



Dear Customer,

Thank you for considering LightenWeb Technologies.

Our service is a long-term solution to get your site rank high through organic search results as opposed to pay per click advertising. We are sending you the overall information of how we will be able to provide you with pro-active SEO maintenance, advice and regular SEO campaign reports. Here, we will discuss the existing search engine compatibility issues of any kind of website in great detail.

We have a team of highly innovative professionals providing you with get instant results to rise in the highly competitive market within your niche. We will help you to increase your visibility in all the major search engines by improving keyword rankings and boosting your real time website traffic with lots of back links which are always done through White Hat techniques.

Our pre-designed SEO packages give you an idea of the action plan suitable for your business. We will customize our services according to your SEO requirements. Our project analyzing team will first examine your website and your competition's market rankings. We, along with our clients, discuss and outline goals from time-to-time in order to stay on track.

Our comprehensive SEO strategies comprise of On-Page and Off-Page optimization. We also give importance to any suggestions regarding the content, layout formatting, navigation requirements and overall structuring of the website given by the client.

LightenWeb Technologies has satisfied various clients across the globe and we have been appreciated by utilizing our prompt website ranking strategies, instant yet successful results and unmatched determination to go beyond the client's expectations.

In this attachment we have included

SEO - Search Engine Optimization package details and pricing

If you have any specific needs which are not covered in the package below, we would be happy to discuss your requirements in detail. Thank you once again and we look forward to serving you.

Your Sincerely,

Nishant Kundu
(Business Development Manager)
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LightenWeb Technologies

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www.LightenWeb.com | info@LightenWeb.com | +91 7996034199



Package Details and Pricing

SEO Package	Basic 5 Keywords	Standard 10 Keywords	Advanced 15 Keywords	Ultimate 20 Keywords
Package Prices (Per Month) in INR	6000/	11500/	16000/	20000/
Packages Duration	3 Months	6 Months	6 Months	1 Year
Commitment				
Process 1 - Project Initialization				
SEO Questionnaire - Filled by Client	Yes	Yes	Yes	Yes
Process 2 - Keyword Research and Analysis				
Complete Keyword Research *Analyzing Productive Keywords for Improvement	Yes	Yes	Yes	Yes
Keyword Finalize by Client	5	10	15	20
Keywords Targeted for Improvement	3	6	12	15
Process 3 - Website Analysis				
Detailed Website Analysis	Yes	Yes	Yes	Yes
Competitor Analysis	1 Competitor	2 Competitors	3 Competitors	4
Website / URL Structure Analysis	Yes	Yes	Yes	Yes
Content Analysis	Yes	Yes	Yes	Yes
Traffic Source Analysis	Yes	Yes	Yes	Yes
Process 4 - Website Audit				
Website Page Load Time Check	Yes	Yes	Yes	Yes
HTML Code Optimization (W3C Compliance) *Only for Static Websites	Yes	Yes	Yes	Yes
Broken Links + Error Page + Duplicate Content Check	Yes	Yes	Yes	Yes
Website Indexing + Redirecting Issues Check	Yes	Yes	Yes	Yes
Initial Ranking Report	Yes	Yes	Yes	Yes
Process 5 - On Page Optimization 1				
Meta Tag Creation & Optimization	Yes	Yes	Yes	Yes
Heading Tags Optimization	Yes	Yes	Yes	Yes
Canonicalization for Duplicate Pages	Yes	Yes	Yes	Yes
Content Optimization	Max 3 Pages	Max 5 Pages	Max 8 pages	Max 10 Pages
Image Optimization	Yes	Yes	Yes	Yes
Internal Link Optimization	Yes	Yes	Yes	Yes

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Process 6 - On Page Optimization 2				
Google Analytics Setup & Monitoring	Yes	Yes	Yes	Yes
Google + Bing Webmaster Setup	Yes	Yes	Yes	Yes
Robots.txt Optimization	Yes	Yes	Yes	Yes
Google XML Sitemap Creation & Regular Updation	Yes	Yes	Yes	Yes
Rss XML Sitemap Creation				Yes
Thematic HTML Sitemap Creation *Only for Static Websites	Yes	Yes	Yes	Yes
Process 7 - OFF Page Optimization				
Search Engine Submission	Yes	Yes	Yes	Yes
Manual Directory Submission (Per Month)	30	50	70	80
Social Bookmarking (Per Month)	10	15	20	25
Classified Ads Creation (Per Month)	1	2	3	4
Classified Ads Posting (Per Month)	5	10	15	20
Rss Submission (Per Month)	5	5	10	10
Forum Posting (Per Month) * Only for Available Niches	No	3	5	10
Process 8 - Report Status				
Monthly Keyword Ranking Report	Yes	Yes	Yes	Yes
Monthly Work Status Report (Detailed)	Yes	Yes	Yes	Yes
Traffic Status Report (Google Analytics)	Yes	Yes	Yes	Yes
Client Support	Email	Email	Email	Email

Payment Process:

Select the package above depending upon your requirements and budget and inform your dedicated SEO specialist. In case you need assistance in making the right choice for your business, feel free to get in touch with us at info@LightenWeb.com or +91-7996034199