



E-DIGITALS
(A DIVISION OF EXIMDEALS.COM)



E-DIGITAL INTRODUCTION:

E-Digitals is committed to meeting the search engine optimization & positioning needs of your web site and proposes a campaign plan. Our goal will be to meet your Search Engine Optimization outsourcing needs thoroughly and professionally.

Included within this proposal is a detailed Scope of Work outlining specific proposed activities and fees for your review. The Scope of Work will include site optimization and allied web promotion & development activities, SEO-friendly content writing, and submission and tracking to over all major and support Search Engines and Directories.

On project completion your web site will be more accessible on the Internet in terms of **Top rankings** for specific keywords across the major search engines.

E-Digitals(A unit of Eximdeals.com) agency with offices spread across Delhi, Noida, UAE and UK,

E-Digitals helps you stay on top of the competition. Our solutions are simple, transparent and are built around your specific requirements. We don't give complicated or vague estimates and we don't promise results that we can't deliver. We are known as experts who love to keep it straight.



Why choose E-Digitals?

1. We are an ethical company, and do not promise you miraculous results just to bag your business. We will definitely give you top results – but with a realistic timeline
2. We are a Certified SEO Company - many of our **SEO Experts** are **Google Analytics** and **Google AdWords** Certified Individuals.
3. Highly-trained team: We have a team of people who are fully trained and are all time updated with all the new updated related to SEO.
4. Cost-effective packages: We make your budget work for you. Moreover, being located in Delhi -NCR, we can offer you top class SEO, SMO and SEM services at reasonable price points
5. Each media campaign is tailored to meet and exceed our clients' stated goals and expectations.
6. **E-Digitals** is a Division of Eximdeals.com, which is successfully running in 240 countries associate with more than 1million companies.
7. State-of-the-Art Infrastructure.



Search Engine Optimization (SEO):

Between 85% to 90% of all website traffic comes from the search engines and directories. Using those handy-dandy submission. Just because your site is listed in the search engines won't mean that your customers can find it. In fact, several search engines will actually *penalize* your site for using that method. Only manual “**search engine optimization and positioning**” efforts end up working. This is because these efforts are custom tailored to your site and are designed to give the engines what they want and need in order to find your site among your competitors and other sites related to your category.

Search engine optimization and positioning is challenging at best. It's not a simple matter of adding a few tags that contain your important keywords. It is an art and a science, because it is applying creative techniques to an in-depth study of the search engines and directories.





On Page | Off Page | Social Media Optimization

On Page Optimization:

We incorporate your selected keywords into existing internet pages with keyword saturation and density which is needed to achieve the top 10 rankings by modifying and optimizing the crucial areas in your site's source code. The accurate implementation of server levels adjustments will guarantee your site to be user friendly. Here's what will happen after applying all the above mentioned points:

- Utilizing key phrase factors like keyword density, relevancy and position.
- Page markup factors like <title> tags, <meta> tags, hyperlink tags and alt tags.
- Using H1/H2/H3 HTML Tags.
- Optimizing home page content





Off Page Optimization:

E-Digital is responsible to establish your positive "Online Reputation Management" which is also known as Off Page Optimization. Whether its creating your website's profile on **Facebook, LinkedIn, Twitter** and Google+ etc. or blogging your heart out to gain higher SERPs (search engine results pages), we are here to help you out. Some of the other Off Page Optimization techniques are:

- Blog/forum marketing
- Search Engine submissions
- Link Baitin
- Available on Local listings
- Article submissions





Social Media Optimization (SMO):

One of the toughest things within web marketing is recognizing the right type of link building. Obtaining massive number of relevant referral links has become the most important point of today's web marketing strategy. The ideal mixture of link building options will be selected to craft and customize a link building plan for a long run ROI success and high ranking results. Our tactical methods include:

- Article Submission
- Social Bookmarking
- Blog and Forum review posting
- Relevant partner links
- Being active on Social Media such as Facebook, Twitter, and LinkedIn etc.
- Directory Submission





Search Engine Marketing (SEM):

- **SEM** is paid search marketing which cater to exploit SEO results with appropriate PPC strategy implementation & optimum bid management within clients' budget constraints maximizing ROI. It's the most prompt & controlled way to get your website on higher position on search results.
- **E-Digitals** give assistance to setup and deal with PPC campaigns for your website and efficiently optimize them to grow your business. We have created well-organized methods for running campaigns from small business owners to large business houses in their region.
- Our PPC management leads to higher Quality Score & CTR that lowers CPC of keywords which would result in higher rate of conversions & ROI.





SEM Services:

- Creating Ad Campaign and Monitoring
- Keyword mapping
- Ad Extensions
- PPC optimization
- PPC Execution
- Search and Display Advertising



Thanks & Regards

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