SEO Action Plan

What is Off-Page SEO?

Off-page SEO focuses on increasing the authority of your domain/website through the act of getting links from other websites via local business listings, blogging, social media and social bookmarking on sites such as Reddit, StumbleUpon and other forums to promote your website content using the keywords that matter to you and your niche.   This draws traffic to your website and increases your ranking in Google and other search engines organically. The reason for this is related to the fact that you have full control of on-page SEO and the keywords and content on your own website, but you have much less control of off-page SEO since it largely revolves around other people acknowledging your website. After all, anyone can optimize their own website, but off-page SEO is a more reliable indicator of the true value your website provides to your visitors out in the real world and is regarded more highly by search engines.

What is On-Page SEO?

On-page SEO is the act of optimizing different parts of your website that affect your search engine rankings. Where your website appears in search engine results pages is determined by a number of ranking factors including site accessibility, page speed, optimised written content, keywords, title tags, etc. On-page SEO is about optimizing the stuff that you have control over and can change on your own website.

OUR PROCESS/APPROACH:
Outlined below is a breakdown of our approach towards your project:
STEP #1: Website Audit
STEP #2: Keyword Research/Recommendations , paired with your own preferred keywords.
STEP #3: On-page/Internal Optimisation so that your website is user friendly to Google and other search engines.
STEP #4: Content Plan (Recommendations only)
STEP #5: Link-Building with Off-page SEO. Off-page SEO is tremendously valuable because it tells search engines that your website is important to others on the web.

REPORTING:
We will submit a report of all the SEO activities every week to keep you up to date with the progress of your project.

TO GET STARTED:

- Your preferred keywords or we can recommend some for you
- Targeted Country / Locations
- Competitor Websites
- WordPress Login Details
- CPanel / Web Hosting login Details
- Share Webmaster Tool Access / Google Search Console with:
  web.acewebexperts@gmail.com
  creativewarrior@gmail.com

PAYMENT PLANS:
Monthly- Pay as you go for each month of service. No lock in contracts, cancel any time.

10 Keyword Package
120 Backlinks
1 Unique Article
Setup Fee $50
Ongoing Monthly Cost $160
[Total First Month $210]

15 Keyword Package
180 Backlinks
2 Unique Articles
Setup Fee $50
Ongoing Monthly Cost $200
[Total First Month $250]

25 Keyword Package
200 Backlinks
3 Unique Articles
Setup Fee $50
Ongoing Monthly Cost $360
[Total First Month $410]

Example Monthly SEO Work Strategy	
Task Name	**Approx. Monthly Links**
Web 2.0 Submissions	15
Article Submissions	15
Social Bookmarking	20
Social Profile Submissions	20
Classified Ads	10
Image Sharing	10
Quora Que/Ans	5
Competitors Backlinks	5
Document Sharing	20
Forum Profile	20
Total Submissions (Monthly)	**140**
Total Submissions (Weekly)	**30-35**
Articles for SEO Submission	**1**