

## Pricing Structure for Search Engine optimization

<b>SEO Packages</b>	<b>Economic</b>	<b>Silver</b>	<b>Gold</b>
Best Suitable for	<b>Less Competitive Keywords</b>	<b>Moderate Competition/ Dynamic Sites</b>	<b>Highly Competitive Keywords</b>
Costing(In USD)	<b>\$250</b>	<b>\$350</b>	<b>\$450</b>
Estimated Duration	<b>6 Months</b>	<b>6 Months</b>	<b>6 Months</b>
Hours of Work/month	18	30	60
<b>Review &amp; Analysis</b>			
Website Analysis	✓	✓	✓
Competitive Analysis	✓	✓	✓
Keyword Research	7	10	15
Keyword Finalize	3	5	8
Top Ten Rankings(for Keywords)	1	2	4
Search Engine Optimization Strategy	✓	✓	✓
Initial Ranking Report	✓	✓	✓
<b>On Page Optimization</b>			
Website Structure Optimization	✓	✓	✓
Content Optimization	✓	✓	✓
Image Optimization	✓	✓	✓
HTML code optimization	✗	✓	✓
Meta tag creation & optimization	✓	✓	✓
HTML Sitemap creation	✓	✓	✓
Google XML Sitemap Creation & regular updation	✓	✓	✓
Google Analytics Setup & Monitoring	✓	✓	✓
Robots.txt Optimization	✓	✓	✓
RSS Feed Generation	✗	✗	✓
<b>Off Page(Monthly Basis)</b>			
Link Building (Relevant and Manual)			
Manual Search Engine Submission	✓	✓	✓
Manual Relevant Directory Submission	50	75	100
Local / Niche Directory Submission	4	6	9
Link Exchange (One Way + Reciprocal)	2	5	7
<b>Reports</b>			
Search Engine Ranking Reports	✓	✓	✓
Monthly Work status reports (Detailed)	✗	✓	✓
Client Support	Email support	Email support	Email/Chat Support
Traffic Status Report	✗	✗	✓