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| C:\Users\admin\Desktop\Capture.PNG | | | | **APPROVAL NOTE**  **(For Approval of Director)** | | | |
| Date | | | 09-09-2024 | | | | |
| Subject | | | Ralecon IT Consulting Services (Ralecon) | | | | |
| Required for | | | Digital Marketing – SEO Activity | | | | |
| Purpose | | | To increase organic leads &traffic | | | | |
| Details of Expenses with Approximate Costing. | | | | | | | |
|  | **Channel** | **Description** | | | | **Price** | |
| 1 | Ralecon IT Consulting Services (Ralecon) | Target Market:  ● Chennai  ● Hyderabad  ● Rajasthan  ● Uttarpradesh  ● Kerala  Scope of Work:  1. To optimize the MITSDE website for 120 potential keywords.  2. To map keywords with appropriate pages in MITSDE website and define site architecture.  3. To propose a plan for creating new pages (if needed) based on keyword mapping and website architecture.  4. To write meta tags (page title & description) for target pages of MITSDE website.  5. To write effective H1 tag for target pages of the MITSDE website.  6. To work on Alt tags for all images that are used in target pages of MITSDE website.  7. To work on all sorts of on page optimization parameters for target pages of MITSDE website.  8. To optimize web content for target pages of MITSDE website and increase website relevancy for user searching keywords.  9. To link keywords in SEO friendly content to respective pages of the website for better internal linking.  10. To implement appropriate Schema tags to increase the CTR from Google SERP.  11. To provide suggestions to optimize loading time for both desktop and mobile in regular time intervals.  12. To optimize the footer section of MITSDE website with important keywords and enable link for each keyword to respective pages for generating more internal linking across the sites.  13. To suggest fixing W3C errors on a regular basis and have continuous monitoring to keep MITSDE website always error free.  14. To monitor Google Search Console closely and fix HTML and 404 errors in regular time intervals for better crawling of MITSDE website.  15. To generate high quality backlinks from authority and relevant websites to increase overall link popularity of MITSDE website.  16. To set-up necessary goals/funnels in Google Analytics in order to track the number of leads/enquiries that are getting generated through the SEO process (Organic).  17. To work on improving MITSDE website ranking for agreed keywords in SERP at major search engine Google.  18. To monitor competitors and create a strategy for MITSDE to rank high among competitors for targeted keywords.  19. To send report on a weekly basis along with performed activities for the week and KPI metrics.  Website Changes:  ● Necessary SEO related changes on the website will be done by the MITSDE team. Ralecon will coordinate and provide necessary guidelines/support  Deliverables:  To rank between 10 to 15 non branded keywords in top 10 results of Google between end of 6 months to 8 months  Note:  ● Blogs – 15 blog posts per month. We will focus more on fixing website hygiene issues, finalizing keywords and on page optimization in the first month. Hence, blog posting will begin the 2nd month onwards.  ● Guest Blogging – Will be done from MITSDE side. Ralecon will give suggestions in terms of keywords and topics.  ● Backlinks – Between 150 to 200 submissions monthly  ● Quora Threads – 5 monthly  ● Medium - 5 blogs monthly  KPIs to Measure:  Keywords Ranking  Increase in organic traffic  Increase in organic Leads/Enquiries | | | | |  | | --- | | **135,000 per month + 18% GST** | | |
|  | | | | | | GST is an additional Cost | |
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| Remarks of Director (if any) | | | | | | | |
|  | | | | | | | |
| Checked by | | | | | Approved by | |
|  | | | | |  | |
| Pranav Kulkarni | | | | | Dr. Suhrud Neurgaonkar | |
| Head – Digital Marketing | | | | | Director | |