

WE OFFER

# DIGITAL MARKETING AND SEO



Search Engine Optimization, or SEO, is an integral part of any digital marketing strategy, a focused element an overall holistic approach to driving customers to your business via online platforms. In other words, marketing the modern way!



[www.stagnetworks.com](http://www.stagnetworks.com)



RELIABLE - EFFICIENT - PROGRESSIVE

# INTRO



**SEO stands for “search engine optimization”. It is the process of getting traffic from the “free”, “organic”, “editorial” or “natural” search results on search engines.**

We utilize the latest technologies to enhance your brand’s reach, reputation and returns. We’ve been in business for more than five years now and have used our digital marketing expertise to help dozens of companies grow into established, successful organizations – and we can do the same thing for you!



# MAIN SERVICES



## Search Engine Optimization

The practice of increasing the quantity and quality of traffic

- Target Keywords
- Link Building
- ALT/Title Attributes
- Keyword Density
- XML Sitemap
- Reporting/Analytics



## Social Media Optimization

Important factor in your internet search rankings

- Increase your linkability
- Make tagging and bookmarking easy
- Reward inbound links
- Help your content travel



## Search Engine Marketing

The process of gaining website traffic by purchasing ads on search engines.

- Campaign Design
- Campaign Management
- Google Adwords
- Facebook Ads
- Yahoo search marketing
- Microsoft adCenter

# SEO PLAN

SEO is a process of increasing the number of organic visitors to a website by obtaining a high-ranking placement in search results.

	Basic For Small Business \$450 <sub>/ mo</sub>	Premium Most Popular Plan \$650 <sub>/ mo</sub>	Elite Fastest Result \$950 <sub>/ mo</sub>
INITIAL REVIEW AND ANALYSIS			
• No of Keywords/ phrases	10	20	30
• Critical Website Analysis	✓	✓	✓
• Back Link Analysis	✗	✗	✓
• Competitor Analysis	1 Cometitor	1 Cometitor	2 Cometitor
• Keyword Analysis	✓	✓	✓
• Baseline Ranking Check	✓	✓	✓
• Duplicate Content Check	✓	✓	✓
• Google Penalty Check	✓	✓	✓

# SEO PLAN

## ON PAGE OPTIMIZATION

Canonicalization

✓

✓

✓

Meta tag, Header Tag, ALT, Title Tag Optimization

10 Pages

20 Pages

30 Pages

Existing Content Optimization

✓

✓

✓

Image Optimization

✓

✓

✓

Robots.txt Creation & Analysis

✓

✓

✓

XML Sitemap Creation & Analysis

✓

✓

✓

Navigation Analysis & Recommendations

✓

✓

✓

Internal Linking & Anchor Text Optimization

✗

✗

✓

SEO Friendly URLs

✗

✗

✓

Website Speed and Page Load optimization

✗

✗

✓

Webmaster Tools - Crawl Error Resolution

✗

✓

✓

Google +1 Badge Implementation

✓

✓

✓

Structured Data Implementation

✗

✓

✓



# SEO PLAN

OFF PAGE OPTIMIZATION			
Artical writing & submission	15(1 Article*15)	45(3 Article*15)	60(4 Article*15)
Press Release Writing & Submission	✗	✓	✓
Directory Submission	100	100	100
Social Media Profile Creation (Twitter, Facebook, Linkdin, Google+)	2	2	2
Social Bookmarking	200	200	200
Blog Setup (Wordpress, Blogspot, Tumble etc.)	1	1	2
Blog Posts	2	4	8
Forum profiles	✗	✗	✓
Forum Commenting	✗	✗	✓
RSS Feed Syndication	10	10	10

# SEO PLAN

CONTENT MARKETING			
Article Writing & Submission	2(2 Article*1)	2(2 Article*1)	3(3 Article*1)
Press Release Writing & Submission	✗	✓	✓
Blog Posting	✗	✗	2*200 words
Guest Blog Posting	✗	✗	1 per month
LOCAL OPTIMIZATION			
Google+Local Page Set-up	✓	✓	✓
Classified Submission	✓	✓	✓
Business Listing	5	5	5
Genuine Review Posting	✓	✓	✓
SOCIAL MARKETING			
Social Bookmarking	✓	✓	✓
Social Sharing	✓	✓	✓
Web 2.0 Profile Creation	3	3	4
Image Promotion & Submission	✗	✗	15(3 Images*5 sites)
Video Marketing & Submission	✗	✗	10(2 Images*5 sites)

# SMO PLAN

Social media optimization is the process of increasing the awareness of a product, brand or event by using a number of social media outlets and communities to generate viral publicity.

	Basic For Small Business \$100 / mo	Premium Most Popular Plan \$250 / mo	Elite Fastest Result \$450 / mo
<b>SOCIAL MEDIA NETWORKS</b> - Facebook, Twitter, LinkedIn, Google+, Slides Sharing, Pinterest, Youtube			
Minimum Contract Duration	6- Any 2 Social Channel	6- Any 4 Social Channel	6- Top 7 Social Channel
<b>PROFILE MANAGEMENT</b>			
Account Creation (If Needed)	✓	✓	✓
Time-Optimized Updates	30/ Month	30/Month/Per Channel	40/Month/Per Channel
Custom Social Tabs (If needed)	✗	✓	✓
Custom Cover Photos (Includes all channels signed up for)	✗	✓	✓
Event & Froup Creation	✗	✓	✓
Profile Reservation	✗	✓	✓



# Overview

## SEO

Plan Per Month

**Basic**  
For Small Business

**\$450** /mo

**Premium**  
Most Popular Plan

**\$650** /mo

**Elite**  
Fastest Result

**\$950** /mo

## SMO

Plan Per Month

**Basic**  
For Small Business

**\$100** /mo

**Premium**  
Most Popular Plan

**\$250** /mo

**Elite**  
Fastest Result

**\$450** /mo

# Thank you



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