

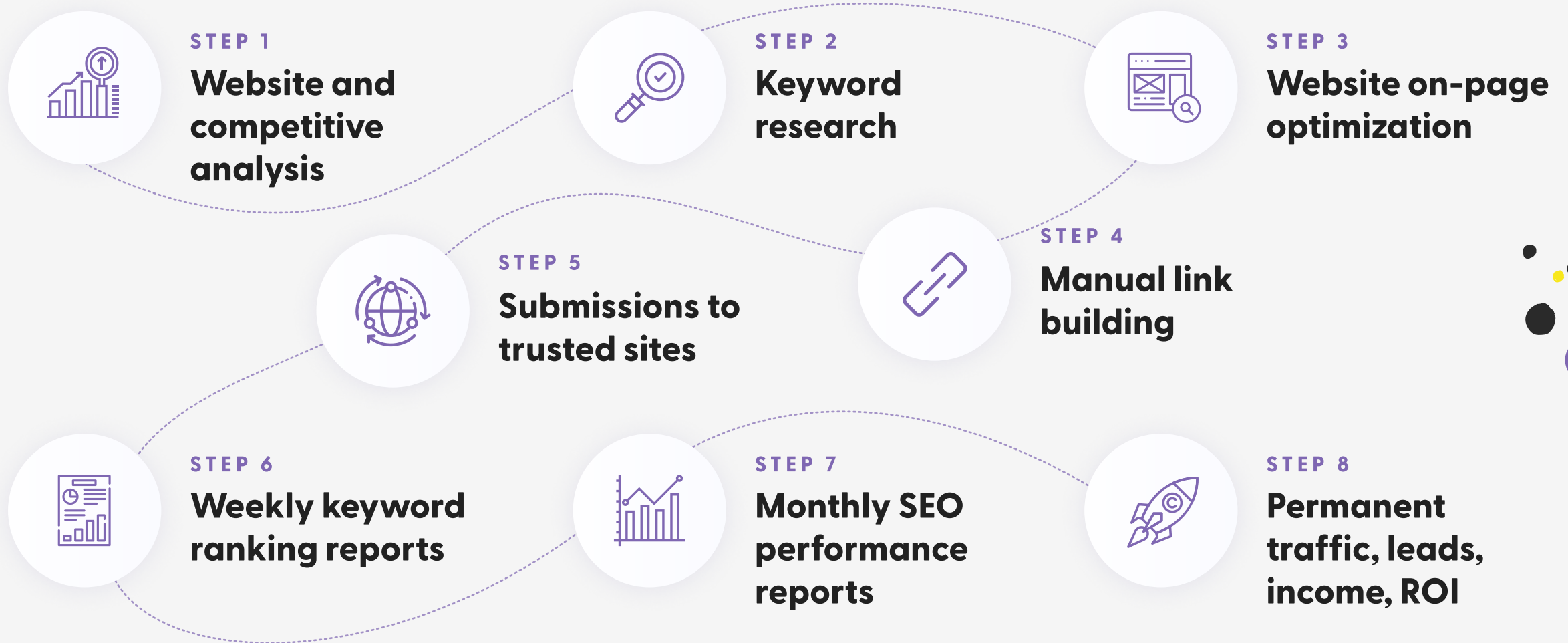
SEO SERVICES

Build a **winning SEO strategy** and get ahead of your competition

We help clients navigate page mapping and avoid common SEO pitfalls, while saving you time and money.



SEO Campaign Process



Month-to-Month Campaign Activities

Month 1	Month 2	Month 3	Month 4
(40 Hours Link Building) + 15 Free Hours for Setup	(40 Hours Link Building) + 20 Free Hours of Onsite	(40 Hours Link Building) + 20 Free Hours Onsite + 10 Hours CRO	(40 Hours Link Building) + 10 Free Hours of Analytics + 10 Hours CRO
<p>Website Tasks</p> <ul style="list-style-type: none"> ✓ Competition Research- 10 Hours ✓ Keyword Research & Selection - 10 Hours ✓ Keyword Mapping Sheet - 1 hour ✓ URL Optimization - 2 Hours 	<p>Website Tasks</p> <ul style="list-style-type: none"> ✓ Meta Tags Creation & Implementation 5 hours ✓ Content Optimization - 10-20 Hours ✓ New Landing Page Creation - If Required 10 HR/ Page ✓ Schema Markup Implementation - 5 Hours 	<p>Website Tasks</p> <ul style="list-style-type: none"> ✓ Mobile Optimization ✓ Site Speed Optimization ✓ Website Architecture Enhancement ✓ Conversion Rate Optimization 	<p>Website Tasks</p> <ul style="list-style-type: none"> ✓ Google Analytics Goal Setup ✓ Resolving GoogleSearch Console Error ✓ Hotjar Implementation (e-commerce websites)
<p>Other Tasks</p> <ul style="list-style-type: none"> ✓ Link Building - 30-40 Links 30 hours ✓ Weekly Reporting - 2 Hours 	<p>Other Tasks</p> <ul style="list-style-type: none"> ✓ Link Building 30 - 40 Links - 30 Hours ✓ Weekly Reporting - 2 Hours 	<p>Other Tasks</p> <ul style="list-style-type: none"> ✓ Link Building - 30-40 Links - 30 Hours ✓ Weekly Reporting - 2 Hours 	<p>Other Tasks</p> <ul style="list-style-type: none"> ✓ Link Building - 30-40 Links - 30 Hours ✓ Weekly Reporting - 2 Hours

Expectation: No improvement in keyword rankings

Expectation: 10% of the keywords will start ranking

Expectation: 20% of the keywords will start ranking

Expectation: At least 30% of the keywords will start ranking

Month-to-Month Campaign Activities

Month 5	Month 6	Month 7	Month 8
(40 Hours Link Building) + 10 Free Hours GMB + 10 Hours Audit	(40 Hours Link Building) + 10 Free Hours Semrush Audit	(40 Hours Link Building) + 10 Free Hours Moz Audit	(40 Hours Link Building) + 10 Free Hours Ahrefs Audit
Website Tasks <ul style="list-style-type: none"> ✓ 1st Campaign Performance Analysis ✓ Add/replace keywords based on performance ✓ Optimize Blog for Internal Linking ✓ Google My Business Optimization 	Website Tasks <ul style="list-style-type: none"> ✓ SEMRUSH Audit & Web Fixes 	Website Tasks <ul style="list-style-type: none"> ✓ Moz Audit & Web Fixes 	Website Tasks <ul style="list-style-type: none"> ✓ Ahrefs Audit & Web Fixes
Other Tasks <ul style="list-style-type: none"> ✓ Link Building - 30-40 Links 30 hours ✓ Weekly Reporting - 2 Hours 	Other Tasks <ul style="list-style-type: none"> ✓ Link Building 30 - 40 Links - 30 Hours ✓ Weekly Reporting - 2 Hours 	Other Tasks <ul style="list-style-type: none"> ✓ Link Building - 30-40 Links - 30 Hours ✓ Weekly Reporting - 2 Hours 	Other Tasks <ul style="list-style-type: none"> ✓ Link Building - 30-40 Links - 30 Hours ✓ Weekly Reporting - 2 Hours

Expectation: 70% Keywords Will Start Ranking

Expectation: 100% Keywords Will Start Ranking

Expectation: At least 10% of the Keywords Should be in top 10

Expectation: At least 20% of the Keywords Should be in top 10

Month-to-Month Campaign Activities

Month 9	Month 10	Month 11	Month 12
(50 Hours General Link Building) + Free Reporting	(50 Hours General Link Building) + Free Reporting	(50 Hours General Link Building) + Free Reporting	(50 Hours General Link Building) + Free Reporting
Other Tasks <ul style="list-style-type: none">✓ Link Building - 40 Links - 30 Hours✓ Competitor Links - 5 Links - 10 Hours✓ Weekly Reporting - 2 Hours	Other Tasks <ul style="list-style-type: none">✓ Link Building - 40 Links - 30 Hours✓ Competitor Links - 5 Links - 10 Hours✓ Weekly Reporting - 2 Hours	Other Tasks <ul style="list-style-type: none">✓ Link Building - 40 Links - 30 Hours✓ Competitor Links - 5 Links - 10 Hours✓ Weekly Reporting - 2 Hours	Other Tasks <ul style="list-style-type: none">✓ Link Building - 40 Links - 30 Hours✓ Competitor Links - 5 Links - 10 Hours✓ Weekly Reporting - 2 Hours

Expectation:

1. At least 30% of keywords will be in top 10
2. At least 3 keywords in top 3

Expectation:

1. At least 40% Keywords in Top 10
2. At least 5 keywords in top 3

Expectation:

1. At least 50% Keywords in Top 10
2. At least 10 keywords in top 3

Expectation:

1. At least 60% Keywords in Top 10
2. At least 15 keywords in top 3

SEO Pricing

Monthly Package	Monthly Cost	Keywords	Guest Post	Gap Analysis	CRO
Starter	\$ 500	18-25	-	Quarterly	✓
	\$ 600	25-30	-	Quarterly	✓
Visibility	\$ 1,000	40-50	5	Bi-monthly	✓
	\$ 1,600	60-80	8	Bi-monthly	✓
	\$ 2,000	80-100	10	Bi-monthly	✓
Performance	\$ 2,400	100-120	12	Monthly	✓
	\$ 3,000	120-140	15	Monthly	✓
	\$ 4,000	150-160	20	Monthly	✓
Booster	\$ 5,000	200	25	Monthly	✓
	\$ 6,000	200+	30+2 Edu Links	Monthly	✓
	\$ 7,000	300+	35+3 Edu Links	Monthly	✓
Enterprise	\$ 8,000	400-500	50+5 Edu Links	Monthly	✓
	\$ 10,000	600-700	60+5 Edu Links	Monthly	✓
	\$ 12,000	800-1000	70+5 Edu Links	Monthly	✓

Compare Features

See exactly what you get when you subscribe to any of our affordable SEO packages.

Features	Starter	Visibility	Perfomance	Booster	Enterprise
Initial Analysis					
In-depth website Analysis	✓	✓	✓	✓	✓
Initial Website Audit Report	✓	✓	✓	✓	✓
Initial Backlinks Analysis	✓	✓	✓	✓	✓
Competitor's Analysis	✗	✓	✓	✓	✓
Relevant Keyword Research	✓	✓	✓	✓	✓
Duplicate Content Check	✗	✓	✓	✓	✓
On Page Optimization					
Meta Tags Optimization	✓	✓	✓	✓	✓
Site Structure Optimization	✓	✓	✓	✓	✓
Improve URLs Structure	✓	✓	✓	✓	✓
Content Optimization	✗	✓	✓	✓	✓
Anchor Text Optimization	✗	✗	✓	✓	✓

Features	Starter	Visibility	Perfomance	Booster	Enterprise
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On Page Optimization

Images Optimization	✗	✓	✓	✓	✓
Heading Tags Optimization	✗	✓	✓	✓	✓
Effective Use of Robots.txt	✗	✓	✓	✓	✓
HTML Code Optimization	✗	✓	✓	✓	✓
Functionality Issue Resolve	✗	✓	✓	✓	✓
Sitemap Creation	✓	✓	✓	✓	✓

SEO Content Marketing And Link Acquisition

General Link Building	✓	✓	✓	✓	✓
General Blog Posts	✓	✓	✓	✓	✓
Guests Posts	✗	✓	✓	✓	✓
Broken Link Building	✗	✓	✓	✓	✓
Sky Scraper Technique	✗	✗	✓	✓	✓
Competition Backlinks	✗	✓	✓	✓	✓
Scholarships Links (.edu domains)	✗	✗	✗	✓	✓
Press Releases	✗	✗	✗	✓	✓

Features	Starter	Visibility	Perfomance	Booster	Enterprise
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Conversion Rate Optimization

Call to Action Optimization	✓	✓	✓	✓	✓
Goals SEtup in Google Analytics	✓	✓	✓	✓	✓
Event Tracking	✗	✓	✓	✓	✓
Thank You Page Tracking	✓	✓	✓	✓	✓
Hotjar Implementation	✗	✓	✓	✓	✓
UTM Tracking	✗	✗	✓	✓	✓
CallRail Implementation	✗	✗	✓	✓	✓

Local SEO (Search Engine Optimization)

GMB Optimization	✓	✓	✓	✓	✓
Local Schema Implementation	✓	✓	✓	✓	✓
Citation Building	✓	✓	✓	✓	✓
Google Map Optimization	✗	✓	✓	✓	✓
Knowledge Graph Optimization	✗	✓	✓	✓	✓
Multi Location Optimization	✗	✓	✓	✓	✓
Reviews Management	✗	✗	✗	✓	✓

Keyword Research

Analyze the factors

Strategy

Conversion Potential

Budget

Keyword Data

Legal Issues

Competition Level

Traffic Potential

Site Content

Generate a final keyword list

Website Current Health Analysis (Example)

We analyze your website for any current onsite and offsite issues which may prevent us from getting you good results.



SEO Score

65 Out Of 100



Loading Time Decreased

By 0.2s



Uptime Percent

100%

There's more to on-page SEO than cramming keywords into your page's HTML. To rank your content in 2023, you also need to optimize your content for:

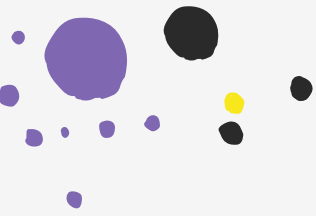
User experience

Bounce Rate and Dwell Time

Search Intent

Page loading speed

Click-through-rate



Website Optimization

We take care of every major on-site issue of your website and optimize for the best results possible.



Health check

- ✓ Perform a site search
- ✓ Perform brand searches
- ✓ Review the total pages indexed
- ✓ Duplicate content review

Usability review

- ✓ Site load time
- ✓ Home page Layout
- ✓ Quality of internal landing pages
- ✓ Quality/frequency of CTA

Content review

- ✓ Quality
- ✓ Length
- ✓ Human or goal-focused
- ✓ Ease of reading

Server redirect/response codes

- ✓ 301
- ✓ 404
- ✓ 520
- ✓ 410
- ✓ 604
- ✓ 503
- ✓ 307
- ✓ 302
- ✓ 500

Page structure 1

- ✓ Search-friendly URLs
- ✓ Complete and relevant title tags
- ✓ Unique, relevant meta descriptions
- ✓ Number of outbound on the page

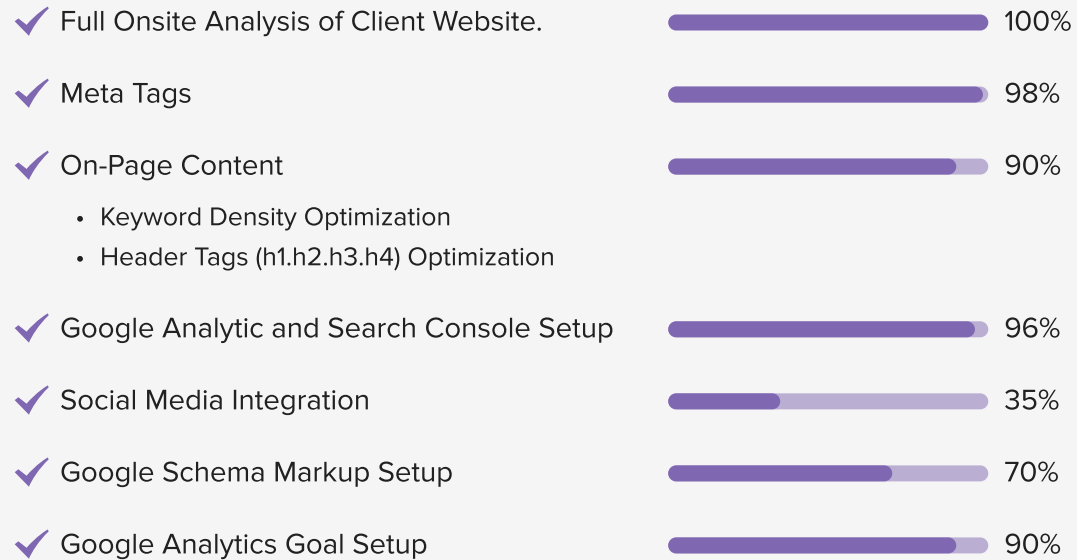
Pages structure 2

- ✓ Review Of Internal Link Structure
- ✓ Image names
- ✓ Image sizes
- ✓ Semantic HTML review

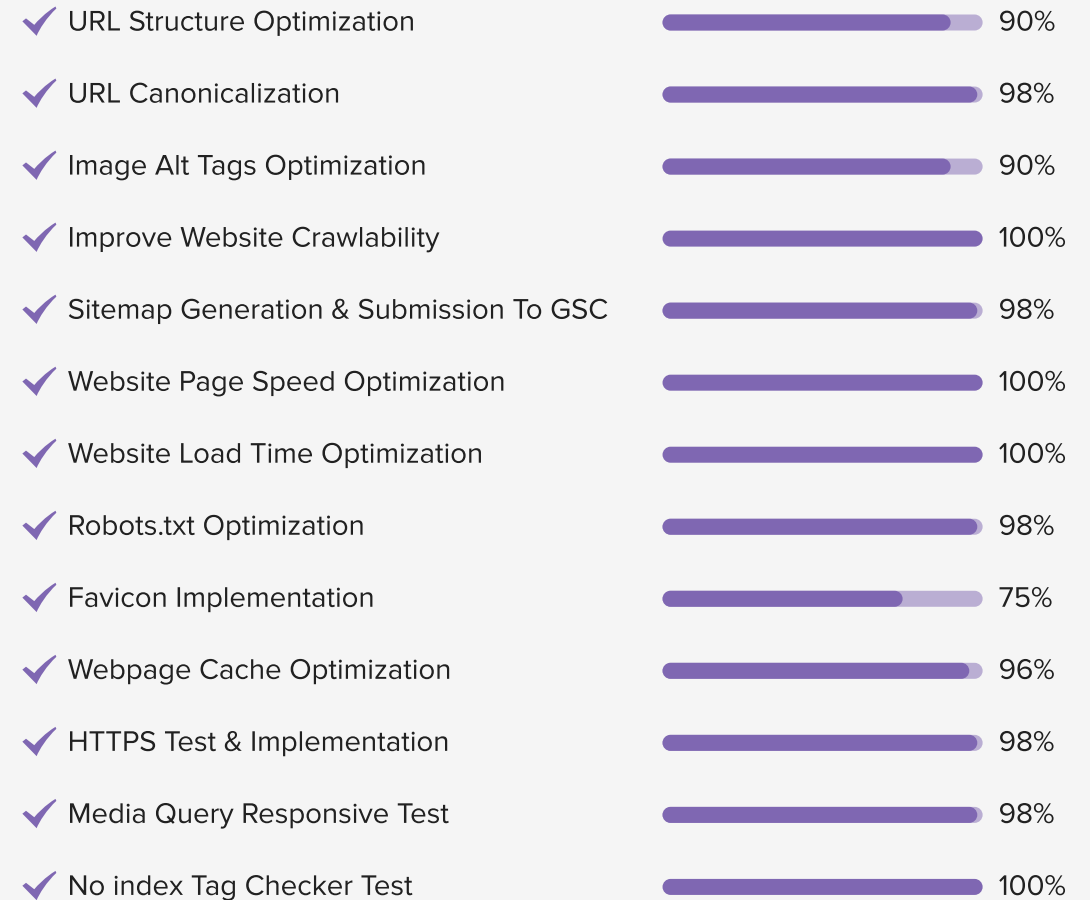
Website Optimization

Additional activities taken care of by our SEO and development team

To do Activities - SEO Team

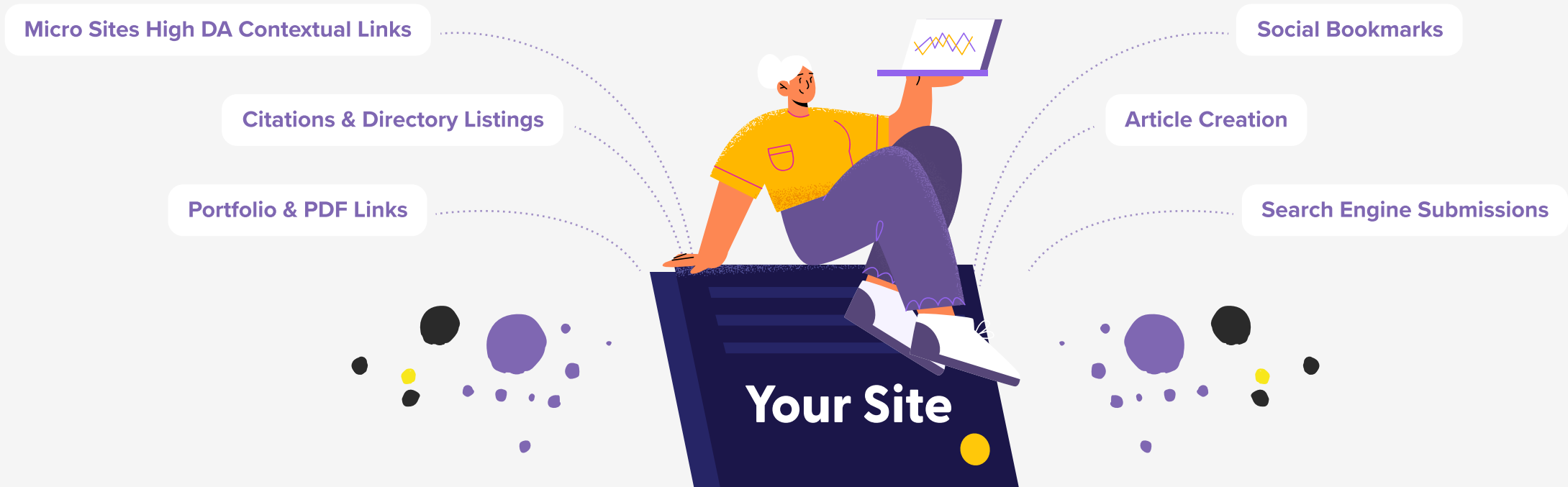


To Do Activities (Development Team)



Offsite Link Building

Link building helps increase your website authority, relevancy and popularity.



One of the hardest parts of SEO is building links. In our process, we follow tier link building in which we target backlinks from high DA (Domain Authority) websites. We have our own set of 1.000 plus websites which are from DA20+ websites and getting relevant backlinks from the high authority websites is the key for good SEO.

Conversion Rate Optimization

When you think about conversion rate optimization, it's tempting to fiddle around with buttons and forms and other low-in-the-funnel design elements that might make or break the sale. But remember that part of optimizing conversions is getting the right visitors to your site in the first place by having proper landing page and using the best techniques.

Website conversion rate optimization

Anatomy of web design that is proven to convert?

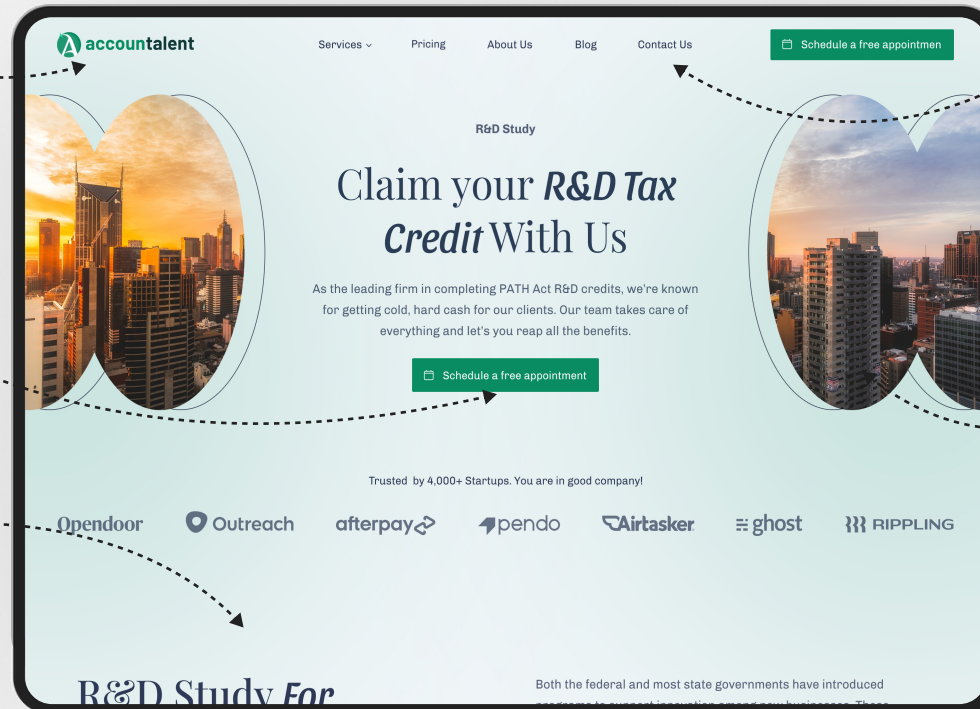
Strong Logo

Clean Navigation

Call to action

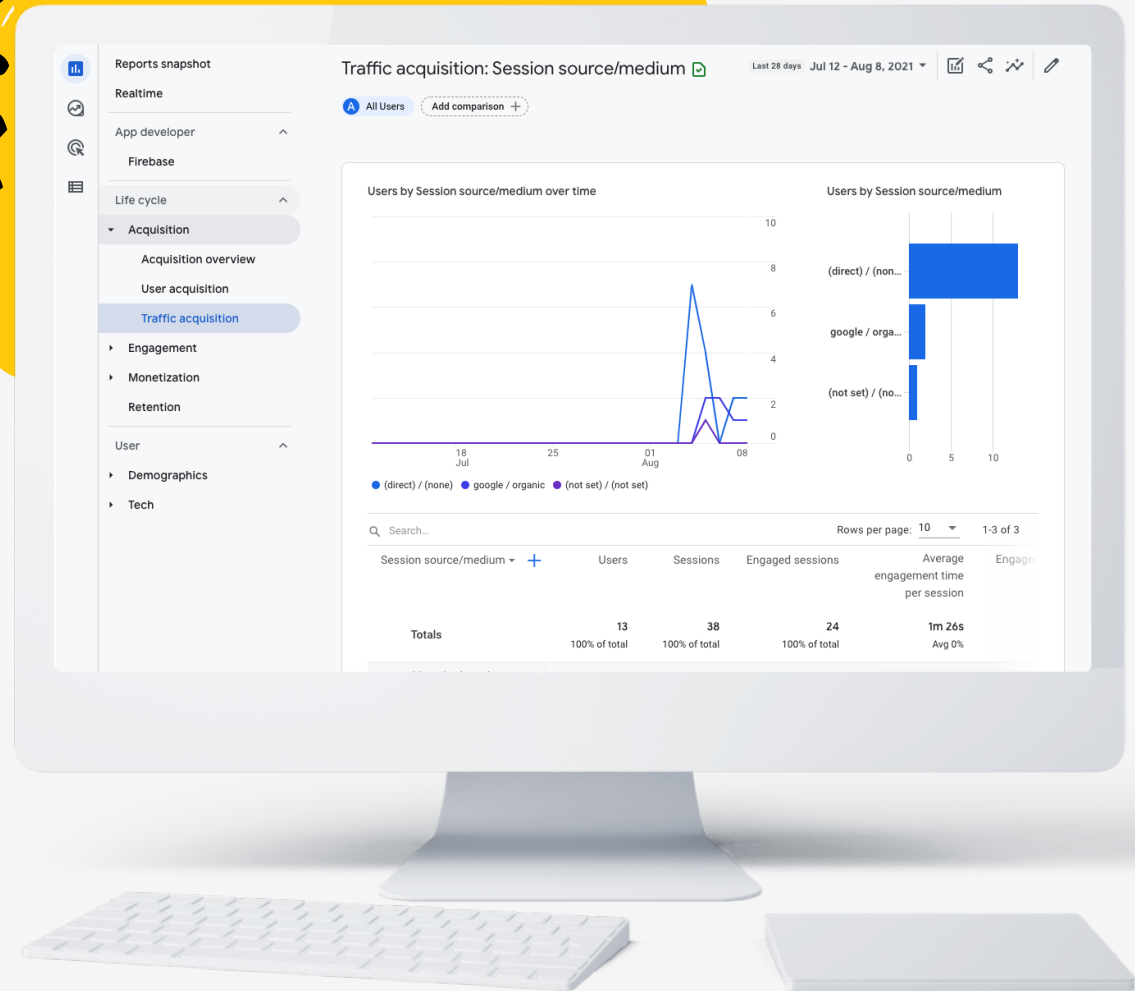
Images

Good Copy



Setting and Tracking Goals

By setting up your own goals, you can track the progress of any work you are doing or of any products or pages that may be your main success drivers. These goals are effectively business targets that you can set to ensure your website is moving in the right direction. What could be improved?





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