

## ESTIMATED SCOPE OF WORK

| Sl No. | Activities*         | Sub-Tasks*   | Estimated Result / Project Goal* |
|--------|---------------------|--|----------------------------------|
| 1      | <b>On page SEO</b>  | Collect necessary info/access                      | <b>Keyword ranking</b>           |
|        |                     | Website audit & suggestions                        | <b>Website traffic</b>           |
|        |                     | Keyword research for main pages                    |                                  |
|        |                     | Benchmark keyword rankings                         |                                  |
|        |                     | Competitors research                               |                                  |
|        |                     | Prepare content topics                             |                                  |
|        |                     | SEO content writing                                |                                  |
|        |                     | Implement webstructure & feature suggestions       |                                  |
|        |                     | Prepare landing page & structures                  |                                  |
|        |                     | Tweak homepage content with keywords               |                                  |
|        |                     | Write Title & meta description for all major pages |                                  |
|        |                     | Optimize blogs with Yoast SEO / send suggestions   |                                  |
|        |                     | Optimize internal links with proper anchor text    |                                  |
|        |                     | Add Google webmasters                              |                                  |
|        |                     | Add google analytics code to all pages             |                                  |
|        |                     | Cyclic review of keyword ranking                   |                                  |
|        |                     | Tweak on-page content as required                  |                                  |
|        |                     | Work on client specific instructions               |                                  |
|        |                     | Check website contact forms time to time           |                                  |
|        |                     | Weekly/fortnightly Client communication            |                                  |
|        |                     | Monthly work report                                |                                  |
| 2      | <b>Off-page SEO</b> | Benchmark present backlinks                        | <b>Increase backlinks</b>        |
|        |                     | Research good local directories / yellow pages     | <b>Keyword ranking</b>           |
|        |                     | Start submitting links to those above directories  |                                  |

|  |  |   |  |
|--|--|---|--|
|  |  | Do Google My Business listing   |  |
|  |  | Create business profiles on Slideshare, Crunchbase, Visual.ly etc with website backlink |  |
|  |  | Share documents on slideshare, scribd etc   |  |
|  |  | Work on LinkedIn pulse, Facebook notes  |  |
|  |  | Social bookmarking on good sites like Diigo, Del.icio.us, Stumbleupon, Pinterest        |  |
|  |  | Releated blog comments  |  |
|  |  | Work on client specific instructions  |  |
|  |  | Monthly work report   |  |

|   |                             |   |                          |
|---|-----------------------------|---|--------------------------|
| 3 | <b>Influencer Marketing</b> | Send request to bloggers for guest posting                              | <b>Keyword ranking</b>   |
|   |                             | Reach out to people to publish article on good sites                    | <b>Website traffic</b>   |
|   |                             | Find out other paid media reach. PR sites, affiliate network sites etc. | <b>Referral traffic</b>  |
|   |                             | Work on client specific instructions                                    | <b>Leads</b>             |
|   |                             | Weekly/fortnightly client communication                                 | <b>Engagement/Clicks</b> |
|   |                             | Monthly work report   |                          |

|   |            |  |  |
|---|------------|--|--|
| 4 | <b>ORM</b> | Research negative keywords and respond   | <b>Website ranking</b>                     |
|   |            | Create positive content and counter reply negative comments in various platforms   | <b>Positive progress</b>                   |
|   |            | Put positive reviews on various review sites like trustpilot, trustedcompany, glassdoor, fb, google, justdial, sulekha, mouthshut and more | <b>Increase positive digital footprint</b> |
|   |            | Create Slideshare, Youtube, scribd, tumblr, blogger blogs, linkedin pulse and share them on various social bookmarking & networking sites  |  |
|   |            | DMCA work if required  |  |
|   |            | Create and update report   |  |
|   |            | Weekly/fortnightly client communication  |  |

|  |  |                                      |  |
|--|--|--------------------------------------|--|
|  |  | Work on client specific instructions |  |
|  |  | Monthly work report                  |  |

|   |                |   |  |
|---|----------------|---|--|
| 5 | <b>Reviews</b> | Benchmark current total reviews                       | <b>Increase total positive reviews</b> |
|   |                | GLL reviews   |  |
|   |                | FB reviews  |  |
|   |                | Trustpilot reviews                                    |  |
|   |                | Trustedcompany reviews                                |  |
|   |                | Glassdoor reviews                                     |  |
|   |                | Mouthshut reviews                                     |  |
|   |                | Justdial reviews                                      |  |
|   |                | Sulekha reviews                                       |  |
|   |                | Research and do reviews on other platforms            |  |
|   |                | Reviews by office staff & associates on regular basis |  |
|   |                | Prepare report  |  |
|   |                | Work on client specific instructions                  |  |
|   |                | Monthly work report                                   |  |

|   |                               |   |                                  |
|---|-------------------------------|---|----------------------------------|
| 6 | <b>Social Media Marketing</b> | Major focus on Facebook and LinkedIn, Additionally twitter, G+, Instagram, Youtube  | <b>Increase Page likes</b>       |
|   |                               | Complete profile with all details - Create stories, links, about section, profile cover, image categories & all   | <b>Increase post share</b>       |
|   |                               | Create social calendar by proper research, trending topics, competition analysis, and design with proper hashtags, @ tagging, link to blog posts/sites for every post | <b>Increase Page comments</b>    |
|   |                               | Invite friends  | <b>Increase Post likes</b>       |
|   |                               | Share individually and on groups.   | <b>Increase Post comments</b>    |
|   |                               | Post comment  | <b>Increase reviews</b>          |
|   |                               | Create community/groups   | <b>Increase referral traffic</b> |
|   |                               | Check FB insights and tweak   | <b>Increase followers/fans</b>   |

|  |  |   |  |
|--|--|---|--|
|  |  | Prepare new strategies and new ideas for contest, memes etc | <b>Increase LinkedIn Pulse views</b>           |
|  |  | Get reviews   | <b>Increase LinkedIn company followers</b>     |
|  |  | Publish facebook notes, linkedin pulse, company stories     | <b>Increase Youtube subscriber &amp; views</b> |
|  |  | Get more followers/shares                                   | <b>Increase retweets and favourite</b>         |
|  |  | Occasionally change covers , create events and offers       | <b>Improve Response rate</b>                   |
|  |  | Handle queries and comments                                 | <b>Increase overall engagement</b>             |
|  |  | Maintain regularity of post frequency and schedule timing   | <b>Increase FB leads</b>                       |
|  |  | Weekly /fortnightly client communication                    |  |
|  |  | Work on client specific instructions                        |  |
|  |  | Monthly work report   |  |

|          |                        |  |  |
|----------|------------------------|--|--|
| <b>7</b> | <b>Content Writing</b> | Research of topics and keywords for writing blogs  | <b>Increase number of shares</b>               |
|          |                        | Content length and style to be applied like copyblogger, moz, yoast, pro blogger with images, links etc for good clients | <b>Increase search ranking for the content</b> |
|          |                        | Write SEO content for addition to the existing pages of the site   | <b>Get more comments</b>                       |
|          |                        | Blog optimization as per SEO guidelines  |  |
|          |                        | Weekly/fortnightly client communication  |  |
|          |                        | Work on client specific instructions   |  |
|          |                        | Monthly work report  |  |

|          |               |                                  |                                      |
|----------|---------------|----------------------------------|--------------------------------------|
| <b>8</b> | <b>Design</b> | Design brand materials           | <b>Customer attention/Engagement</b> |
|          |               | Design banners, web graphics etc |                                      |
|          |               | Design social calendar contents  |                                      |

|  |  |                                 |  |
|--|--|---------------------------------|--|
|  |  | Design FB covers                |  |
|  |  | Design seasonal website banners |  |
|  |  | Design brochure                 |  |
|  |  | Design leaflet                  |  |
|  |  | Design website wireframe        |  |
|  |  | Design hoarding, standee        |  |
|  |  | Monthly work report             |  |

|   |                    |  |   |
|---|--------------------|--|---|
| 9 | <b>Development</b> | Domain panel /cPanel setup   | <b>Usability (Desktop &amp; Mobile)</b> |
|   |                    | Wordpress install  | <b>Leads</b>                            |
|   |                    | Theme choosing and install   |   |
|   |                    | Client communication for website structure                                 |   |
|   |                    | Create menus, url structure as per client communication                    |   |
|   |                    | Install and setup essential plugins  |   |
|   |                    | Contact form 7 and database integration / Google form integration          |   |
|   |                    | Website transfer/backup  |   |
|   |                    | Time to time implementation of client feedback/client specific instruction |   |
|   |                    | Landing page development & contact form check                              |   |
|   |                    | Newsletter design for clients & 7boats                                     |   |
|   |                    | Work progress report   |   |

|    |                  |   |   |
|----|------------------|---|---|
| 10 | <b>Reporting</b> | Compile monthly reports from all departments focusing on SOW & the KPIs | <b>Get insights to leads, engagement, traffic</b> |
|----|------------------|---|---|

|    |                       |   |                             |
|----|-----------------------|---|-----------------------------|
| 11 | <b>Google Adwords</b> | Understand business and get key data                | <b>More clicks</b>          |
|    |                       | Tweak website with TOS/Privacy policy for adwords   | <b>Better CTR</b>           |
|    |                       | Tweak homepage with right keywords and content      | <b>Beter conversion</b>     |
|    |                       | Design landing page and assign/upload content there | <b>Better Quality Score</b> |
|    |                       | Select right TG                                     | <b>More leads</b>           |

|  |  |  |  |
|--|--|--|--|
|  |  | Prepare campaign focusing mostly on search, display, video and if required shopping or universal app   |  |
|  |  | Check report and optimise bidding(Auto, manual, Target ROAS, Target placement, Target outranking share etc), CPC/CPM/VCPM/CPV/ECPC accordingly |  |
|  |  | Conversion tracking if required  |  |
|  |  | Remarketing if required  |  |
|  |  | Optimise campaign  |  |
|  |  | For shopping prepare merchant centre feed and link adwords, or use WP plugins  |  |
|  |  | For videos, upload to youtube channel and link with adwords  |  |
|  |  | Work on client specific instructions and inform if ad budget exhausts  |  |
|  |  | Check website contact form/landing page form if working properly and lead capturing  |  |
|  |  | Monthly work report  |  |

\* These are Estimated Activities, Sub-Tasks and Results and might vary depending on the nature of business & monthly budget. Tasks would be strategically implemented on on-going basis as per our AACRO model.