

Lemon Web Tech

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DIGITAL MARKETING



Branding



Website



SEO



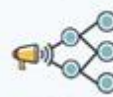
Advertise



Social media



Content Marketing



Viral



Service

Package	Websites Covered	Cost (per month)
Single Website	1 Website	₹17,000 / month
Small Group	3 Websites (similar domain/industry)	₹48,000 / month
Large Group	5 Websites (similar domain/industry)	₹60,000 / month

SEO + CRO Package – ₹17,000/month

(Guaranteed 30% increase in Conversion Rate + Monthly SEO Targets)

Core Promise

- **Guaranteed 30% boost in conversion rate (CRO)**
- **Monthly ranking targets:** Top 10 positions for **50% of optimized keywords**
- **AI-powered rank tracking & insights** for **100 target keywords**

Initial Research & Analysis (One-Time)

- Business & Competitor Analysis
- In-depth Website Audit (30+ technical checkpoints)
- Keyword Research & Mapping (100 keywords)
- Duplicate Content & Canonicalization Check
- Website Speed & Structure Optimization
- Initial Backlink Profile & Google Penalty Check
- AI-based Overview & GEO (Generative Engine Optimization) for **30 Keywords**

✓ Goal: Build a strong foundation before scaling rankings

On-Page SEO (Ongoing)

- **30 Pages Optimized per month**
- Meta Tag Optimization (up to 50 pages)
- URL Restructuring & Optimization
- Internal Linking Strategy
- Image Optimization + ALT Tags
- Content Optimization with NLP & GEO
- Robots.txt + Sitemap Submission (HTML & XML)
- Schema Markup (Business, Contact, Products/Services)
- Integration: Google Analytics, GSC, Bing Webmaster Tools
- Page Load Speed Optimization (Core Web Vitals)
- Location-Based SEO (for local ranking boost)

Local SEO Management

- Google My Business Profile Optimization & Weekly Updates
 - Review & Rating Management (Encourage & Monitor)
 - Google Maps & Bing Local Listing Optimization
 - Local Content Posting (3 posts/week + 2 event updates/week)
- ✓ *Goal: Dominate local search & build trust through reviews*

Off-Page SEO & Content Marketing (Monthly Deliverables)

- **Content Writing & Submission** (5–10 Informational Articles/month)
 - **Guest Blog Posting** (High DA backlinks)
 - Blog Posting – **20 per month**
 - Blog Commenting – **50 per month**
 - Social Bookmarking – **20 per month**
 - Blog Social Sharing – Ongoing
 - PDF/Doc Submission – **20 per month**
 - Classifieds – **5–10 per month**
 - Q&A Submission – **1–2 per month**
 - Press Release Writing & Submission – **1–2 per month**
 - Infographic Creation & Distribution – **1 per month**
 - Slide Submission – **2 per month**
 - Image Submission – **3 per month**
 - Video Submission – **3 per month**
- ✓ *Goal: Build strong, natural backlinks + brand visibility across digital channels*

Conversion Rate Optimization (CRO)

- Heatmap & User Journey Analysis
 - Landing Page Optimization (A/B Testing)
 - CTAs (Call-to-Action) Placement Strategy
 - Mobile Responsiveness Check
 - Funnel Optimization (Contact forms, checkout, lead capture)
 - Engagement Boosting (Trust Badges, Reviews, Offers)
- ✓ *Goal: Convert traffic into paying customers with 30% guaranteed improvement*

Reporting & Tracking

- **Weekly Rank Tracking** (100 keywords)
- Monthly Search Engine Rank Reports
- Google Analytics Reports (Traffic, Conversions)
- Detailed Activity Reports
- Monthly Action Plan (What's done + What's next)
- 24/7 Live Project Tracking Dashboard
- Direct Support via Email / Chat / Online

Monthly Targets

- **Keyword Rankings:** 50% of tracked keywords to reach **Top 10** in Google
- **Conversion Rate:** Minimum **30% improvement** in leads/sales
- **Content Marketing:** 50+ activities (blogs, articles, PRs, submissions)
- **Local SEO:** Weekly updates & review growth
- **Transparency:** Full progress reporting + live tracking

□ This package ensures that for **₹17,000/month**, clients clearly see the **work volume, deliverables, and measurable outcomes (rankings + conversions)**.



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THANK YOU

WE ARE EXCITED TO COLLABORATE WITH YOU



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