



Proposal for Website Promotions
(SEO/SMO)

To,
Mr. Ajay
MDH ENTERPRISES

Date: Tuesday, 02 January 2018

Sub: Affordable SEO Packages.

We offer a wide range of internet marketing services including search engine optimization. We offer **SEO Packages** which offer varying levels of SEO activities for a definite term period. Customers are free to choose the most suitable and affordable **SEO Package** for their website.

SEO Packages	EARTH	VENUS	MARS	SUN
Monthly Charges & Minimum Packages Duration: 12 Months				
Review and Analysis	Rs.6,500 Per Month	Rs.8,500 Per Month	Rs.15,500 Per Month	Rs. 25,000 Per Month
Website Analysis	✓	✓	✓	✓
Competitive Analysis	✓	✓	✓	✓
Keyword Finalize	5	10	15	25
Keywords Targeted for Improvement	3	8	12	20
Initial Ranking Report	✓	✓	✓	✓
ON PAGE OPTIMIZATION				
Website Structure Optimization	✓	✓	✓	✓
Content Optimization	✓	✓	✓	✓
Image Optimization	✓	✓	✓	✓
HTML Code Optimization (W3C Compliance)	✓	✓	✓	✓
Meta Tag Creation & Optimization	✓	✓	✓	✓
HTML Sitemap Creation	✓	✓	✓	✓
Google XML Sitemap Creation & Regular Updation	✓	✓	✓	✓
Google Analytics Setup & Monitoring	✓	✓	✓	✓
Robots.txt Optimization	✓	✓	✓	✓

OFF PAGE				
Link Building (Manual)	✓	✓	✓	✓
Manual Search Engine Submission	✓	✓	✓	✓
Manual Directory Submission (Per Month)	50	75	100	150
Local/ Niche Directory Submission (One Time)	5	10	15	20
Social Media Marketing				
Social Bookmarking (Per Month)	5	15	25	35
Social Network Profiles	1	2	3	5
Article Creation(In Year)	2	6	12	24
Article Submission (Per Month)	15	30	45	60
Press Release Creation by Client	✗	✗	1	1
Press Release Distribution	✗	30	40	50
Blog Creation	✗	✗	1	2
Blog Posts (Per Month)	✗	✗	5	10
Forum Posting (Per Month)	✗	3	5	10
Classified Ads Creation (Per Month)	3	4	6	8
Classified Ads Posting (Per Month)	15	20	30	40
Video Promotion (Video provided by Client)	✓	✓	✓	✓
Report Status				
Monthly Keyword Ranking Report	✓	✓	✓	✓
Monthly Work Status Report (Detailed)	✓	✓	✓	✓
Traffic Status Report (Google Analytics)	✓	✓	✓	✓

Search Engine Optimization of a website involves multiple activities which have to be carried out in a planned and phased out manner. Each and every SEO activity has to be well coordinated and monitored on regular basis.

Search Engine Optimization Agreement:

- 1) **Galagali Multimedia agrees** to provide Client with Search Engine Marketing Services ("SEM") by listing the client's site in Galagali's most popular Trade Directories, Leading Internet Search Engines like Yahoo, Google, AOL and related portal sites as described in this agreement.
- 2) **Galagali Multimedia will** use its proprietary Search Engine Ranking Improvement system "**SuperRank**" to ensure that the client's website is ranked at top positions in the leading Internet search engines.
- 3) **Galagali Multimedia owns** popular directories that are ranked very high on search engines. It is observed that **Top Ranking in Galagali's Portal** results in higher ranking for client's website in leading search engines. However, it is NOT guaranteed that addition in our directories will product top ranking.
- 4) **Galagali Multimedia owns** popular directories that are ranked very high on search engines. It is observed that **Top Ranking in Galagali's Portal** results in higher ranking for client's website in leading search engines. However, it is NOT guaranteed that addition in our directories will product top ranking.
- 5) To maintain high ranking after initial period of 1 year, the client requires to renew the SEM service, if the client don't renew or make any delay in contract renewal process then **Galagali Multimedia cannot** be held responsible for the drop in client's website ranking in SE.
- 6) Client agrees to pay **Galagali Multimedia as per the agreed terms & conditions** in case, client gives additional pages and/or keywords to be promoted during the Promotion Contract Period, there will be an extra charge of Rs. 2,500 per additional page and Rs. 3,000 per additional keywords.
- 7) FTP access of Client's website where FTP access is not possible; client agrees to provide an email address of a technician who can upload requested changes on a timely basis. **Galagali Multimedia cannot** be held responsible for delays once the technician has been notified of the upload request. A copy of the request will be sent to client. Website for uploading optimized pages and making mutually agreed changes in order to achieve and maintain positioning in SE. FTP details will be secured with Galagali Multimedia.
- 8) If client's site is light in textual content, client will provide additional relevant text content in electronic format for the purpose of creating additional web pages or will add more keyword rich content in existing pages.
- 9) If client make any changes to website that we have optimized, the client understands that these changes may have an adverse effect on their search engine ranking. In this case **Galagali Multimedia cannot** be held responsible for drop in the ranking.
- 10) By signing up our SEM service, client agrees to follow our guidelines and accept or make changes accordingly to his web site to achieve higher ranking in search engines. The client understands that the promotion work will be delayed if there is delay in implementing the suggestions request given to the client.
- 11) **Galagali Multimedia guarantees** best effort on client's behalf. The Search Engines and Directories are constantly changing their algorithms--the rules they use to decide which pages and websites are most relevant for people who use them. The precise make-up of these algorithms is closely guarded by the Search Engines. We use our experience to present your site in the best light, no matter how these rules may change. As and when the search engines change their algorithm, the change can affect your current ranking, we will analyze new changed algorithm and make sure your site will be compatible with it and get top ranking again. It generally takes 8-10 weeks to get the initial ranking of your website on search engines.
- 12) **TAKEN FROM GOOGLE'S WEBSITE:**

"No one can guarantee a #1 ranking on Google.

Beware of SEOs that claim to guarantee rankings, allege a "special relationship" with Google, or advertise a "priority submit" to Google. There is no priority submit for Google. In fact, the only way to submit a site to Google directly is through our Add URL page or through....."

1. Any deviation from Google's standard policy may result in your site getting permanently getting black-listed by search engine. GALAGALI MULTIMEDIA adheres to following guidelines:

<http://www.google.com/support/webmasters/bin/answer.py?answer=35772>
<http://www.google.com/support/webmasters/bin/answer.py?answer=35770>

13) GALAGALI MULTIMEDIA assures client best efforts to get the client's site at top. Based on UNIVERSAL ADVERTISING's experience since 1995 & work with hundreds of clients, it is likely that the site will get listed at top and will remain at top. However, GALAGALI MULTIMEDIA does not and cannot directly or indirectly guarantee or promise any financial gain, specific traffic or precise ranking of your site on search engine. Also, GALAGALI MULTIMEDIA does not and cannot make any direct, indirect or implied promise/ guarantee that the website will rank at top or will rank at top within certain time-frame and the ranking will be maintained. The payment made to GALAGALI MULTIMEDIA for Google Adwords charges, natural Search Engine Optimization is non-refundable and non-transferable.

14) GALAGALI MULTIMEDIA DOES NOT GUARANTEE or PROMISE top listing in any search engine or directory. The amount paid for Search Engine marketing service is non-refundable and non-transferable.

15) Every monthly we will send you top 3 search engines ranking report. This report will be send from following list of major search engines.

16. If the client violates any terms of the contract, this contract will stand cancelled, null & void. The decision of **Galagali Multimedia**. will be final & binding in this case.

17. Your receiving & signing this contract means you have fully read & understood the terms of the contract.

18. This contract is subject Thane Jurisdiction only.

Payment Terms:

- 1] 50% along with the confirmation
 - 2] 50% after three Months
 - 3] 18% GST Extra.
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Hope to work in the near future with your organisation.

With Regards

For Galagali Multimedia .

Praveen G

(Authorised Signatory)