



SEO PROPOSAL

SEARCH ENGINE OPTIMIZATION PLAN

Reference Number: 2017-0002

Prepared by: Bit Visuals

Valid Until: January 1, 2021

Get to know Bit Visuals

“Bit Visuals builds websites and digital marketing plans for businesses of all sizes”

BACKGROUND

Bit Visuals specializes in Website Design, Graphic Design, and Search Engine Optimization (SEO) for businesses of all sizes. We believe strongly that these services are the three pillars of a successful digital marketing campaign. Whether you're looking to drive sales on your eCommerce website, or simply gain leads for your sales force, our goal is to create results for you. Our passion for excellence in digital marketing has and always will be the driving factor to bring success to your marketing plans.

CLEAR AND FRIENDLY CUSTOMER SERVICE FIRST

We understand that in order to create a successful marketing campaign, communication is key. If you've ever worked with a marketing agency before, chances are that you've experienced a communication breakdown at some point. With Bit Visuals, those communication issues are virtually non-existent. From the very first phone call, you'll be speaking directly with the designer of your project. This allows for clear and consistent communication throughout the entirety of your project. You can rest assured that when you call Bit Visuals, you'll be speaking with the same friendly designer every single time.

WHY BUSINESSES CHOOSE BIT VISUALS

- An easy to understand and proven process
- Digital Marketing that delivers results
- Clients are able to consistently speak with a developer

Core Services



Website Design & Development

Bit Visuals Web Design offers website design services for small to mid sized businesses across the United States. We'll make sure your website informs, builds trust, and is the entry point to create life long customers for your business.



Search Engine Optimization

SEO or Search Engine Optimization is a way to communicate more effectively with Google's website ranking algorithm. Bit Visuals has the recipe to help your website rank up and above your competitors.



Graphic Design Services

Whether you're looking for a full brand refresh, or a cleanly designed PDF, our graphic design skills will leave you satisfied with your new look. Our art direction and style is really what sets us apart from the other web design companies.



Website Hosting Services

Bit Visuals provides premium Virtual Private Server (VPS) hosting services for businesses of all sizes. Bit Visuals has gone the extra mile and configured servers with the latest software, code libraries, and firewall extensions.



Website Security Services

We've done the research and have found the best combination of plugins, server configurations, and settings for website security. We put this research to good use by implementing these security measures into every website we build.

Search Engine Optimization Plan

With this monthly plan, you'll receive **7 hours of labor** that can be used for any update throughout the website - including but not limited to: Adding new documents, content, pages, or graphic design work. Any unused hours website maintenance hours will be spent on Search Engine Optimization (SEO) for the next month.

MORE THAN JUST AN SEO PLAN:

- 🕒 **Consultation with you:** At the beginning of each month by phone or email to determine what updates you'd like implemented on your website. BitVisuals will compile a list of updates planned for each month and email the list of updates to you.
- 🕒 **Keyword Positioning Reports:** Sent to your email inbox each month showing exactly where your website shows up on Google per your target keywords. Business owners love this monthly report. You'll see whether your site moved up or down on Google per each keyword. Also see where your competition shows up on Google.
- 🕒 **Technical SEO Optimizations** to each page of your website based on the previous month's Google placement. Updates are made every month to ensure that your website is utilizing all tools available from Google, and to ensure that each page is properly optimized for each target keyword. For more information, please view page 4 in this PDF.
- 🕒 **Website Security Updates:** All plugins and template files will be kept up-to-date with their latest versions each month. Includes monthly website security scans. Also includes keeping your website on an actively supported version of the PHP coding language. Bit Visuals website hosting account is required.
- 🕒 **Lead Generation Strategies:** Implementation of lead generation strategies; encouraging your visitors to complete contact forms on your website.
- 🕒 **Prioritized Support:** Find something that needs to be fixed? Contact us!

On Page Technical SEO

EVERY PLAN STARTS BY CREATING A LIST OF UP TO 30 KEYWORDS

Each plan starts by creating a list of up to 30 keywords for your business.

🕒 **Content Writing Services:** All plugins and template files will be kept up-to-date with their latest versions each month. Includes monthly website security scans. Also includes keeping your website on an actively supported version of the PHP coding language.

🕒 **SEO Titles:** Updates to your Title tags on each page throughout the website with your target keywords

🕒 **SEO Tags:** meta tags, image alt tags, etc. Technical SEO.

🕒 **SEO Images:** We'll optimize your images for loading speed

🕒 **Google Analytics:** Tracking tag installation. You will have access!

🕒 **Google Search Console:** Tracking tag installation. You will have access!

🕒 **Website Speed:** Website loading speed optimization.

🕒 **Website Responsiveness:** Ensure that your website looks great on all screen sizes: Desktop computers, mobile phones, and tablets.

Example of SEO Report

Rankings for the first and last period dates			
Keyword	Search volume	Nov-01	Nov-30
boarzilla	210	1	1
m8 exhaust	90	11	8 ▲3
d&d slip ons	30	1	1
d&d pipes	260	1	1
bobcat exhaust	30	1	1
fat cat exhaust	90	1	1
d&d fat cat	590	2	1 ▲1
dyna aftermarket exhaust	10	3	3
fatcat exhaust	90	1	1
d&d exhaust	4400	1	1
triumph thruxton exhaust	70	5	5
m8 touring	10	4	6 ▼2
harley exhaust	1600	4	3 ▲1
triumph exhaust	110	2	1 ▲1
touring exhaust	50	2	2
harley aftermarket exhaust	140	7	7
dyna exhaust	590	6	5 ▲1
harley davidson aftermarket exhaust	110	6	4 ▲2
triumph bonneville exhaust	210	4	4
m8 pipes	10	3	3
harley sportster aftermarket exhaust	10	13	13
softail exhaust	320	7	5 ▲2
harley pipes	480	6	5 ▲1
sportster exhaust	1300	9	9
indian exhaust	70	7	6 ▲1
m8 softail	30	10	15 ▼5
v-rod exhaust	480	10	12 ▼2

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Example of SEO Audit

Website Audit
rayfreshfoods.com

- 12 Important fixes
- ▲ 79 Semi-important fixes
- 10 Crawled Pages
- 110 Passed checks

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SCORE

Domain overview

Domain characteristics	SEO metrics	Index status
IP address: 104.251.210.171	Yandex X: 0	Google: 7
Server location: USA	Alexa rank: 0	Bing: 18
Expiration date: 2027-02-17	Backlinks: 26	Yahoo: 18
Web archive age: 2009-07-26		Yandex: 5

Health check
● 12 Important fixes
 ▲ 79 Semi-important fixes

Wondering how well your website is performing? Here you can check your website against the major SEO parameters and see whether your site has the proper WWW redirect, SEO and user-friendly URLs with trailing slashes, functional robots.txt file, XML sitemap, duplicate content, etc. Take advantage of the website health check to eliminate all possible errors, and follow our recommendations on how to increase your search engine visibility.

- **WWW redirect**
This option checks whether your website runs with www or without www in order to avoid the usage of duplicate content.
- **URL rewrite**
Make sure to rewrite your URLs that will help users and search engines see clear and clean URLs. Your website's URLs shouldn't contain vague elements that will make them difficult to read. All URLs should be clean and clear users. With SEO Friendly URL it is easy to rank your website in search engines and share different articles with clear URLs in social media. Don't use underscores in your URLs.
- **Trailing slashes**
If you use the trailing slashes at the end of the URL it makes it pretty and clear, while the URL without slash will look quite weird.
- **Redirects HTTP traffic to HTTPS**
HTTPS is a guarantee of user data protection (including payment details), as well as a good ranking signal for search engines. 2016, Google officially announced that since January 2017 a secure communication will become the official algorithm. So, site HTTP will gradually lose their positions.
- **Robots.txt**
Robots.txt file helps to restrict access for the selected search engine robots and prevent them from indexing specific pages or the whole of the website. Robots.txt file contains the link to the XML sitemap file that helps search engine crawlers to discover and index the maximum number of the website's pages.

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SE Ranking

✓ **XML sitemap**
You should specify the change frequency for each URL, time when you have made the last changes and the importance of the URLs. You will help search engines to crawl the site easily and intelligently.

✓ **No flash**
Optimizing your content for search engines, we recommend you to avoid Flash as much as possible. It is better to use Flash for specific enhancements as search engines can't index properly Flash content.

✓ **No frame**
Try not to use frames on your website as search engines can't index or crawl your website content via them.

✓ **Common homepage variations**
Make sure that your website content doesn't have multiple URLs as Google will consider it as duplicate content.

Pages analysis
● 0 Important fixes
 ▲ 0 Semi-important fixes

Here you can get all information about your website for the last months. It shows possible errors Google robots can meet while crawling your website. You will get all stats about the pages with too long URL, blocked robots.txt, too big size, Noindex meta tags, rel="canonical", rel="alternate", meta refresh redirect and etc.

- ✓ 8 Pages with 2xx response
- ✓ 1 Page with 3xx response
- ✓ 0 Pages with 4xx response
- ✓ 0 Pages with 5xx response
- ✓ 0 Pages with too big size
- ✓ 0 Pages with too long URL
- ✓ 0 Pages blocked by robots.txt
- ✓ 0 Pages blocked by meta noindex
- ✓ 0 Pages blocked by meta nofollow
- ✓ 0 Pages with meta refresh redirect
- ✓ 9 Pages with rel="canonical"
- ✓ 0 Pages without rel="canonical"
- ✓ 0 Pages with the same canonical URL rel="canonical"
- ✓ 0 Pages with duplicate rel="canonical" tag
- ✓ 8 Pages with rel="alternate"

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SEO PRICING

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July 31, 2021
Status: Pending

Project: SEO Plan
Project Number: 500

ITEM DESCRIPTION	UNIT PRICE	QTY	PRICE
Search Engine Optimization Plan With this monthly plan, you'll receive 7 hours of labor that can be used for SEO updates. In addition, this plan also includes website maintenance. Please refer to the previous page for more details. This plan includes: 7 Hours of Labor Consultation With You Monthly Keyword Positioning Reports Monthly Technical SEO Optimizations Monthly Website Security Updates Monthly Lead Generation Strategies Prioritized Support	\$500/mo for 6 months	1	\$500

Subtotal \$500.00

Taxes \$0.00

TOTAL \$500.00

THANK YOU FOR YOUR BUSINESS

Payments may be remitted via PayPal, or Check made out to Bit Visuals. Payment is due within 30 days from the date of this invoice, late payments are subject to a 5% late charge.

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