through they are still aware of the PPC ads appearing predominately on the results pages.

Increase Local Visibility - So maybe you own a gym or a hair salon, or maybe you run a small landscaping company. Even though your clients are going to be exclusively local, PPC is still a worthwhile investment for you. By carefully crafting and targeting your site's campaign, you can pre-qualify your site's traffic based on location or other factors to make sure you are driving the right people to your site.

- 1st page Google business listing. Guaranteed!
- Generate leads and/or sales faster with Google AdWords Pay-Per-Click Advertising.
- Drive targeted traffic to your website instantly.
- Daily budget control.
- Reach buyers at the exact moment when they're looking for you.
- Pay ONLY for clicks - When a buyer views your ad, you don't pay nothing.
- Stay in constant control of your marketing budget
- Regional settings.
- Choose Google PPC for IMMEDIATE RESULTS and short-term advertising campaigns.



Estimate / Budget for PPC

S No	Fund add value (INR)	Campanying Charge @ 20 %	Payment Terms
1	10000.00*	2000	100% Advance
Grand Total:			12000.00* (INR)

Note:

- Payment must be advance in favor of INFO-NET SOFTWARE SOLUTIONS
- PPC running on Google Terms & Condition
- We shall not be responsible for change policy of Google
- Fund add in any email account with online payment
- We share AdWords password for payment transparency
- Below 10000(INR) we have charge 500(INR) extra for campaign setup charge.
- Client don't share AdWords password to any in authentic person.
- You must inform your budget for investment per day before starting campanying.

----- END OF PPC -----



3. Pay Per Call (PPC) – Google Search (Phone, Tablet & PC)

You have the ability to place advertisements (ads) across the internet using one of our supported providers (Google, Bing, Facebook, etc.) These advertisements for your company show up in search results and websites across the internet; this model is called **Pay Per Click Advertising**. Users “click” on your advertisement to visit your products/services, in return you (the company) “pay” a fair fee for each user selecting your ad; Pay Per Click!

Pay Per Call advertisements on behalf of your company, We monitor and perform adjustments on your ads, provide reasonable placement bids, reconcile keyword lists, create & edit ad copy, target local consumers, and much more.

Estimate / Budget for PPC

S No	Fund add value (INR)	Companying Charge	Payment Terms
1	10000.00*	2500 Per Month	100% Advance
			Grand Total: 12500.00* (INR)

Note: This add is depend upon fund & Google terms and you can run unlimited add in a month.

----- END OF PPC -----



4. SMO (SOCIAL MEDIA OPTIMIZATION)

Social Media Optimization (SMO) is a new method of Internet marketing. It is also referred to Social Network Marketing or as a part of Viral Marketing. It is a set of methods creating buzz in related industry through social media, social networking and online community websites. It helps in driving good traffic to your website and introduce your product word wide.

Social Media Optimization includes various methods

- RSS Feeds
- Social News Buttons
- Blogging
- Social Bookmaking
- Community Activities
- Activities on Video & Photo Sharing Websites
- Forum Marketing
- Blog Marketing & Book Marketing
- Article Writing & Submission
- Online Syndication
- Email Marketing
- G+ Posting
- Tagging
- Page Like
- Paid Likes
- Paid Add



SMO Package	SMO Economy (Plan1)	SMO Business (Plan2)	SMOBusiness Plus(Plan3)
Business Page Creation	FB, YouTube, LinkedIn, G+, Twitter	FB, YouTube, LinkedIn, G+, Twitter	FB, YouTube, LinkedIn, G+, RSS. Blog, Twitter
Page Banner Create	Change 2Top Banner /Month	Change 4Top Banner /Month	Change 5Top Banner /Month
Image/Add Post	10 images/Month	20 images /Month	30 images/Month
Hyper Link Post	10 Links	20 Links	30 Links
Content Post	6 Times	12 Times	20 Times
Videos Sharing	4 Videos/Month	8 Videos	8 Videos
Boost Add (We pay)	Rs.300/Month	Rs.500/Per Month	Rs.1000/Per Month
Profile Like Per Month	10-20 Likes	20-40 Likes	30 -60 Likes
	Rs.8000/Monthly	Rs.12000/Monthly	Rs.15000/Monthly

- ✓Login id, mobile number must be provided by client side.
- ✓Any inauthentic post by client side Shadow will not responsible for that post.
- ✓Logo/Images/Numbers must be cross check by client side.
- ✓Any extra payment for boost adds will chargeable.
- ✓Client must provide Images/Add/Video/Text. We will do creativity with product logo.
- ✓You can't change plan from upper to lower with in running month.
- ✓All committed services will effective when you provide required data frequently.

----- END OF SMO -----



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5. YOUTUBE ADVERTISING (Before video play your add)

Deliver your message to the right people at the right time with video ads. Every business has an audience on YouTube.

You Tube Add	Select Targeted	Budget (Fund amount)	We Charge @20%
Select Budget per day	Country, States, Cities, Categories	10000.00*	2000.00
Total			12000.00 (INR)

Note:

- ✓Video should be 20-25 second provided by client side.
- ✓Any inauthentic post by client side Shadow will not responsible for that post.
- ✓We provide you a separate panel for track your Add & Fund status.
- ✓Any extra payment for boost adds and additional 20% will chargeable.
- ✓Client must provide Images/Add/Video/Text. We will do creativity with product logo.
- ✓This campaign will running on Google Terms & Condition, Shadow will not responsible.
- ✓All committed services will effective when you provide required data frequently.
- ✓Search result impression depends upon time, location and type of search category.

----- END OF YOUTUBE ADD -----





6. ADSENSE ADVERTISING (Mobile, Tab & Desktop)

AdSense is a program that allows bloggers and website owners to make money by displaying

Google ads. You've probably seen the ads all over the place, including in Google search results. Basically, Google gets the largest cut and you get a small percentage.

There are two WAYS TO MAKE MONEY FROM AdSense:

Impressions – this is based on the number of page views of pages or posts with ads

Clicks – this is based on how many people click on the ads (don't EVER click your own – more on this later. To make it as basic as possible, you sign up for an AdSense account and add the code to your blog or website. You can choose how your ads look, where they show up, and even what kind of ads you'll accept. Once you get to a minimum threshold of \$100, Google will either send you a paper check or make a direct deposit into your bank account.

AdSense Add	Select Targeted	Budget (Fund amount)	We Charge @20%
Impression/Click	Country, States, Cities, Categories	20000.00*	4000.00
Creative Per Add (Vertical, Horizontal or Square) – 1500 to 2000/per add			
			Total 26000.00 (INR)

Note:

- ✓Creative Gif/JPEG banner images on demanding size will chargeable.
- ✓Video should be 20-25 second provided by client side.
- ✓Any inauthentic post by client side Shadow will not responsible for that post.
- ✓We provide you a separate panel for track your Add & Fund status.
- ✓Any extra payment for boost adds and additional 20% will chargeable.
- ✓Client must provide Images/Add/Video/Text. We will do creativity with product logo.



- ✓This campaign will running on Google Terms & Condition, Shadow will not responsible.
- ✓All committed services will effective when you provide required data frequently.
- ✓Search result impression depends upon time, location and type of search category.

----- END OF AdSense -----



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7. CMS WEBSITE MAINTANANCE

Functionality	Price (INR)
CMS Website Maintenance	10000.00 (6 Months)

Note:

- ✓CMS Website update and modification.
- ✓Extra development work will charge as per work.
- ✓Video should be 20-25 second provided by client side.
- ✓Contract should be minimum 6 Months.
- ✓One month notice period before stop services from both sides.
- ✓Any inauthentic post by client side Shadow will not responsible for that post.
- ✓Client must provide Images/Add/Video/Text. We will do creativity with product logo.
- ✓100% payment must be advance.

Thanking You.

Yours Truly

For **EDC Info-net Software Solutions Pvt. Ltd.**

Manmohan Singh

Director, HOD Projects

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All payments by Cheque/DD/Cash should be in favor of EDC INFO-NET SOFTWARE SOLUTIONS PVT LTD. payable at Karnal

For online payments use following details

Name: EDC infonet Software Solutions Private Limited.

Bank Name: Indian Bank, G.T. Road, Karnal. 132001

Account No.: 6045458115

IFSC Code: IDIB000K022



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