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Search Engine Optimization Plan

Objectives

During the course of the plan, the following objectives are to be observed.

- To do an on page analysis and add appropriate tags and keywords to the website within the first week – on page.
- To gain ranking in all major search engines within the first 10 search results by the end of 6 months.
- To increase the brand or product awareness via search engines.
- To improve the brand or product reputation.
- To improve public relations.
- To increase both the quantity and quality of organic traffic.
- To gain a strong off page by the end of the plan.
 - Back links from authority websites and media from the niche.
 - External blogs.
 - Social media search results by optimizing the social media content and networks.
 - Links from forums of the niche.
 - Article directory links.
 - Web directory links.
- To achieve at least 60-70% organic traffic of the 'total incoming traffic' by the end of 6 months.
- Gaining user trust and brand awareness via umbrella activities.

Initial Keyword Selection

Keywords will be revised on monthly basis; we will also sort the list for high performing keywords.

On Page Analysis

We will do an on page analysis and suggest appropriate changes which refer to:

- Keyword density
- Proper tags such as ALT, H1, bold etc.
- URL structure
- Site maps
- Usability and accessibility
- Content
- Meta Tags [Title, keywords, description, etc]

Competitor Analysis

We will identify our competitors and any sites that are listed above ours. We will do this by searching for the top 5 most important keywords.

Activity	Objective
Identify Targets	<ul style="list-style-type: none"> ▪ Ask the client for the top 10-20 offline clients. ▪ Perform search for top 5 most important keywords and add any repetitive listings to competitor list. ▪ Add any sites that are listed above the clients.
Search	<ul style="list-style-type: none"> ▪ Keyword analysis: Check Meta tags and title tags. ▪ Content analysis: Check headlines, titles, anchors and type of content. ▪ Technical analysis: What is their call to action, html code analysis, navigation and how well is their site being indexed in SERPs.
Anchor	<ul style="list-style-type: none"> ▪ Determine what a competitors external site optimization strategy is and to capitalize on it. ▪ Back link profile. ▪ Types of links. ▪ Link acquisition.
Surveillance	<ul style="list-style-type: none"> ▪ After initial competitor review, revisit every quarter. ▪ Determine how their strategy is evolving. ▪ How does their site compare to our site? ▪ Revise current strategy if needed, explore other options and target new communities and keywords.

[Google Webmaster Tools](#)

We will set up Google webmaster tools at the very start. This includes:

- Setting up an XML sitemap.
- Submitting sitemap to Google webmaster tools.
- Managing the site verification.
- Creating robots.txt file.
- Setting up redirects and/or error pages.
- Setting the crawl rate.
- Setting the geographic target.
- Setting the preferred domain.

[Google Analytics](#)

We will create and verify the website for Google analytics. We will track campaigns, set up goals, visualize data via funnels and customized reporting. We will also use plugins such as URL builder to track social media traffic.

Training on the usage will be provided.

[RSS Setup](#)

We will set up RSS* feeds so that users can easily stay informed by retrieving the latest content from the official website or blog.

**RSS [Really Simple Syndication] is a lightweight XML format designed for sharing headlines and other Web content.*

[Search Engine Submissions](#)

We are going to start off by submitting the website manually to the major search engines like Google, Bing and Yahoo. Search engine submission services will be used to auto submit to various search engines.

Search engine	Submission type	Duration
Google	Manual	Within first week
Bing	Manual	Within first week
Yahoo	Manual	Within first week
Other search engines [20+]	Auto	Within first week

[Web Directory Submissions](#)

We will submit the website to various web directories with a high page rank. All submissions will be submitted to the respective categories with the major keywords. Some web directories take at least 3 months to approve the submission.

Blogging

We will create an official blog, if it does not already exist on the website. A Wordpress based blog is suggested for implementation. We will also create external blogs that will not only link to our official website, but also have our social plugins.

RSS Directory Submissions

We will submit the RSS feeds to the high page rank RSS directories. This is similar to the web directory submissions instead an RSS link is submitted.

Article Submission

We will submit articles to various article directories with a high page rank. All submissions will be submitted to the respective categories with the major keywords. The categories selected will depend on the type of content.

Press Releases

We will write short press releases to promote important and specific information as required. The quantity is not necessary as they depend on the company as to whether they should release an update or not.

Press releases will be syndicate to Facebook, Twitter and other social bookmarks.

Umbrella Activities

We will also be participating in umbrella activities that will help promote the website and increase awareness and trust. These include:

- Asking and answering questions on Yahoo Answers.
- Writing and encouraging reviews on Yelp*.
- Photo sharing and networking on Flickr.
- Creating PDFs, presentations and documents to share online.
- Participating in wiki and answers type websites.
- Offering reciprocal links.
- Creating advertisements to be targeted on niche related websites and magazines.
- Running free classifieds.
- Developing conversations with potential clients for advertisements or banner exchange.

**Yelp is platform where real people write real reviews about services and stuff.*

Social Media Plan

Business objectives

- To gain 25-30% of social media referral traffic by the end of 6 months.
- To achieve user trust and reputation via social media.
- To build business relationships with advertising companies.
- To build business relationships with talk shows of the niche.

Identifying the audience

Platform design and development

To achieve results within in the specified time period, we will design strong platforms which are socially interconnected.

The platforms that are going to be designed and developed are:

Platform	Design and Development
Facebook	<ol style="list-style-type: none">1. Fan page – a mini site*2. Fan gate*3. Social apps and plugins4. Feeds5. Social networks integration6. Quizzes7. Questions8. Polls9. Surveys10. Events11. Landing page [email, form]*12. Videos
YouTube	<ol style="list-style-type: none">1. Background2. Website theme interface

Twitter

1. Background
2. Website theme interface

**A mini site is just like your website, it has tabs where necessary information goes that corresponds to the website.*

**A fan gate is a reveal page that provides separate content for fans and non fans. It is a great way to attract fans.*

**Landing page is the page which is shown by default to users who view your page, it can be a subscription page or a registration form; however, it can be used for other purposes too.*

Engaging and Branding

Each of the social networks will be approached in a professional way, which will result network maturity and the accomplishment of business objectives by the end of the plan.

Facebook

The following activities will be carried out during the course of the plan. At the end of the 6 month course, the fan page will be mature with user base and user involvement.

Activity	Quantity	Duration
Quotes	2	Daily
Facts	2	Daily
Content sharing	3	Daily
Commenting and replying fans	As required	Daily
Asking questions	1-2	Daily
Participating in other fan pages as admin	3-4	Daily
Participating in other fan pages as user	3-4	Daily
Uploading pictures	3	Daily
Uploading videos	1-2	Weekly

Tagging fans in pictures/albums/videos	As required	Weekly
Re sharing good posts with added commentary	1	Weekly
Taking polls	1	Weekly
Taking surveys	1	In 2 weeks
Advertisement campaign	As per budget	Monthly

Month	Expected targeted fans [total]	Expected Traffic
1	100	1%
2	200	1.2%
3	400	2%
4	600	2.5%
5	800	5%
6	1200-2000	10%

The above values are an estimate target for a 6 month campaign and may vary during the course of the plan.

Twitter

The following activities will be carried out during the course of the plan. At the end of the 6 month course, the profile will be mature with follower base and involvement.

Activity	Quantity	Duration
Quotes	2	Daily
Facts	2	Daily
Content sharing	3	Daily
Replying and mentioning followers	As required	Daily
Asking questions	1-2	Daily
Participating in other discussions	As required	Daily
Re tweeting good tweets with added commentary	1-2	Weekly
Following people	2-3	Daily
Greeting new followers	As required	Daily

Month	Expected targeted followers [total]	Expected Traffic
1	50	1%
2	150	1.2%
3	300	2%
4	650	2.5%
5	950	6%
6	1500-2000	10%

The above values are an estimate target for a 6 month campaign and may vary during the course of the plan.

YouTube

The following activities will be carried out during the course of the plan, results may vary.

Activity	Quantity	Duration
Introduction videos	3	First month
Promotion/marketing videos	1	Weekly
Best moments videos	1	Weekly
Bloopers videos	1	Monthly
Posting video responses	1	Daily
Posting comments	As required	Daily
Adding friends	1-2	Weekly
Subscribing to others	As required	Daily

Month	Expected targeted subscribers [total]	Expected Traffic
1	15	0.5%
2	30	0.8%
3	65	1.2%
4	115	1.9%
5	145	2.6%
6	200-300	5%

Social Bookmarks

Activity	Quantity	Duration
Accounts creation		
1. Digg		
2. StumbleUpon		
3. Reddit		
4. Delicious		
5. TweetMeMe	10 [1 each on network]	Once
6. Mixx		
7. Slashdot		
8. FriendFeed		
9. Newsvine		
10. Diigo		
Bookmarking official website	10 networks	Once
Bookmarking content	10 networks	Daily
Creating lists of keywords in social bookmarking networks	10 networks	Once or as required
Adding friends	1-2 each network	Weekly
Posting comments	As required	Daily

During the course of the plan, more social bookmarking will be added and accounts created. This will increase the amount of networks we bookmark to, hence increasing the page popularity.

Monitoring and controls

We will use the following tools to track and monitor the traffic from social media.

- Google Analytics
- TwentyFeet | uberVU | ViralHeat
- Facebook insights
- Google Alerts