

## ESTIMATED SCOPE OF WORK

SI 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>
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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.