

# Technical and Financial Proposal

SEO Proposal

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## ZAMAN IT AT A GLANCE

|                          |  |
|--------------------------|--|
| Name of Company          | Zaman IT   |
| Year Established         | 21-11-2008   |
| Business Function        | Website design and software development company  |
| Corporate Office Address | House # 63, Road # 13, Sector # 10, Uttara, Dhaka-1230, Bangladesh   |
| Members of               | Bangladesh Association of Software & Information Services (BASIS)  |
| Total Employees          | 75   |
| Website Address          | <a href="http://www.zaman-it.com">www.zaman-it.com</a>   |
| Company Email            | Information Desk: info@zaman-it.com<br>Sales Desk: sales@zaman-it.com<br>Support Desk: support@zaman-it.com  |
| Company Hotline          | Phone: +8809612776677, +8809612776678<br><br>Information: (+88) 01973 009007<br>Sales: (+88) 01759 869373<br>Support: (+88) 01775289058                    |
| Areas of Expertise       | Website development, Software development, Email marketing, SMS marketing  |
| Market Coverage          | Bangladesh, USA, UK, Canada, Australia, Saudi Arabia, Dubai, India   |
| Bank Information         | Name of Bank : BRAC BANK<br>Address of Bank : ROKEYA SHARONI BRANCH<br>Account No : 1548202099997001<br>Account Name : Zaman IT<br>SWIFT Number : BRAKBDDH |

## Search Engine Optimization

Without the services of the search engines our websites may be seen by just a handful of people. Every popular search engine has its own terms on how they rank a particular website or a page within the site. Webmasters and web service providers keep constant track of the ever changing algorithms so that they can help the websites they are servicing to perform at optimal levels. Though Google is the most popular search engine around the globe, we cannot afford to ignore the others because, as website owners, we have no knowledge about specific customer/demographic preferences.

Search Engine Optimization is an integral part of our web promotion services. A host of methods and tools are employed in ensuring that almost every popular search engine across the digital world finds your website and lists it on the first page. This is an essential measure to ensure that your website receives continuous targeted traffic. Search Engine Marketing employs many of the tools employed in search engine optimization though the expertise needed for this job is different from search engine optimization itself.

After your website design and functionalities are discussed, website promotion will generally start as soon as the site is hosted and submitted to the search engines. Traffic building strategies like link building, directory submission, bookmarking, blog posting and on-site SEO measures will also be launched concurrently to ensure that traffic to your websites starts at a quick pace and grows consistently. Even websites that are long established and drawing millions of visitors everyday need to be consistently nurtured to help them retain their coveted position. Identifying appropriate keywords and using those keywords diligently can be done only by experienced professionals.

We understand that every business is unique and so are SEO needs. Yet the bottom-line is the relation between investment and sales. We are driven by developing the unique and customized SEO strategies to provide sustainable results. Our ethical and organic SEO approach helps your business achieve success and the best ROI.

## SEO Package & Price

| SEO PACKAGES                                | STARTUP | GROWTH  | PREMIUM | ENTERPRISE | VOLUME   | BLAST                         |
|---|---------|---------|---------|------------|----------|-------------------------------|
| KEYWORDS PLAN                               | 10      | 20      | 40      | 80         | 120      | DEDICATED                     |
| PRICE PER MONTH                             | USD 225 | USD 350 | USD 550 | USD 750    | USD 1250 | USD 1950                      |
| KEYWORDS TOP 10<br>GUARANTEE*               | 5       | 10      | 20      | 40         | 60       | 50% OF<br>OVERALL<br>KEYWORDS |
| Initial Review & Analysis                   |         |         |         |            |          |                               |
| In-Depth Site Analysis                      | ✓       | ✓       | ✓       | ✓          | ✓        | ✓                             |
| Duplicate Content Check                     | ✓       | ✓       | ✓       | ✓          | ✓        | ✓                             |
| Competition Analysis                        | ✓       | ✓       | ✓       | ✓          | ✓        | ✓                             |
| Keyword Analysis                            | ✓       | ✓       | ✓       | ✓          | ✓        | ✓                             |
| Baseline Ranking Check                      | ✓       | ✓       | ✓       | ✓          | ✓        | ✓                             |
| Keyword URL Mapping                         | ✓       | ✓       | ✓       | ✓          | ✓        | ✓                             |
| Broken Links Check                          | ✓       | ✓       | ✓       | ✓          | ✓        | ✓                             |
| Google Penalty Check                        | ✓       | ✓       | ✓       | ✓          | ✓        | ✓                             |
| Initial Rank Report                         | ✓       | ✓       | ✓       | ✓          | ✓        | ✓                             |
| On Page Optimization                        |         |         |         |            |          |                               |
| Canonicalization                            | ✓       | ✓       | ✓       | ✓          | ✓        | ✓                             |
| Header Tags<br>Optimization                 | ✓       | ✓       | ✓       | ✓          | ✓        | ✓                             |
| Internal Link Structuring<br>& Optimization | ✓       | ✓       | ✓       | ✓          | ✓        | ✓                             |
| Existing Content<br>Optimization            | ✓       | ✓       | ✓       | ✓          | ✓        | ✓                             |

|   |                  |                  |                  |               |                   |                   |
|---|------------------|------------------|------------------|---------------|-------------------|-------------------|
| <b>Robots.Txt<br/>Creation/Analysis</b>                           | ✓                | ✓                | ✓                | ✓             | ✓                 | ✓                 |
| <b>Xml Sitemap/Analysis</b>                                       | ✓                | ✓                | ✓                | ✓             | ✓                 | ✓                 |
| <b>Google Webmaster<br/>Tools Set Up (if not set<br/>up)</b>      | ✓                | ✓                | ✓                | ✓             | ✓                 | ✓                 |
| <b>Google Analytics Set Up<br/>(if not setup)</b>                 | ✓                | ✓                | ✓                | ✓             | ✓                 | ✓                 |
| <b>Page Speed<br/>Optimization Analysis</b>                       | ✓                | ✓                | ✓                | ✓             | ✓                 | ✓                 |
| <b>Fresh Web Content<br/>Suggestions</b>                          | ✓                | ✓                | ✓                | ✓             | ✓                 | ✓                 |
| <b>Google Analytics setup<br/>with conversion tracking</b>        | ✓                | ✓                | ✓                | ✓             | ✓                 | ✓                 |
| <b>Title &amp; Meta Tags<br/>Optimization</b>                     | Upto 10<br>Pages | Upto 20<br>Pages | Upto 40<br>Pages | Upto 60 Pages | Upto 100<br>Pages | Upto 150<br>Pages |
| <b>Image &amp; Hyperlink<br/>Optimization</b>                     | ✗                | ✓                | ✓                | ✓             | ✓                 | ✓                 |
| <b>Bing Webmaster Tools<br/>Set Up (if not set up)</b>            | ✗                | ✓                | ✓                | ✓             | ✓                 | ✓                 |
| <b>HTML Site Map Creation</b>                                     | ✗                | ✓                | ✓                | ✓             | ✓                 | ✓                 |
| <b>Website Page Load<br/>Optimization</b>                         | ✗                | ✗                | ✓                | ✓             | ✓                 | ✓                 |
| <b>Optimization of<br/>robots.txt &amp; Google Bot<br/>crawls</b> | ✗                | ✗                | ✓                | ✓             | ✓                 | ✓                 |

|   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|
| Pagination Tags on Site                                 | ✗ | ✗ | ✓ | ✓ | ✓ | ✓ |
| Proper URL structure analysis                           | ✗ | ✗ | ✓ | ✓ | ✓ | ✓ |
| Resolve Webmaster Crawl Errors                          | ✗ | ✗ | ✓ | ✓ | ✓ | ✓ |
| No Follow on External Links                             | ✗ | ✗ | ✗ | ✓ | ✓ | ✓ |
| Shopping cart funnel analysis and recommendations       | ✗ | ✗ | ✗ | ✓ | ✓ | ✓ |
| Footer Optimization                                     | ✗ | ✗ | ✗ | ✓ | ✓ | ✓ |
| Website usability analysis                              | ✗ | ✗ | ✗ | ✗ | ✓ | ✓ |
| Html Code Cleanup & Optimization                        | ✗ | ✗ | ✗ | ✗ | ✓ | ✓ |
| Check Header Status, Meta Robots, Google Cache of Pages | ✗ | ✗ | ✗ | ✗ | ✓ | ✓ |
| Check Mobility Issues                                   | ✗ | ✗ | ✗ | ✗ | ✗ | ✓ |
| Check AMP Pages Issues                                  | ✗ | ✗ | ✗ | ✗ | ✗ | ✓ |
| URL Parameter Handling                                  | ✗ | ✗ | ✗ | ✗ | ✗ | ✓ |
| Custom 404 Page   | ✗ | ✗ | ✗ | ✗ | ✗ | ✓ |
| <b>Schema &amp; Structured Data Mark Up</b>             |   |   |   |   |   |   |
| Logo Optimization                                       | ✗ | ✗ | ✗ | ✓ | ✓ | ✓ |
| Schema on Contact                                       | ✗ | ✗ | ✗ | ✓ | ✓ | ✓ |

|  |   |                  |                  |               |    |    |
|--|---|------------------|------------------|---------------|----|----|
| <b>Address</b>   |   |                  |                  |               |    |    |
| <b>Schema on Breadcrumb</b>                            | ✗ | ✗                | ✗                | ✓             | ✓  | ✓  |
| <b>Schema on Ratings/<br/>Reviews (E Commerce)</b>     | ✗ | ✗                | ✗                | ✓             | ✓  | ✓  |
| <b>Schema on Blog</b>                                  | ✗ | ✗                | ✗                | ✓             | ✓  | ✓  |
| <b>Local Search Optimization</b>                       |   |                  |                  |               |    |    |
| <b>Google My Business<br/>Setup &amp; Verification</b> | ✓ | ✓                | ✓                | ✓             | ✓  | ✓  |
| <b>Local Business<br/>Directory/ Citations</b>         | 2 | 5                | 7                | 10            | 15 | 20 |
| <b>Customer<br/>Reviews/Ratings<br/>Submissions</b>    | ✗ | 1                | 2                | 5             | 10 | 15 |
| <b>Contact Address in<br/>Footer</b>                   | ✗ | ✗                | ✓                | ✓             | ✓  | ✓  |
| <b>Google+ Site Verification</b>                       | ✗ | ✗                | ✗                | ✓             | ✓  | ✓  |
| <b>Google Embedded Map</b>                             | ✗ | ✗                | ✗                | ✗             | ✓  | ✓  |
| <b>Content Marketing (per month)</b>                   |   |                  |                  |               |    |    |
| <b>Blog Writing</b>                                    | 1 | 1                | 2                | 3             | 4  | 5  |
| <b>Classified Writing</b>                              | 1 | 2                | 4                | 5             | 6  | 8  |
| <b>Article Writing</b>                                 | 1 | 2                | 3                | 4             | 5  | 6  |
| <b>PDF Creation</b>                                    | ✗ | 1                | 1                | 1             | 2  | 3  |
| <b>Press Release Writing</b>                           | ✗ | 1 in 6<br>Months | 2 in 6<br>Months | 3 in 6 Months | 1  | 1  |
| <b>Infographic Creation</b>                            | ✗ | ✗                | 1 in 6<br>Months | 2 in 6 Months | 1  | 2  |

|                              |    |                       |                       |                       |               |               |
|------------------------------|----|-----------------------|-----------------------|-----------------------|---------------|---------------|
| PPT Creation                 | ✗  | ✗                     | 1                     | 1                     | 1             | 2             |
| Guest Blog Posting           | ✗  | ✗                     | 1                     | 1                     | 2             | 4             |
| Video Creation               | ✗  | ✗                     | 1                     | 2                     | 3             | 5             |
| Premium PR Distribution      | ✗  | ✗                     | ✗                     | ✗                     | 1 in 6 Months | 2 in 6 Months |
| <b>Off Page Optimization</b> |    |                       |                       |                       |               |               |
| Blog Submission              | 1  | 1                     | 2                     | 3                     | 4             | 5             |
| Article Submission           | 1  | 2                     | 3                     | 4                     | 5             | 6             |
| Blog Promotion               | 5  | 5                     | 12                    | 15                    | 20            | 25            |
| Company Profile Listing      | 5  | 7                     | 10                    | 15                    | 20            | 25            |
| Classified Submissions       | 5  | 10                    | 20                    | 25                    | 30            | 40            |
| Article Promotion            | 5  | 10                    | 15                    | 20                    | 25            | 30            |
| Social Bookmarking           | 10 | 15                    | 20                    | 25                    | 30            | 40            |
| PDF/Doc Submission           | ✗  | 5                     | 5                     | 10                    | 10            | 15            |
| Video Promotion              | ✗  | 5                     | 5                     | 10                    | 20            | 25            |
| Image Submissions*           | ✗  | ✓                     | ✓                     | ✓                     | ✓             | ✓             |
| Press Release Promotion      | ✗  | 5 in respective Month | 5 in respective Month | 5 in respective Month | 5             | 5             |
| Press Release Submission     | ✗  | 5 in respective Month | 5 in respective Month | 5 in respective Month | 5             | 5             |
| Infographic Promotion        | ✗  | ✗                     | 5 in respective Month | 5 in respective Month | 5             | 10            |
| Infographic Distribution     | ✗  | ✗                     | 5 in                  | 5 in respective       | 5             | 10            |



|  |   |   | respective<br>Month | Month |    |    |
|--|---|---|---------------------|-------|----|----|
| PPT Promotion  | ✗ | ✗ | 5                   | 5     | 5  | 10 |
| PPT Submission   | ✗ | ✗ | 5                   | 5     | 5  | 10 |
| Blog Commenting  | ✗ | ✗ | 5                   | 7     | 10 | 15 |
| Video Submission   | ✗ | ✗ | 5                   | 10    | 15 | 25 |
| Product Submissions*   | ✗ | ✗ | ✓                   | ✓     | ✓  | ✓  |
| Coupon Distribution  | ✗ | ✗ | ✗                   | ✓     | ✓  | ✓  |
| Q & A Submissions*   | ✗ | ✗ | ✗                   | ✓     | ✓  | ✓  |
| Forum Posting  | ✗ | ✗ | ✗                   | ✗     | ✓  | ✓  |
| <b>Social Media Sharing (per month)</b>                                  |   |   |                     |       |    |    |
| Micro Blogging   | ✓ | ✓ | ✓                   | ✓     | ✓  | ✓  |
| Google Plus Business<br>Page Setup (One Time<br>Activity if not existed) | ✓ | ✓ | ✓                   | ✓     | ✓  | ✓  |
| Facebook & Twitter<br>Account Setup (One<br>Time Activity)               | ✗ | ✓ | ✓                   | ✓     | ✓  | ✓  |
| Custom Twitter<br>Background (One Time<br>Activity)                      | ✗ | ✗ | ✓                   | ✓     | ✓  | ✓  |
| Facebook Timeline<br>Desing (One Time<br>Activity)                       | ✗ | ✗ | ✓                   | ✓     | ✓  | ✓  |
| Twitter Updates  | ✗ | ✗ | ✓                   | ✓     | ✓  | ✓  |
| Facebook Wall Updates  | ✗ | ✗ | ✗                   | ✓     | ✓  | ✓  |

|  |    |    |     |     |     |     |
|--|----|----|-----|-----|-----|-----|
| Pinterest Account Creation                       | ✗  | ✗  | ✗   | ✗   | ✓   | ✓   |
| Follow Pinboards                                 | ✗  | ✗  | ✗   | ✗   | ✗   | ✓   |
| Pin Images                                       | ✗  | ✗  | ✗   | ✗   | ✗   | ✓   |
| Custom Pinboards                                 | ✗  | ✗  | ✗   | ✗   | ✗   | ✓   |
| Pinterest Optimization                           | ✗  | ✗  | ✗   | ✗   | ✗   | ✓   |
| <b>Monthly Reporting</b>                         |    |    |     |     |     |     |
| Search Engine Rank Report                        | ✓  | ✓  | ✓   | ✓   | ✓   | ✓   |
| SEO Activity Reports                             | ✓  | ✓  | ✓   | ✓   | ✓   | ✓   |
| Google Analytics Report                          | ✓  | ✓  | ✓   | ✓   | ✓   | ✓   |
| Total Backlinks Per Month                        | 35 | 70 | 140 | 200 | 250 | 350 |
| <b>Support Email, Ticket &amp; Phone Support</b> |    |    |     |     |     |     |
| Customer Support                                 | ✓  | ✓  | ✓   | ✓   | ✓   | ✓   |
| Email, Chat, Phone                               | ✓  | ✓  | ✓   | ✓   | ✓   | ✓   |

### Payment Procedure:

- 100% advance payment in every month
- Client must provide all keyword with work order.
- Payment will goes to "Zaman IT" account pay check.

### Bank Information:

- Name of Bank : BRAC BANK
- Address of Bank : ROKEYA SHARONI BRANCH
- Account No : 1548202099997001
- Account Name : Zaman IT
- SWIFT Number : BRAKBDDH