

Digital Marketing Commercial Agreement For XYZ PVT. LTD.

PRESENTED BY



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Source	Description
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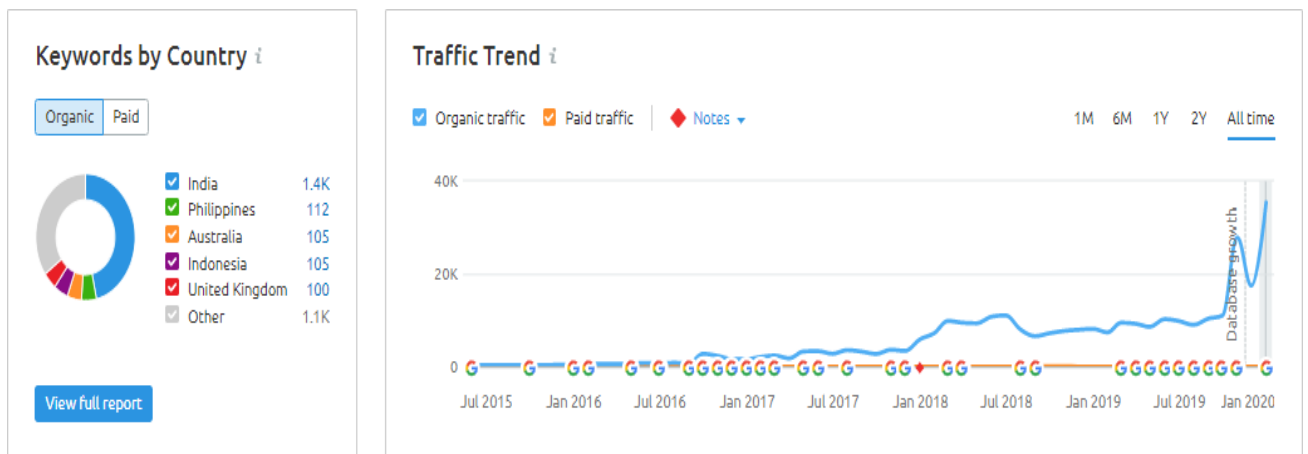
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1. Company Introduction

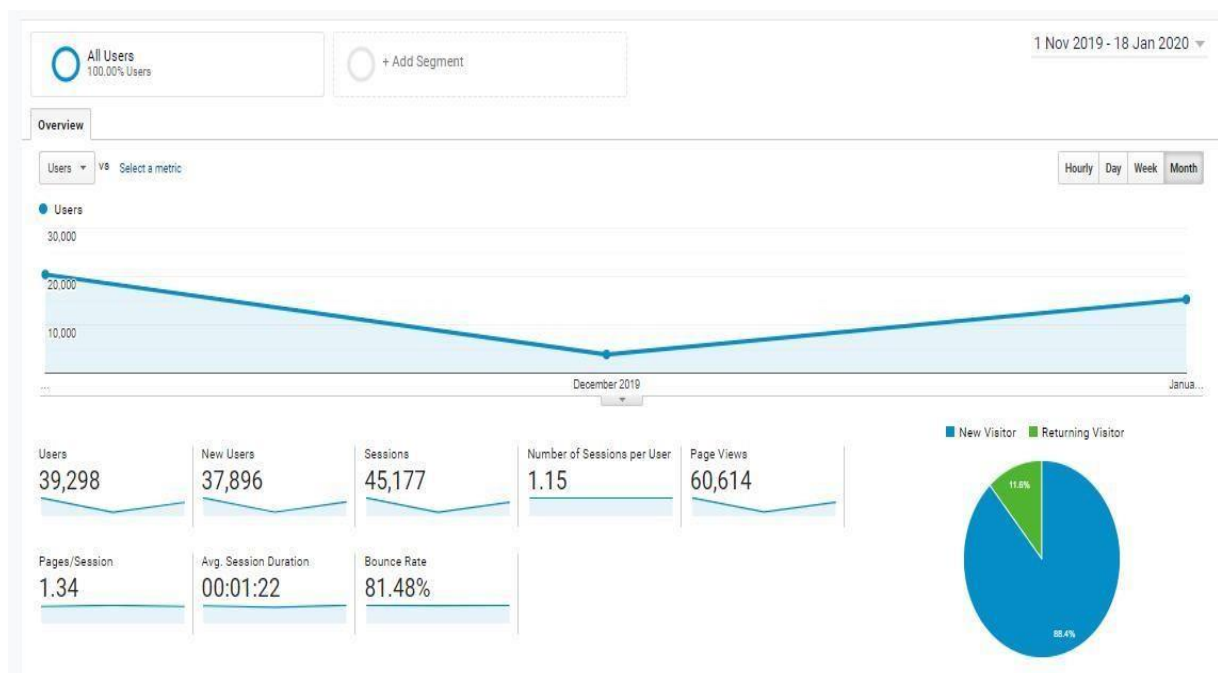
We at Only Digital Way are committed to provide you the best solution in digital marketing and also best support in the industry.

Only Digital Way is a Digital Marketing Company, We have expertise in ecommerce, Search Engine Optimization (SEO), Search engine marketing (SEM), Social Branding and online marketing solutions. Our online marketing strategies ensure the maximum exposure of your website.

Our existing client's DICC all time analytics data :-



DICC last month's (latest) analytics data :-



Only Digital Way. B-7, ground floor, near dwarka mor metro station, New Delhi 110059.

Why a Web Site Needs Search Engine Optimization:-

The increased visibility which results from a properly well thought-out SEO optimization campaign boosts your website's ability to be found by searchers seeking your services. This increase in targeted traffic to your site greatly increases the likelihood of sales

Our search engine optimization process can be described through as below

Off-Page Optimization

- **Link Building**
- **Directory Submission**
- **Article Submission**
- **Product Directory Submission**
- **Social Book Marking**
- **Services Press Release**

On-Page Optimization

- **Optimizing Title Tags & Meta Tags**
- **Optimization Site Directory and structure**
- **Navigation Anchor Tag Optimization**
- **Existing Content Optimization**
- **Creation of new Optimized pages**
- **Image Optimization**

Site wide Factors

- **Preparing a detailed SEO Strategy**
- **BasicKeywordResearch identification**
- **Competitor's analysis and report preparation**
- **Site change implementation**
- **XML Sitemap RSS feeds**
- **Website Traffic Analysis**

Structure Optimization

- **File optimization .htaccess**
- **Robot.txt**
- **Google page speed optimization**

Following Are Steps for Digital Business Growth

S.no	Activity	Weekly figure	Monthly figure
1	Social Bookmarking	30 (3-5 for each keyword)	120
2	Directory Submission	20 (3-5 for each keyword)	80
3	Search Engine Submission	1st month only	4-10
4	Classified	12 in a week	50
5	Business Listing	5 in a week	20
6	RSS feeds submission	Every Week	4-10
7	URL Pinging	once in a month	1
8	Blog Creation & posting	5 in a week	20-25
10	Article	2 in a week	8
12	Blog Bookmarking	10 for approved blog URL	40
13	Content Sharing	blog and article 5 top sites	5-10
15	Question & Answering	15 in a week	75
16	Social Profile creation	5 in a week	20
18	Twitter Followers	8-10 in a week	30-40 in a month
19	Facebook Posting	12 in a week	60 in a month
20	Twitter tweet	2 in a day (10 in a week)	40 in a month
21	Instagram posting	8-10 in a week	30-40 in a month
23	Create External Blogs (Word press, Tumbler)		
24	Increase people talking about		
26	Social Profile creation		
27	Photos Sharing		
28	Quality Check up		
29	On-Page, SEO and SMO Progress Report every 15 days.		

Digital Marketing Strategy

- Creation and submissions strategic content (Include profiles, business listings, articles, press releases, blog posts)
- Optimize all content for SERPs, populate and promote exist social assets as well as new ones created using a mix of SEO, content and social media strategies.
- Development of Micro Sites.
- Increase genuine likes and followers in Social Media Profiles (Facebook, Twitter, LinkedIn, Instagram, and YouTube).
- Social Bookmarking and increase voters.
- Setup, Linking & Promotion of Profiles
- External Blog Setup & Social Commentary
- Wikipedia Profile Setup & Linking
- Photo Sharing
- Slide share Submission
- Create Blog with our main domain name and share it in social account.
- Explore Guest Po
- Tracking and monitoring our Reputation of with our main keywords that represents our brand.
- Evaluate Your Competition
- Focus where we can get the best results (like social bookmark).
- Search relevant forums and start discussion over there.
- We will change our social accounts banner every month (Facebook, Twitter, and LinkedIn) and when we launch any new thing we will create a banner like that and change it.
- Grow our YouTube channel subscriber & viewers.
- Create more channels like Vimeo. and expand our video in other channels.

Time Frame, Objective and Target :-

1. Time Frame to achieve Page one ranks:-

- Low Competition keywords: 3-4 Months
- Medium Competition keywords: 4-8 Months
- High Competition keywords: 8-12 Months

2. Our Objective: -

Our main focus is to generate more leads and relevant traffic from Google SERP and all social communities (Facebook, Google+, LinkedIn, directories, and more) with SMO activities mentioned above.

We also help in getting traffic from Organic Google search by bring maximum keywords in page 1st rank. Increasing ROI from the website with help of SEO, SMO & SEM strategy.

3. Target location : -

According to client demand and need of the company

Commercial Criteria :-

Budget And Term of Use :-

- Per month cost of complete digital marketing XXXX (This will include graphic and video creation) .
- Includes Content writing/ article charges.
- No contract & No locking period.
- On-Page, SEO and SMO Progress Report every 15 days.

Digital Marketing –Optional Cost :-

- PPC Ads for Branding & Traffic (initially recommended budget XXXXX)
- Social Media Ads including Facebook ads (initially recommended budget XXX)

Payment Terms:-

- Monthly Running fees/ User Cost to be paid in Advance every month
- Additional Paid advertisements and campaigns are not included in this amount.
- Submitted Proposal is valid for 30 days..
- Additional charges will be included as per other different requirement of services like calling on data, b2b, physical advertisement etc.

Client Responsibilities :-

- Company Logo need to be given by client.
- Managing Company emails will be client's responsibility.
- Login id and password of social media (facebook, LinkedIn , twitter, YouTube, Instagram etc.) , one email id with password and blog login id password is need.

Agreed & Accepted by – Signing Details –

• ACCEPTED AND AGREED TO BY	ACCEPTED AND AGREED TO BY
Only Digital Way	XYZ Pvt. Ltd.
Signature:	Signature:
Name: Shyam Mohan Gupta	Name: XXXX
Title: Manager	Title: Director
Date: XX/XX/XXXX	Date: XX/XX/XXXX