

Website Search Engine Optimization (SEO) Proposal

By

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EXECUTIVE SUMMARY

Selecting a Search Engine Optimization provider is an important decision with significant implications. You want to know your SEO provider will provide the best possible optimization and related services available.

SEO from BizAtomic can help you reach a highly motivated target audience (proactive audience) through natural search engine rankings. A proactive audience increases website conversion rate resulting in a positive ROI. Advantages of BizAtomic SEO include:

- Cheap source of regular, relevant traffic
- Results in a higher click through rate as compared to any other program
- No recurring pay per click costs
- Gives highest ROI in the long run as compared to any other online marketing vehicle
- Generates brand awareness and recognition
- Higher natural rankings builds trust among searchers

SEARCH ENGINE OPTIMIZATION (SEO)

SEO Program Specification

The BizAtomic Website SEO Program is designed to address search engine algorithms of all main search engines. The scope of the SEO Program is customized according to the needs of the website, the target audience it addresses and the online competition associated with it.

The SEO process is divided into the following **5 Stages**:

1. Stage I → Evaluation & Planning
2. Stage II → Execution
3. Stage III → SEO Implementation
4. Stage IV → Completion
5. Stage V → Monitoring

STAGE I → Evaluation & Planning Phase: 14 Days

Process	Deliverables	Timelines
Current site stats recording (Link Popularity, PR etc)	Report	Day 1
Pre-optimization submissions to search engines	Report	Day 2
Search Engine Friendliness Analysis	Report	Day 4
Keyword Research (draft)	Report (for feedback)	Day 6
Keyword selection (based on your feedback)	Report	Day 9
Keyword finalization (based on your selection)	E-mail	Day 10
Pre-optimization Search Engine rank recording	Report	Day 11
Content writing recommendations	Report	Day 12
Selection of WebPages for optimization	Report	Day 13
Link Building Scope recommendation	Excel Sheet	Day 14
COST		\$995

Note:

- Search Engine submission will be carried out in major free search engines and directories.

- Keyword research will be carried out on the basis of data gathered from WordTracker.

STAGE II → Execution Phase: 5 Days

Process	Deliverables	Timelines
Optimization data creation (to be used later in SEO implementation)	Excel Sheet	Day 16
Existing content optimization (revising the exiting content)	Word Documents	Day 18
COST (per page)		\$50

Note:

- The Optimization data creation will contain complete details of the on-page optimization that is to be carried out on the WebPages short listed for SEO. This includes Title Tag, Meta Tags, Content optimization, Image Alt-Text, File/Directory name optimization, Title Attributes etc.
- This phase will include creation of customized 404 error page, Optimized Sitemap, submission using Google Sitemap.

STAGE III → SEO Implementation Phase:

Process	Deliverables	Timelines
SEO Implementation execution (<i>by your development team</i>)	Checklist	Day 19
Quality Check (QC)	Checklist	Day 23
Changes if any (<i>implemented by your development team</i>)	Checklist	Day 25
COST (per hour - FREE for BizAtomic website customers)		\$50

Note:

- There is no cost for stage III for BizAtomic E3 or C3 clients.
- If the site is dynamic in nature or is being run by a Content Management System (CMS) other than BizAtomic C3, the actual implementation on web pages will be as per the flexibility offered by the CMS.
- SEO data implementation will be charged @ \$50 per man hour. SEO data implementation on a "static page" usually takes about an hour.
- If client chooses to perform SEO data implementation, it must be completed within 30 days of receiving recommendations (stage II).
- The QC will be carried out upon completion of SEO data implementation.

STAGE IV → Completion Phase:

Process	Deliverables	Timelines
Final site re-submissions to free search engines	Report	Day 26
Completion report	Report	Day 26
COST		FREE

STAGE V → Monitoring: *

Process	Deliverables	Timelines
Rank monitoring	Report	Fortnightly
Traffic report analysis	Report	Monthly
Further recommendations	Report	Monthly
COST		FREE

* For up to 2 months from the date of completion of Execution Phase.

Project Duration

The total SEO process from initial "Evaluation & Planning" to the "SEO Execution" phase will roughly take around 4 to 6 weeks for optimization of up to 40 web pages. However this duration is subject to change based on variables like the time taken to get a response from the client, discussions, whether any additional content needs to be created on the site etc.

Our Costing

Payment plan:

S No.	Event	Payment	Remarks
1.	On Contract	\$995	Deposit on order to be received prior to the commencement of the project.
2.	Execution Phase	Depends on no. of pages	The number of web pages for execution will be mutually decided. The cost will be calculated @ \$50 per webpage. Discounted pricing available over 20 pages.
3.	Implementation Phase	Depends on no. of pages	Free for BizAtomic E3 or C3 clients. For Non-BizAtomic clients the SEO implementation can either be carried out by the client or by BizAtomic @ \$50 per hour.

Additional Services

The BizAtomic SEO Program is modular in nature and allows the client the flexibility of getting additional optimization work done at an extra cost. Following are the details of these additional services:

Additional Service	Cost
Additional web page optimization data creation <i>(does not include actual implementation)</i>	\$50 per page
Only Creative Writing	\$200 per article of 500-700 words & \$100 per 350 - 400 words write up.
Creative Content Writing & Optimization	\$250 per article (500 - 700 words each article. Includes page optimization)
SEO Implementation:	
- For Static web pages:	\$25 per static webpage
- For Dynamic web pages:	To be quoted

Non Deliverables

The SEO project scope does not include the following unless distinctly specified in our proposal:

- Creation of additional content for the website. Any additional content required to effectively optimize the web pages will need to be provided by the client.
- Implementation of the SEO on the website. We shall be sending step wise and detailed explanation of what will need to be implemented on the web pages being optimized by us.

The actual implementation will have to be carried by the client's designer/programmer (for Non-BizAtomic clients).

- Actual implementation of the recommended Search Engine Friendliness Analysis changes on the website.
- Link Building or off page support required for the website.
- System administration and configuration of clients hosting plan.
- Resolving any problems with your ISP or third parties.
- Inter-vendor communication.

When can you see Rankings?

Organic or Natural Search Engine rankings are achieved due to a combination of both On-Page optimization (SEO) and Off-Page Optimization (Link Building). Realistically, you can expect to see results for some keywords starting 4-6 weeks after the final submission. Rankings usually stabilize after about two months. The duration is calculated from the date of receipt of the SEO Questionnaire. However, your traffic rises continuously since more and more search engines index more and more optimized pages of your website.

Search Engines are giving increasingly more importance to the off-page factors (external links) in final organic rankings. You will need to invest in a suitable link building campaign for your website (depending on the kind of keywords you wish to rank for) before you can expect to see visible improvement in rankings.

Guarantees

- Website will be submitted to the major free search engines and directories, including a few industry-specific free directories.
- All our suggested keywords will have searches as determined by WordTracker.
- We will include all keywords give by the client in the optimization if client wants post keyword research analysis also.
- Unethical SEO techniques will not be used in our SEO.
- None of the SEO techniques used by us will get our clients website banned.
- The SEO techniques used to optimize the site will help make your website Search Engine Crawler Friendly.
- We will disclose our SEO techniques to you.
- We will not carry out any changes on your website without prior approval.
- We do not give false ranking guarantees.

It is not possible for any one to guarantee you a particular ranking on any search engine. Google and most other search engines clearly state this on their website.

See - <http://www.google.com/webmasters/seo.html>.

Contact Information

For any questions of clarifications, please feel free to contact us.

Email: sales@bizatomic.com

Phone: 1-800-942-9475

Website: www.BizAtomic.com

Promissory Note and Credit Card Authorization Form BizAtomic Search Engine Optimization (SEO) Services

I,

Client Name

Agree to pay BizAtomic a one time consulting fee of \$995

Description of Services:

Website SEO (see attached proposal)

Sign Here

Client Signature

Date

/ /

BizAtomic's Mailing Address:

23 Sanchez Ave., St Augustine, FL 32084

BizAtomic's Fax Number:

Fax: 1-800-504-7133

Please send or fax the following to BizAtomic (address above):

1. A copy of this entire document, signed in all relevant places
2. A check for the amount listed above, or complete the "BizAtomic Visa / MasterCard Authorization Form and Promissory Note:" below or send a bank wire

Bank Wire Instructions:

ABA Routing #: 061000104 Account #: 1000011650107

Account information: Cyber Strategies, Inc. DBA, BizAtomic

Bank: SunTrust - 1850 US HWY US1 South, St. Augustine, FL 32084

PH: 904.842.3267

BizAtomic Visa / MasterCard Authorization Form and Promissory Note:

I hereby authorize BizAtomic to charge my credit card (information below) in the amount of \$995

<i>Cardholder Name</i>	<i>Cardholder Signature</i>	
<i>Credit Card Number</i> . . .	<i>Expiration Date</i> / /	<i>CVV2 Code*</i>
<i>Billing Address, City, State, ZIP</i>		
<input checked="" type="checkbox"/> I authorize BizAtomic to charge my credit card for the " Payment Amount" as outlined above.		

*The right-most 3-digit number (after your card number) on your signature strip (on the back side of the card).