



SEO MONTHLY PACKAGES

| Offsite | Bronze Package R5000/mo ex VAT | Silver Package R8500/mo ex VAT | Gold Package R16000/mo ex VAT |
|--|--------------------------------------|--------------------------------------|-------------------------------------|
| Co-Citation Analysis | ✓ | ✓ | ✓ |
| Competitor Analysis (Reverse Engineering) | ✓ | ✓ | ✓ |
| Directory Submissions | ✓ | ✓ | ✓ |
| Link Renegotiations | ✓ | ✓ | ✓ |
| Brand Name Mentions | ✗ | ✗ | ✓ |
| Link Baiting Initiatives | ✗ | ✗ | ✓ |
| Blogger Outreach - Guest Blogging | ✗ | ✗ | ✓ |
| Content Allocation | | | |
| 6 month content plan | ✗ | ✓ | ✓ |
| Content Development x5 posts a month | ✓ | ✗ | ✗ |
| Content Development x8 posts a month | ✗ | ✓ | ✗ |
| Content Development x12 posts a month | ✗ | ✗ | ✓ |
| SEO Monthly Monitoring | | | |
| Google Webmastertools Checks | | | |
| Blocked URL's | ✓ | ✓ | ✓ |
| Messages from Google | ✓ | ✓ | ✓ |
| Crawling Errors | ✓ | ✓ | ✓ |
| Sitemap Submission | ✓ | ✓ | ✓ |
| Malware | ✓ | ✓ | ✓ |
| Keyword Stats | ✓ | ✓ | ✓ |
| Indexation Stats | ✓ | ✓ | ✓ |
| Traffic Stats | ✓ | ✓ | ✓ |
| 404 Errors | ✓ | ✓ | ✓ |
| Server Errors | ✓ | ✓ | ✓ |
| Unindexed Pages Check | ✓ | ✓ | ✓ |
| Onsite Checks | | | |
| Meta Data | ✓ | ✓ | ✓ |
| Page Titles | ✓ | ✓ | ✓ |
| Descriptions | ✓ | ✓ | ✓ |
| H1 Headings | ✓ | ✓ | ✓ |
| Static & XML Sitemaps | ✓ | ✓ | ✓ |
| Robots.txt | ✓ | ✓ | ✓ |
| Page Speed | ✓ | ✓ | ✓ |
| Conversion tracking | ✓ | ✓ | ✓ |
| Duplicate content | ✓ | ✓ | ✓ |
| 404 page | ✓ | ✓ | ✓ |
| Canonicalisation (non www) | ✓ | ✓ | ✓ |
| Canonical tags | ✓ | ✓ | ✓ |
| Nofollow & noindex tags | ✓ | ✓ | ✓ |
| Pagination Check | ✓ | ✓ | ✓ |
| Advanced Internal Linking Structure | ✓ | ✓ | ✓ |
| 301 Redirect Analysis | ✓ | ✓ | ✓ |
| Offsite Checks | | | |
| Inbound Link Analysis | ✗ | ✓ | ✓ |
| Backlink activity analysis (Negative SEO) | ✗ | ✗ | ✓ |
| Strategic Consultation | | | |
| Google Analytics | ✓ | ✓ | ✓ |
| Google Webmaster Tools | ✓ | ✓ | ✓ |
| Google Local consultation | ✗ | ✓ | ✓ |
| Social Media Integration | ✗ | ✗ | ✓ |
| Conversion Optimisation | ✗ | ✗ | ✓ |
| Reporting & Campaign Management | | | |
| Monthly SEO Report | ✗ | ✓ | ✓ |
| Keyword Ranking Updates | ✗ | ✓ | ✓ |
| Additional keyword monitoring | ✗ | ✗ | ✓ |
| Keyword Analysis | ✓ | ✓ | ✓ |



SEO SETUP *Once Off

R10 000

| # | Item | Description |
|--|--|---|
| Initial Analysis | | |
| 1 | Analytics Site Tracking | The website will be added to our SEO software for tracking purposes. |
| 2 | SEO Scan of the site | An in depth SEO scan will be conducted to highlight all the relevant SEO issues. |
| 3 | Business Objectives Alignment | Determine the business objectives and ensure that they align with the SEO strategy. |
| 4 | Site Architecture Audit | Investigate the current site architecture and draw up recommendations to effectively meet business objectives. |
| 5 | Competitor Analysis | We analyse your competitors to determine which strategies they are employing which dictates our SEO approach and strategy to gain an advantage over your competitors. |
| 6 | Internal Campaign Strategy Session | An internal meeting is held by all senior level team members to determine the best strategy forward for the campaign. |
| Content Analysis | | |
| 7 | Duplicate Content Analysis | The site will be analysed to determine whether there are any onsite or offsite content duplication instances found online. |
| 8 | Meta Data Optimisation | The current meta data will be assessed and improved upon, tailor made to the SEO strategy. |
| 9 | Hub Page Identification for SEO | Pages where keywords will actively be targeted on will be investigated & confirmed. |
| 10 | Content creation/refinement | This will be determined by the points above and also dictated by the approach in the keyword research. |
| Keyword Targeting Analysis | | |
| 11 | Keyword Audit | The current manner in which keywords are targeted on the site will be investigated. |
| 12 | Keyword Research for SEO Hub pages | Extensive keyword research will be conducted per page which will actively target keywords. |
| Technical Setup | | |
| 13 | Broken Links Check | The site will be audited to identify any broken links and fix them. |
| 14 | Server Error check | The site will be audited to identify any server errors and fix them. |
| 15 | URL / Site Structure Audit | The current URL and site structure will be assessed and recommendations will be provided in order . |
| 15.1 | Uppercase to lowercase URLs | Ensure that All URLs are in lowercase. |
| 15.2 | Hyphens in URS between words | Ensure that hyphens are present when two or more words are present in the URL. |
| 15.3 | Trailing slashes | Ensure that URLs have trailing slashes . |
| 15.4 | Query Parameters | We asses where canonical tags are necessary when URLs create dynamic characters when searches are performed. |
| 15.5 | Canonical Tags | We will determine which pages on the site will need Canonical tags. |
| 16 | Thank you page - Conversion Tracking | Conversion tracking will be checked to ensure that all goals are properly tracked. |
| 17 | Robots.txt Check | The robots.txt file will be analysed to ensure that the xml sitemap is included and necessary pages disallowed to prevent them from being indexed in Google. |
| 18 | H1 Headers | H1 headers will be audited to ensure they are correctly optimised. |
| 19 | Advanced Internal Linking Structure | An advanced internal linking structure will be established once all content pages are uploaded. |
| 20 | Canonicalisation Implementation | All URLs which are being rendered unnecessarily like non-www or /index.php type pages should not be present and will be addressed. |
| 21 | Alt Tags Optimisation | All images will be scanned to ensure ALT tags are in place. |
| 22 | Footer Optimisation | Footer links will be analysed and optimised to ensure that we direct focus to key pages. |
| 23 | Page Speed Optimisation | Page load time will be assessed and recommendations will be provided to improve the speed. |
| 24 | Pagination Check | Pagination issues will be identified and resolved (pages resulting in page 1,2,3 etc.) |
| 25 | Static Sitemap Creation | The static sitemap will be analysed to ensure it is properly optimised. |
| 26 | XML Sitemap Creation & Optimisation | A Google XML sitemap will be created to ensure that the site is properly indexed. |
| 27 | 301 redirect analysis | We will determine which URLs will need to be permanently redirected and where. This is especially relevant in the case of a redesign. |
| 28 | No-follow links | We will check to ensure that outgoing links have no-follow attributes to retain site and page authority. |
| 29 | 404 page | Ensure that the site has a dedicated 404 page. |
| Offsite & Social Media Analysis | | |
| 30 | Link Profile Analysis | The current link profile will be assessed and a report will be provided. |
| 31 | Link Detox Analysis | We study your backlinks to assess which links might be harming your site and need to be removed and disavowed. |
| 32 | Social Media Integration | We analyse and assess your social media presence and make recommendations based on our findings. |
| Local SEO Analysis and Implementation | | |
| 33 | Local SEO | We investigate your Brands local presence in the search engines and make recommendations based on our findings. |
| Tracking | | |
| 34 | Google Analytics customisation | Basic Google analytics customisation will be implemented. |
| 35 | Google Webmaster Tools creation | Ensure that Google webmaster tools has been correctly setup and is verified. |
| SEO Setup Roll Out Tracking | | |
| 36 | SEO Setup Roadmap | A roadmap will be developed and shared so that there is clear transparency during this process. |
| 37 | SEO Checklist | A SEO checklist will be developed and shared so that we can track the progress of the technical fixes. |
| 38 | Developer Liaison | We will liaise with your developers on a continuous basis to ensure that the technical errors are resolved successfully. |