



# SEARCH ENGINE OPTIMIZATION

**SEO BROCHURE**

  
BUSINESS MANAGEMENT CONSULTANCY

# NAVIGATING THE DIGITAL LANDSCAPE WITH SEO MASTERY

Search Engine Optimization (SEO) is both an art and a science, focused on improving your website's performance to increase its visibility in search engine results. This strategic effort involves careful optimisations to enhance your site's prominence when individuals search for products or services related to your business on popular search engines like Google and Bing. The higher your page's rank in search results, the more effectively you can attract the attention of potential and existing customers, ultimately driving growth and engagement for your business.



The background image shows a person from behind, looking at a wall covered in various documents, sticky notes, and charts. Some of the visible text on the wall includes "Marketing Strategy" and "strategy". The overall tone is professional and strategic.

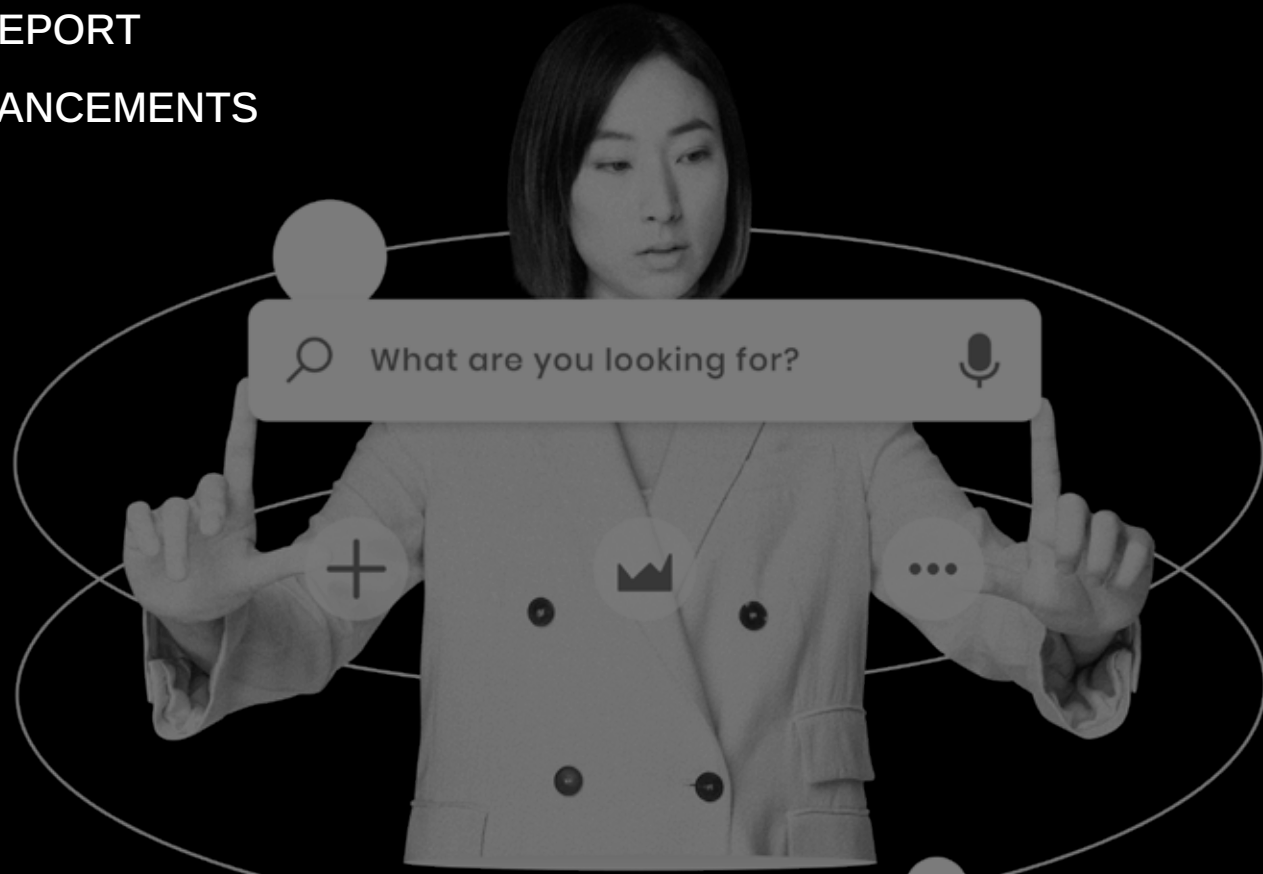
# SEO: YOUR PATH TO ONLINE DOMINANCE

SEO holds a pivotal role in the realm of digital marketing due to the sheer volume of online searches conducted annually, many of which are driven by a desire to explore products and services. It's often the primary source of digital traffic for businesses, and it seamlessly complements other marketing avenues.

By comprehending the needs and preferences of your website users, we help you gain the insight needed to strategically integrate this knowledge across various facets of your marketing strategy, spanning both paid and organic channels, your website, your social media platforms, and more.

# CRITICAL COMPONENTS OF **SEO SERVICE**

- SITE ASSESSMENT
- PRELIMINARY SEO EVALUATION
- SEO BLUEPRINT & TACTICS
- COMPETITOR ANALYSIS REPORT
- HTML SOURCE CODE ENHANCEMENTS
- GOOGLE SITE MAPPING
- GOOGLE ANALYTICS






# SEARCH ENGINE OPTIMIZATION (SEO)

Our expertise lies in mastering search engine optimization and strategic positioning. It extends beyond the simple inclusion of a few tags containing your essential keywords. Instead, we combine artistic creativity with scientific precision, utilising innovative methodologies alongside a deep understanding of the intricacies of search engines and directories. This comprehensive approach ensures your online presence is strategically positioned for optimal visibility and success.

## OUR WORK ENCOMPASSES

- Website optimisation, web promotion, and development.
  - Keyword research to enhance the website's ranking.
  - Crafting search engine-friendly content, ensuring its submission, and meticulous tracking across major search engines and directories and providing comprehensive support.
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# ON-PAGE & OFF-PAGE SEO

## ON-PAGE SEO:

### UNLOCKING SEO'S ON-PAGE POTENTIAL

- On-page SEO is a methodical approach to improving specific aspects of your webpage to maximise its performance in search engine rankings.
- Our strategy includes comprehensive keyword research and the incorporation of essential Meta tags, the configuration of crucial tools like Google Analytics and Google Search Console, and the optimisation of multimedia elements such as images and videos. All of these efforts are geared toward increasing your website's visibility and relevance in search results.

## OFF-PAGE SEO

### BEYOND KEYWORDS: OFF-PAGE EXCELLENCE

- Our off-page SEO strategy is a proactive approach aimed at promoting our content on external websites across the internet. This aspect of SEO is centred around initiating discussions about our site, company, or brand on various web platforms, resulting in increased website traffic and improved search engine rankings.
- Within the realm of off-page SEO, we employ a diverse range of techniques, including but not limited to blog commenting, article submission, active participation in forums, sharing images and videos, submitting classified ads, and listing our business in directories. These strategies are all geared towards enhancing our online presence and establishing authority in our industry.





# ON-PAGE OPTIMISATION

- Title Tag & Meta tag Optimisation
- Site Structure & Navigation
- Image Optimisation
- Anchor Tag Optimisation
- Header Tag Optimisation
- Content Optimisation
- Create New Pages
- URL Mapping
- URL Rewriting
- Canonical Issue Resolution
- Site Map Creation
- Analytics Installation



# MONTHLY OFF-PAGE OPTIMISATION

## SOCIAL BOOKMARKING

Social Bookmarking entails sharing webpage links on diverse link-sharing platforms, such as Reddit, Tumblr, Quora, Twitter, and more.

## BLOG COMMENT POSTING


In the realm of SEO, blog commenting is a strategy aimed at nurturing meaningful connections between industry experts and the audience. Additionally, it establishes valuable backlinks to your website.

## DIRECTORY SUBMISSION

Directory submission is a pivotal off-page optimisation technique. It involves the submission of your website's URL to various web directories, fostering the creation of backlinks that contribute to the growth of your business.

## PRODUCT DIRECTORY SUBMISSION

This practice involves submitting your website to a specific category within a web directory, making it a valuable off-page optimisation activity.







# MONTHLY OFF-PAGE OPTIMISATION

## ARTICLE SUBMISSION

This involves creating informative articles relevant to your business and publishing them in renowned article submission directories such as Google.com, Github.com, iSnare.com, and others.

## ARTICLE SOCIAL BOOKMARKING

Social bookmarking is a practice where webpages are tagged using browser-based tools, making it easier to revisit them in the future.

## PRESS RELEASE SUBMISSION

This strategy revolves around crafting compelling narratives about newsworthy events, products, or services offered by your company and submitting them to PR sites. It serves as a potent off-page SEO technique that enhances the online visibility of your events, products, or services, thus improving your site's SEO.

## NO-FOLLOW LINK CHECK

The 'no-follow' tag instructs search engines not to include a specific page in their index. Similarly, 'no-follow' links direct search engines not to follow a particular link.

# MONTHLY PERFORMANCE REPORT

- Our monthly performance report serves as a comprehensive overview of the advancements achieved through both On-page and Off-page SEO strategies.
- Within this report, you will gain insights into a wealth of data, including a detailed breakdown of user activity, geographic origins of your website's traffic, enhancements in keyword rankings, and the primary sources of your user base.
- Furthermore, we will provide you with a comprehensive roadmap outlining our strategic plans for the upcoming month. This roadmap is designed to further enhance your website's performance on search engines and ensure continuous progress in achieving your SEO objectives.

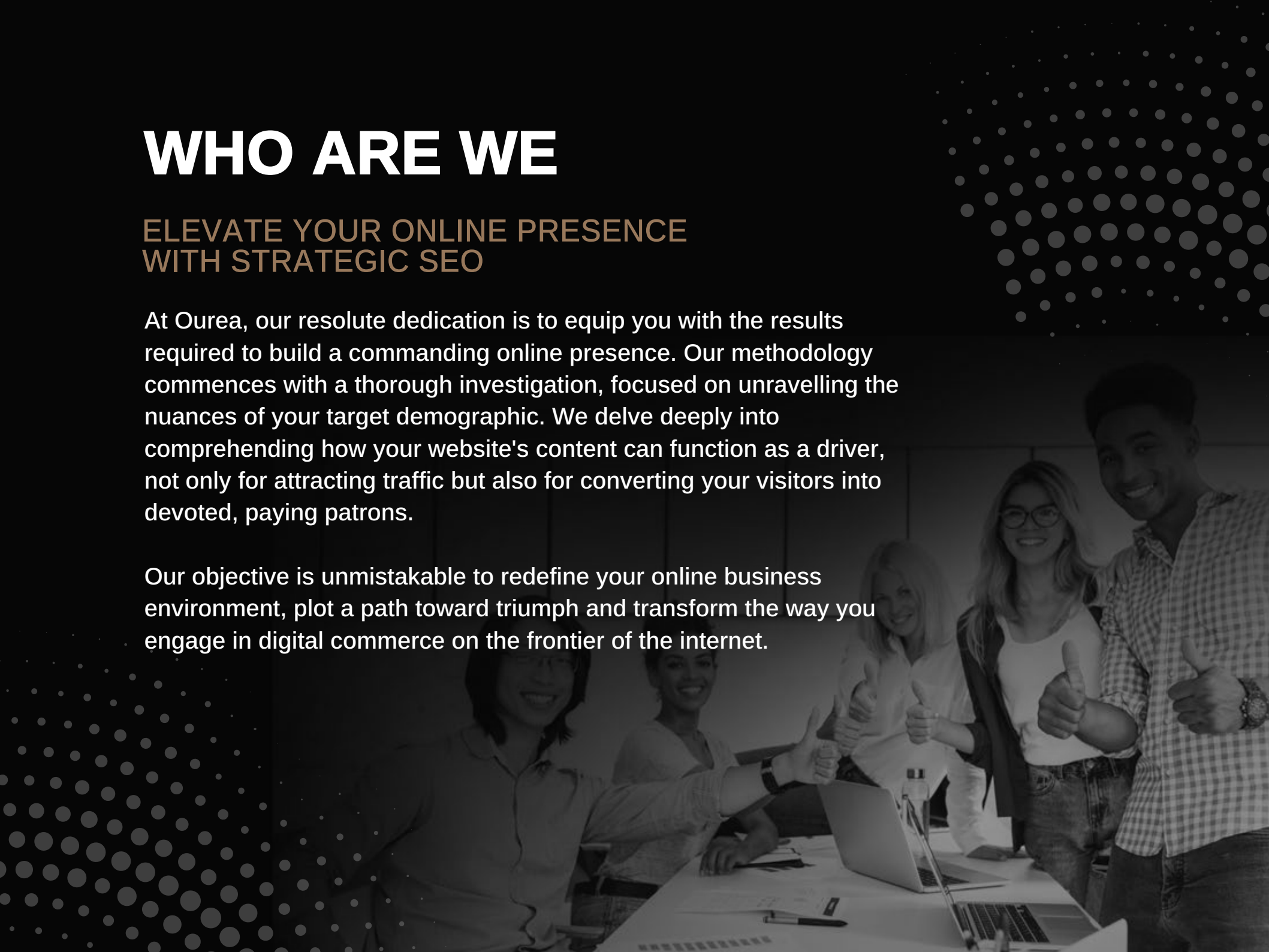


# WHO ARE WE

## ELEVATE YOUR ONLINE PRESENCE WITH STRATEGIC SEO

At Ourea, our resolute dedication is to equip you with the results required to build a commanding online presence. Our methodology commences with a thorough investigation, focused on unravelling the nuances of your target demographic. We delve deeply into comprehending how your website's content can function as a driver, not only for attracting traffic but also for converting your visitors into devoted, paying patrons.

Our objective is unmistakable to redefine your online business environment, plot a path toward triumph and transform the way you engage in digital commerce on the frontier of the internet.



# OUR METHODOLOGY

## ANALYSIS AND STRATEGY

Crafting a victorious SEO strategy revolves around fortifying a company's digital footprint. Ourea's initial stride embarks upon a comprehensive audit of your existing website and SEO methodologies, illuminating your achievements and areas warranting enhancement. Throughout this audit, we meticulously scrutinise the following aspects:

## ANALYTICS AND KEYWORDS

Our journey commences by assessing your current website ranking. We accomplish this by investigating keywords intricately linked to your business and conducting a comparative analysis of your website's standing vis-à-vis your competitors.

## WEBSITE ACCESSIBILITY AND INDEXING

To ensure your website's visibility in search results, it is imperative that search engines can seamlessly discover it. This is achieved through web crawling, where search engines scour the web for pertinent and indexable content, encompassing vital elements such as link structures and HTML attributes like alt tags for images.

# OUR APPROACH

## EVALUATING RANKING FACTORS

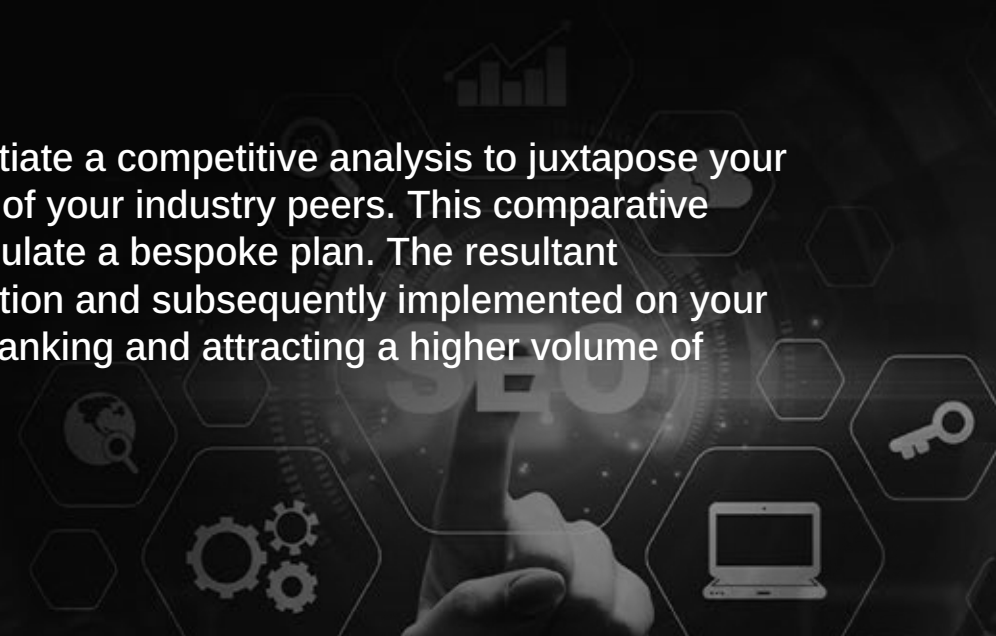
Upon establishing that your website is effectively discovered and appropriately indexed by search engines, we embark on a deeper exploration to enhance your ranking. This entails a meticulous examination of various elements, including:

**CONTENT OPTIMISATION:** We assess the relevance of your content and ensure it seamlessly incorporates keywords, avoiding duplication across multiple pages.

**KEYWORD UTILISATION:** Our focus extends to scrutinising your utilisation of keywords to guarantee their alignment with HTML markup and source code, rendering them more pertinent to web crawlers.

## COMPETITIVE ANALYSIS

Following our comprehensive website audit, we initiate a competitive analysis to juxtapose your content and other SEO components against those of your industry peers. This comparative evaluation equips us with valuable insights to formulate a bespoke plan. The resultant deliverables are then presented for your consideration and subsequently implemented on your website, ultimately bolstering your search engine ranking and attracting a higher volume of visitors to your site.



# OUR SEO PACKAGES

SERVICES	STARTER ₹500 / MONTH	PROFESSIONAL ₹900 / MONTH	ADVANCED ₹1250 / MONTH
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## LIST OF ACTIVITY

NO. OF PRIMARY KEYWORDS	2 -KEYWORDS	5 -KEYWORDS	10 -KEYWORDS
NO OF SECONDARY KEYWORDS	20	40	70
PRELIMINARY SEO CHECK	✓	✓	✓
DETAILED SEO STRATEGY & PLAN	✓	✓	✓
KEYWORD ANALYSIS	✓	✓	✓
COMPETITION ANALYSIS	✓	✓	✓
CRAWLER COMPLIANCE IMPLEMENTATION	✓	✓	✓
GOOGLE XML SITEMAPS	✓	✓	✓
GOOGLE ANALYTICS ANALYSIS	✓	✓	✓

# OUR SEO PACKAGES

SERVICES	STARTER ₹500 / MONTH	PROFESSIONAL ₹900 / MONTH	ADVANCED ₹1250 / MONTH
SEO COMPATIBILITY CHECKS			
CROSS BROWSER COMPATIBILITY	✓	✓	✓
DUPLICATE CONTENT CHECKING	✓	✓	✓
WEBSITE LOAD TIME	✓	✓	✓
CHECKING PAGE SIZE	✓	✓	✓
CHECK BROKEN LINKS	✓	✓	✓
RSS FEEDS	✓	✓	✓



# OUR SEO PACKAGES

SERVICES	STARTER ₹500 / MONTH	PROFESSIONAL ₹900 / MONTH	ADVANCED ₹1250 / MONTH
ON-PAGE OPTIMISATION (INITIAL 1-MONTH)			
OPTIMISING TITLE TAGS & META TAGS	2 -KEYWORDS	5 -KEYWORDS	10 -KEYWORDS
ROBOTS.TXT OPTIMISATION	✓	✓	✓
OPTIMISING SITE DIRECTORY STRUCTURE & NAVIGATION	✓	✓	✓
IMAGE OPTIMISATION	10	20	AS PER REQUIREMENT
ANCHOR TAG OPTIMISATION	15	30	AS PER REQUIREMENT
H1 / H2 TAG OPTIMISATION	✓	✓	✓
EXISTING CONTENT OPTIMISATION	✓	✓	✓
CREATION OF NEW OPTIMISED PAGES (IF REQUIRED)	NO	10	15
URL MAPPING	✓	✓	✓
URL REWRITING	✓	✓	✓

# OUR SEO PACKAGES

SERVICES	STARTER ₹500 / MONTH	PROFESSIONAL ₹900 / MONTH	ADVANCED ₹1250 / MONTH
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## OFF-PAGE OPTIMISATION & LINK STRATEGY FACTORS (ON-GOING MONTHLY BASIS)

"NO FOLLOW" LINKS CHECK	✓	✓	✓
SOCIAL BOOKMARKING	60	90	120
ARTICLE SUBMISSION	7	14	20
ARTICLE SOCIAL BOOKMARKING	70	140	200
PRESS RELEASE SUBMISSION	1	3	5

## SOCIAL MEDIA OPTIMISATION

SOCIAL MEDIA OPTIMISATION	✓	✓	✓
GEO-SOCIAL TARGETING RESEARCH	✓	✓	✓
STRATEGICALLY PRESENCE ON TOP SOCIAL MEDIA WEBSITES	5	8	12

# OUR SEO PACKAGES

SERVICES	STARTER ₹500 / MONTH	PROFESSIONAL ₹900 / MONTH	ADVANCED ₹1250 / MONTH
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## LOCAL SEARCH WEBSITE OPTIMISATION

LOCAL SEARCH ENGINE SUBMISSION	✓	✓	✓
LOCAL DIRECTORY SUBMISSION	5	8	12
GOOGLE PLACE OPTIMISATION	✓	✓	✓
CUSTOMER REVIEW / TESTIMONIAL SUBMISSION	✗	✗	5
GOOGLE PLACE OPTIMIZATION	✗	✓	✓
GOOGLE MAP LISTING	✓	✓	✓
GOOGLE MAP PROFILE IMAGE UPDATION	✗	✓	✓
GOOGLE MAP REVIEW SUBMISSION	✗	✗	✓

# OUR SEO PACKAGES

SERVICES	STARTER ₹500 / MONTH	PROFESSIONAL ₹900 / MONTH	ADVANCED ₹1250 / MONTH
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## CLASSIFIED ADS POSTING

CREATING CLASSIFIED ADS FOR SERVICE / PRODUCT PROMOTION	✓	✓	✓
POSTING EACH CLASSIFIED AD IN RELEVANT CLASSIFIEDS	5	8	12

## BLOG

BLOG SETUP	×	×	✓
BLOG OPTIMISATION	×	×	✓
BLOG ARTICLES WRITING	×	×	8
BLOG COMMENTING	×	×	15

# OUR SEO PACKAGES

SERVICES	STARTER ₹500 / MONTH	PROFESSIONAL ₹900 / MONTH	ADVANCED ₹1250 / MONTH
WEBSITE USABILITY & OPTIMISATION			
LATEST ONLINE MARKETING TREND UPDATION	✗	✓	✓
WEBSITE DESIGNING CONSULTATION	✗	✗	✓
LANDING PAGE ANALYZER	✗	✗	✓
ENQUIRY PAGES REVIEW & SUGGESTION	✓	✓	✓
SOCIAL REPUTATION MONITORING	✗	✗	✓
NO.OF PAGES TO BE OPTIMISED	UPTO 10	UPTO 20	UPTO 30
DYNAMIC & E-COMMERCE OPTIMISATION	✗	AS PER REQUIREMENT	AS PER REQUIREMENT

# OUR SEO PACKAGES

SERVICES	STARTER ₹500 / MONTH	PROFESSIONAL ₹900 / MONTH	ADVANCED ₹1250 / MONTH
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## ANALYSIS REPORTS

MONTHLY ACTIVITY / SEO RANKING REPORTS	✓	✓	✓
GOOGLE ANALYTICS REPORT	✓	✓	✓
EMAIL / CALL / ONLINE MEETING SUPPORT	✓	✓	✓



# SEO



## AMPLIFY YOUR VISIBILITY WITH US



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