

# Standard On-Page Search Engine Optimization

Optimization service for websites and web pages to make them search engines friendly by implementing standard industry guidelines.

## Standard On-Page SEO Task List

- 1. Keyword research & analysis**  
This step involve doing research for the terms which users searches on google and prepare a list of most suitable terms to target.
- 2. Write unique title for each page**  
This step involve writing unique title for each page.
- 3. Write unique keyword and description tags for each page**  
This step involve writing unique meta keyword and description for each page.
- 4. Heading tags optimization**  
It include optimization of each page to make sure the page has appropriate use of heading tag.
- 5. Internal link navigation**  
It involve set up of proper linking between pages.
- 6. Images and alt tag**  
In this step each image on the pages are optimized with proper name and alt tags.
- 7. Google analytics installation**  
It includes installation of Google analytics for tracking and schedule monthly traffic report.
- 8. XML and HTML sitemaps creation**  
In this step a sitemap for user and one for search engines is created.
- 9. Make SEO friendly URL structure**  
In this step we optimize URL of the pages and try to fit the keywords within the page name and URL. It may not fit in all the cases depending on nature of website and number of pages.
- 10. Sitemap submit in google webmaster tool**  
We submit the sitemap to search engine (Google) which contain all the pages on the site that we want to index.
- 11. Keywords density set**  
Edit the pages and modify the content and insert the keywords within the text area in proper density.

## Add-ons

1. Social media profile creation
2. Google places setup
3. Blog setup
4. Social media management

## Timeline

For small websites with less than 10 pages, we take 5-7 days.

## Guarantee

We guarantee optimization based on the generic seo guidelines and make sure each page we optimize follow the best practices and are friendly to search engines. *We however do not guarantee ranking because ranking is depended on various factors including time, quality, competition, and the authority of a website and require on going off-page search engine optimization.*

## Pricing

Our optimization service starts at a flat rate of \$20 per page with minimum 5 pages per order. Below are detailed charges.

ITEM	RATE
Standard per page optimization (minimum 5 pages)	\$100
Social media account creation and branding including Facebook, Twitter, Google+, LinkedIn and Pinterest (Social media maintenance starts at \$10/hour)	\$100
Google Places listing creation, verification assistance and optimization	\$50
Blog setup (for non-WordPress sites)	\$100

If you have any question you can send us an email at [support@anzum.com](mailto:support@anzum.com).