

## Digital Marketing Combo Deliverables

Payment Method	Monthly Cost	Quarterly Cost	Half Yearly Cost	Yearly Cost
Billing Amount (In Advance)	AED 3,500	AED 9,000	AED 15,000	AED 24,000
Monthly Value Conversion	AED 3,500	AED 3,000	AED 2,500	AED 2,000
<b>SEO Deliverables</b>				
No of Keywords Optimized	30	30	30	30
<b>Website &amp; Keyword Analysis</b>				
Initial Website Analysis	✓	✓	✓	✓
Website Loading Speed Analysis	✓	✓	✓	✓
Initial Seo Ranking Analysis	✓	✓	✓	✓
Initial Competitive Analysis	✓	✓	✓	✓
Keyword Research	✓	✓	✓	✓
Website Keyword Density Review	✓	✓	✓	✓
<b>On Page Optimization</b>				
Internal Links & Website Structure Optimization	✓	✓	✓	✓
Titles & Meta Tags Optimization	✓	✓	✓	✓
Image, Alt, Hyperlink & Header Tag Optimization	✓	✓	✓	✓
Robots.txt Optimization	✓	✓	✓	✓
HTML Source Code Optimization	✓	✓	✓	✓
XML Sitemap Creation	✓	✓	✓	✓
Canonicalization / 301 Redirect URLs	✓	✓	✓	✓
Google Analytics Tracking	✓	✓	✓	✓
Onsite Blog Setup	✓	✓	✓	✓
Lead Capturing Strategy & Setup	✓	✓	✓	✓
Google & Bing Webmaster Tool Setup	✓	✓	✓	✓
Website Content Optimization	✓	✓	✓	✓
Linking to Social Profiles	✓	✓	✓	✓
<b>Off Page Optimization</b>				
Quality Backlinks Creation / Month	25	25	25	25
Customer Reviews & Ratings / Month	3	3	3	3
Q & A Posting / Month	3	3	3	3
Informational Article Writing & Submission / Month	1	1	1	1
Blog Writing & Posting / Month	3	3	3	3
PPT Creation & Distribution / Month	X	X	X	X
Directory & Classified Submissions *	✓	✓	✓	✓
Social Bookmarking *	✓	✓	✓	✓
Blog Social Sharing *	✓	✓	✓	✓
Google Local Business Listing Setup	✓	✓	✓	✓
Google Map Integration	✓	✓	✓	✓
Setting Geo Targeting in Google	✓	✓	✓	✓
<b>Tracking and Monitoring Report</b>				
Monthly Traffic Reports	✓	✓	✓	✓
Monthly Keyword Ranking Reports	✓	✓	✓	✓
Google Analytics Report	✓	✓	✓	✓
<b>Google Adwords Deliverables</b>				
No of Keywords	50	50	50	50
Ongoing Keyword Research	✓	✓	✓	✓
Ongoing Competitive Research	✓	✓	✓	✓
Google Text Ad Creation	✓	✓	✓	✓
Google Banner Ad Creation	X	X	X	X
Write & Test Ads for Campaign	✓	✓	✓	✓
A/B Split Testing of Ads	✓	✓	✓	✓
Optimize Campaign Performance	✓	✓	✓	✓
Optimize Bid Settings	✓	✓	✓	✓
Review Performing & Non-Performing Ads	✓	✓	✓	✓
Monthly Progress Report	✓	✓	✓	✓
<b>Facebook Marketing Deliverables</b>				
Facebook Company Page Design	✓	✓	✓	✓
Landing Page Consultation	✓	✓	✓	✓
Content Research & Creation	✓	✓	✓	✓
Social Media Posts / Month	12	12	12	12
Facebook Paid Ads Creation & Management / Month	1	1	1	1
Engagement with Customers*	X	X	X	X
Monthly Progress Report	✓	✓	✓	✓
<b>Instagram Marketing Deliverables</b>				
Instagram Profile Creation	✓	✓	✓	✓
Content Research & Creation	✓	✓	✓	✓
Instagram Posts / Month	12	12	12	12
Instagram Paid Ads Creation & Management	1	1	1	1
Development Of Instagram Strategy	✓	✓	✓	✓
Engagement with Customers*	X	X	X	X
Monthly Progress Report	✓	✓	✓	✓
<b>Linkedin Marketing Deliverables</b>				
Linkedin Company Page Design	✓	✓	✓	✓
Content Research & Creation	✓	✓	✓	✓
Landing Page Consultation	✓	✓	✓	✓
LinkedIn Posts / Month	12	12	12	12
LinkedIn Lead Direct Messaging / Month	X	X	X	X
LinkedIn Paid Ads Creation & Management	1	1	1	1
Engagement with Customers*	X	X	X	X
Create & Manage Industry Related Group	X	X	X	X
Monthly Progress Report	✓	✓	✓	✓

**Package Includes**

- + A Dedicated Team
- + Search Engine Optimization (SEO)
- + Google Ads Management
- + Social Media Posts (Any 2 Platforms)
- + Social Media Ads Management (Any 2 Platforms)
- + Monthly Reports