



We grow your ideas
Bangkok Design Agency

**Do you need a team to take
control of your online marketing
and bring you more potential
customers ready to sign-up or
buy?**



“

Since signing up for the SEO package we have saved a lot of money on advertising. We now get targeted traffic and dramatically increased sign-ups.

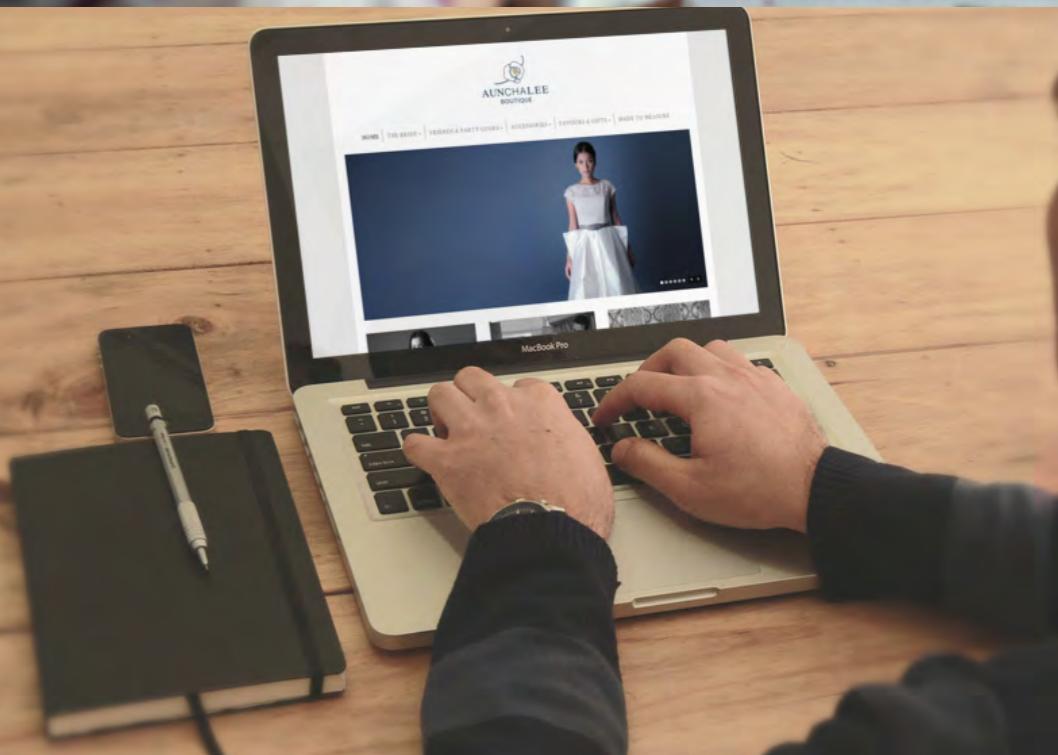
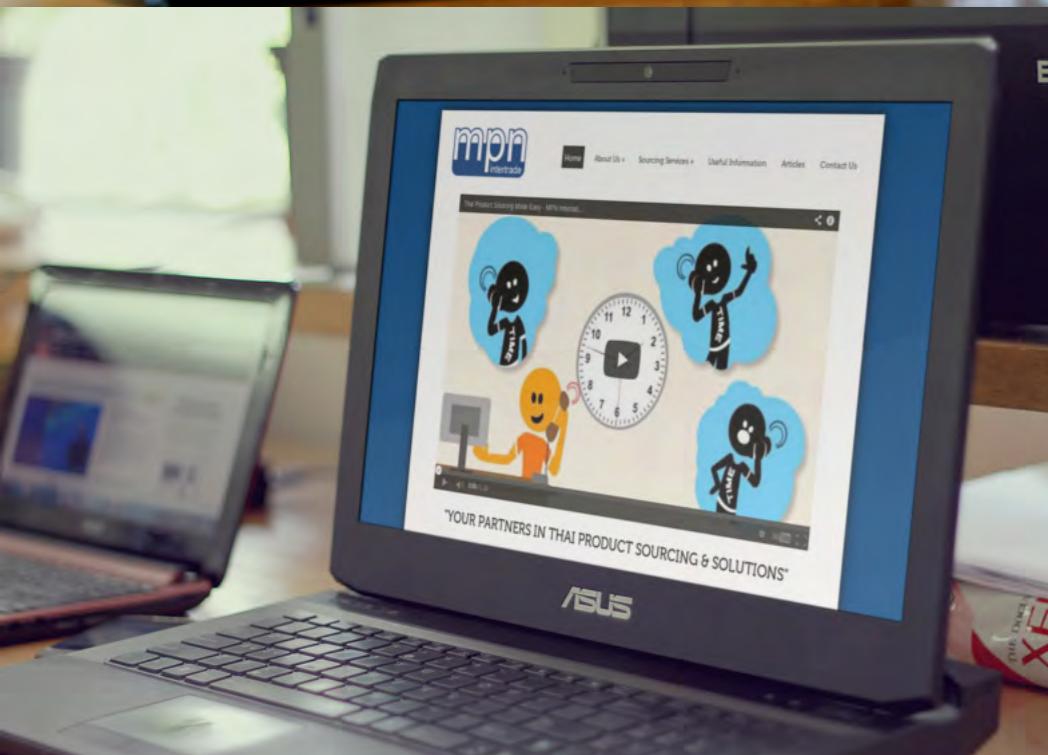
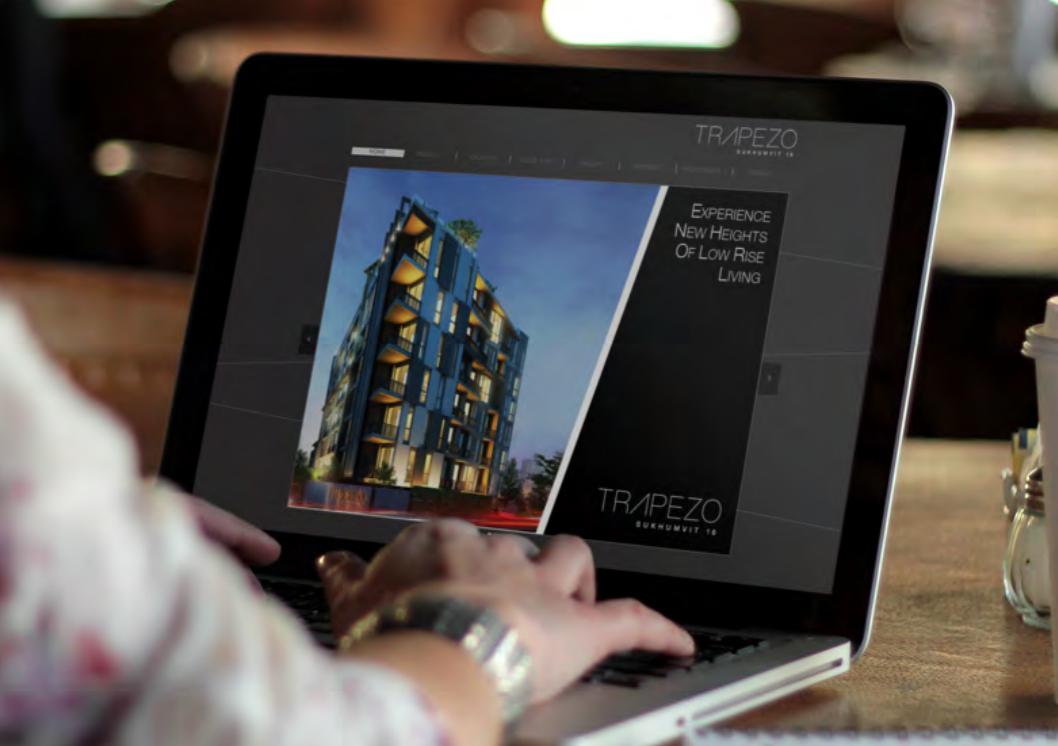
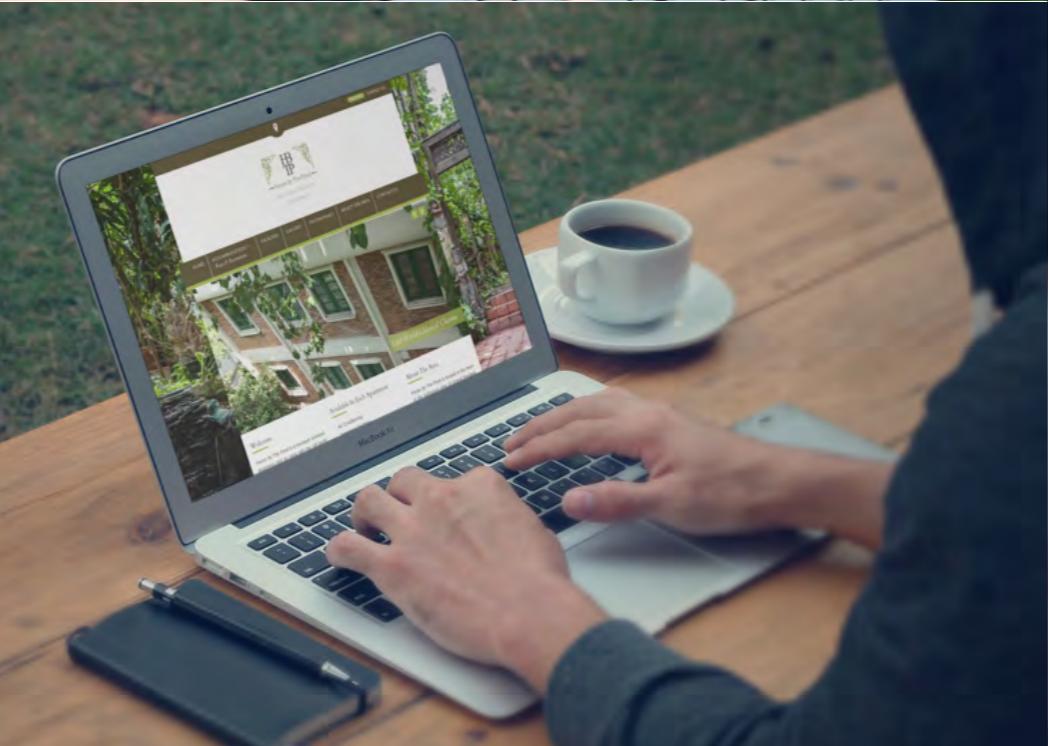
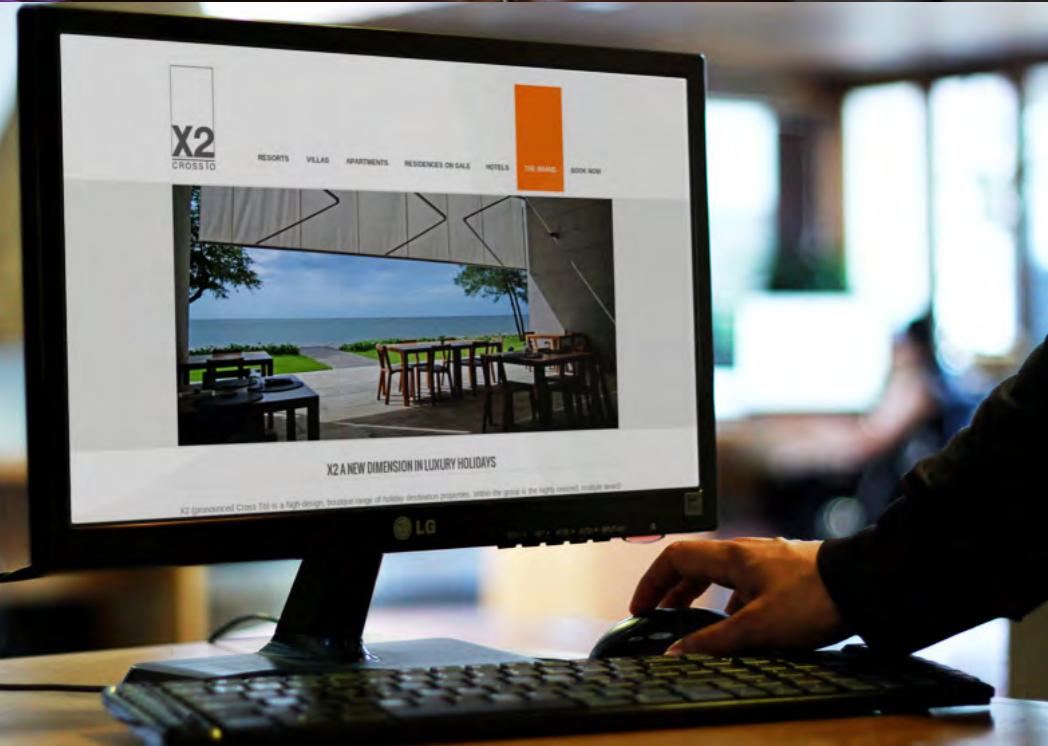
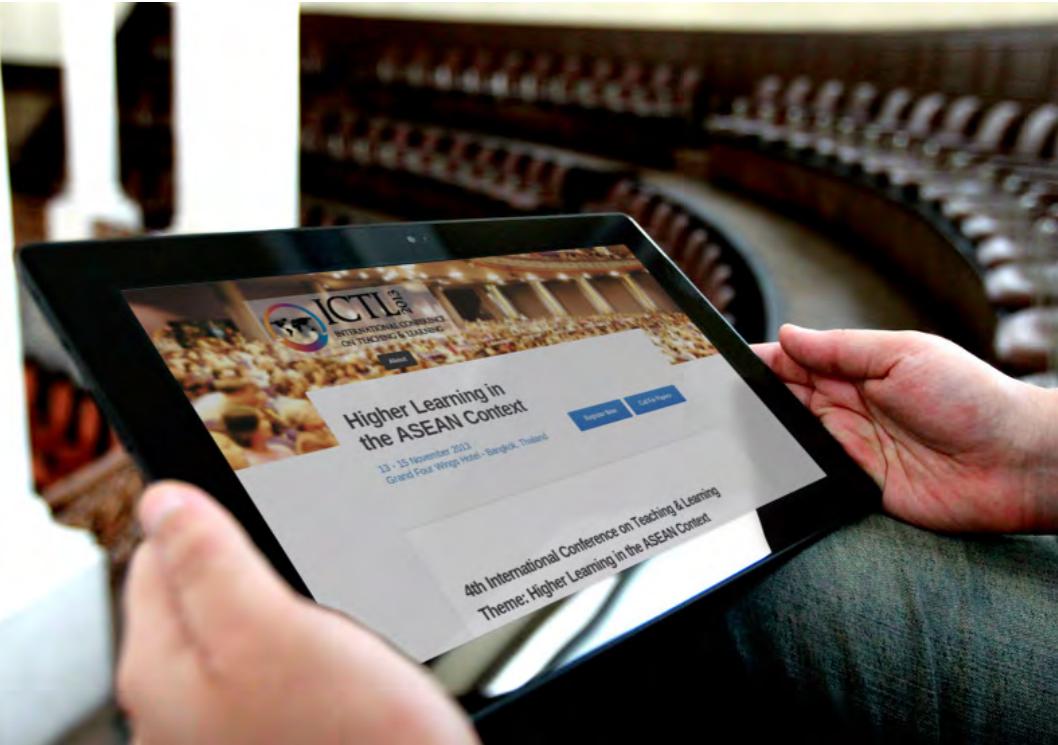
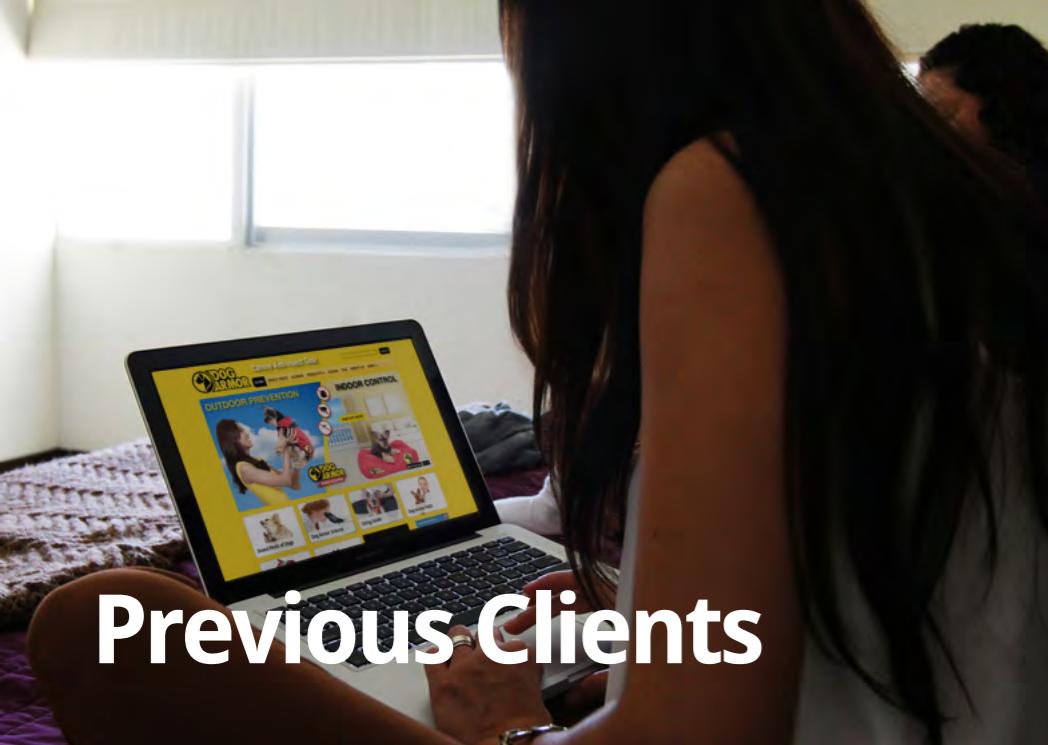
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- Mike from ESL Heaven

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Previous Clients





Initial SEO

We will start with keyword research and a website analysis. This will give us valuable information and help us to define more precisely the right SEO techniques.



First Month's Work

During the first month of our work we focus all of our efforts to make your website google friendly and optimise the content for the targeted keywords in order to provide great user experience.



Monthly Work Ongoing

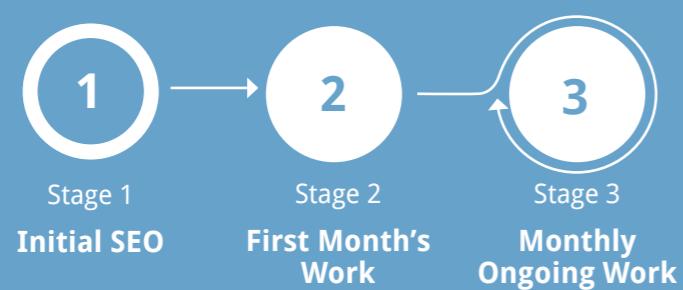
Since the website is optimised and full of great content, now it's time to tell the world how awesome your website is. We will popularise it by producing high quality content and publish it to other authoritative web properties, obtain links from websites in your niche, contact bloggers and medias and spread the word about your new website.



Initial SEO

Is your website the best it can be? How do we beat any competition? These are the questions we answer. By looking at the structure of your website, how well it is currently performing and we identify how to raise it above your competitors.





Website Architecture Rebuild or Restructure

What

We look at whether your website is easy to navigate, has clear call to actions and a clear structure. Our team then goes in and helps re-arrange the content so that we take the user on a meaningful journey answering all their questions.

After looking at your business we will have a clear idea of how you want to generate sales leads. “Sign-up” or “Contact Us” we put into place so the user always has a call to action which ultimately leads more money in your bank!

Why

Search engines look at the behaviour of your users to see how relevant you are to their searches. If users keep coming back to your website that is good. If your users leave the page as soon as they arrive that is bad. By making your website easier to navigate, clear and understandable we attract users to spend more time on your site and to keep coming back for more.

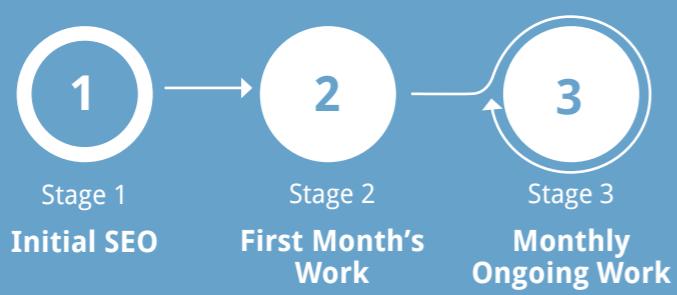
Results

Bounce rate will decrease and returning users will increase. We will know this by looking at your websites statistics. The main result should be more visitors converting into paying customers.

TechTalk

Call to action (CTA) – are elements on the page that tell users what to do. These actions should be linked to your business aims e.g. selling something.

Bounce Rate – is how many users arrive at a page and leave from the same page because they didn't find what they want.



Keyword/ Keyphrase Analysis

What

When you look for something on Google what do you type? You type a keyword or phrase to find what you want e.g. “Dentist in Bangkok”. We look at which key phrases are related to you and their popularity.

Once we know the best phrases for your business we look at the potential traffic and completion and choose which ones are best to target.

Why

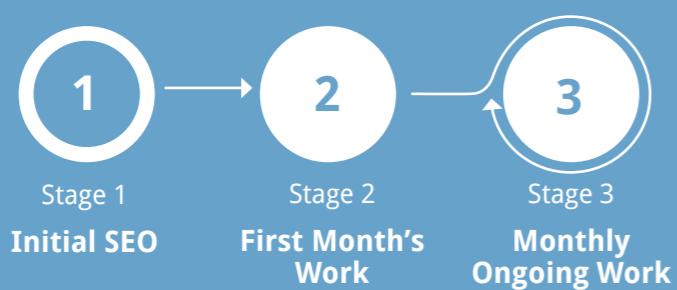
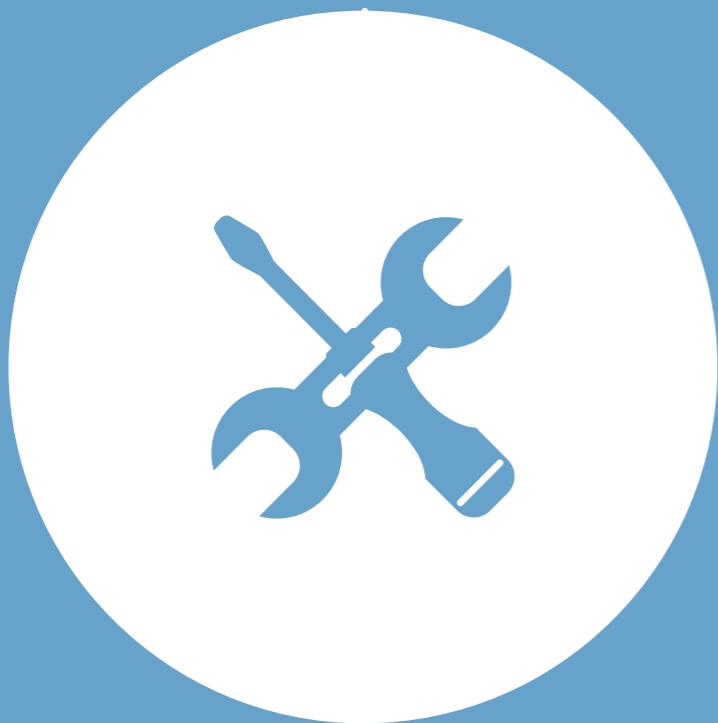
Being top of Google for the right keywords brings you targeted users that are ready to become clients. When someone types in what you do or your company name we want you to be the top of the search results page. Why? Because 91.5% of all search engine traffic is from the first page and 31% is from the 1st listing!

Results

We send you a report on the keywords/phrases that we recommend. This will also include the amount of traffic those words get and competition for each.

TechTalk

Keyword – a group of words that your potential customers will type to find your content.



Google Tools Setup

What

Google has a whole suite of tools to help web sites improve their search engines results. Our team setup Web Master Tools, Google Analytics and Google Plus pages for you.

Once these are setup they run in the background and are a constant source of inspiration on how your website is performing and how to improve it.

We actively look for ways to improve your website while you concentrate running a successful business.

Why

Having these Google tools setup gives you a massive advantage, whilst helping us manage your rankings and find out what content and keywords are best performing.

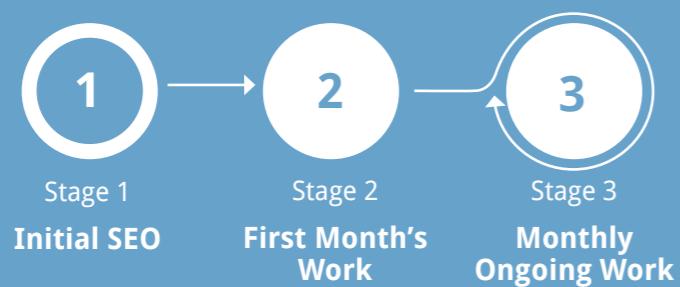
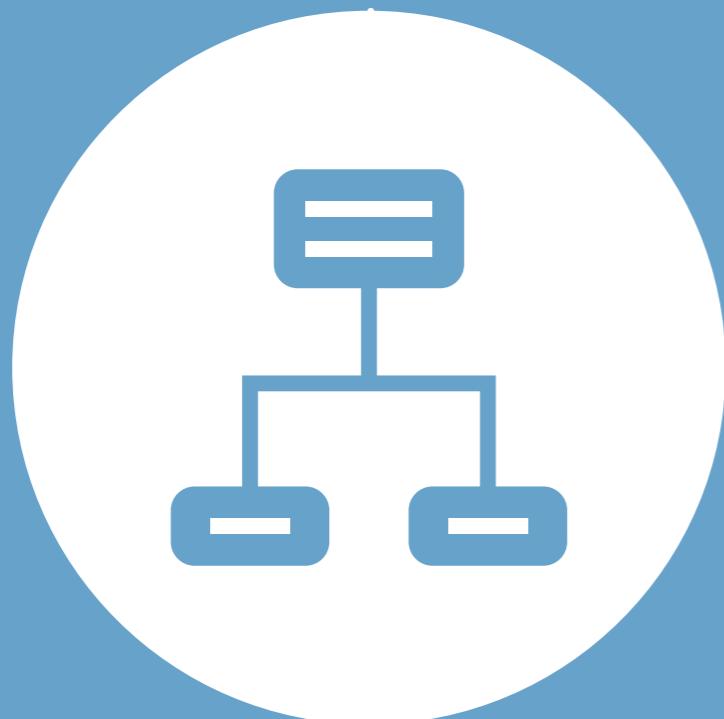
Google Web Master Tools can also identify any potential issues with your website and how to improve it. This means we can make sure your website is always performing its best.

Results

One clear result is you will see site links appear below your results on Google. This will result in potential clients being directed to your most popular content or directly to your contact/sign-up/product pages.

TechTalk

Site Links – appear below your results on Google that highlight your most popular pages. This means you get 6 extra chances to entice new customers to your important pages.



XML Sitemap Creation

What

When you go to a restaurant you expect to read a menu of what is on offer and Google feels the same way. To help the search engine spiders find all your content we create a map pointing to all your content.

This map gets automatically updated every time we create new content and then lets Google know to come and check it out.

Why

You want all your content listed on Google. Just because you create it does not mean it will be indexed. A sitemap is automatically updated and plays an important role of getting all your content listed on Google for potential customers to find.

The bigger the net, the more fish you will catch. The more content on Google, the more traffic you can potential receive.

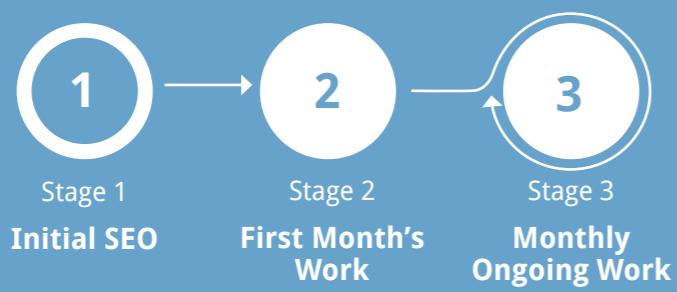
Results

The physical result is a page containing links to all your other pages in a specific format. If you search for the title of your content you will see it listed on Google much sooner and this will result in more traffic to your website.

TechTalk

XML – is a file format that Google loves to read. It contains information about each link on your website such as when it was created, last updated and its importance.

Indexed – this means Google knows about your content and shows it when a user types in a relevant search query.



Sitemap Submission to Google/Yahoo/Bing

What

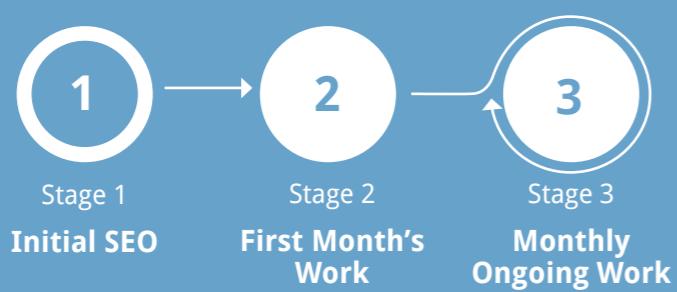
We create accounts with the top search engines, verify your accounts and submit your sitemap, which contains links to all your content. Ensuring your content is seen by as many people as possible.

Why

Search engines may not be able to reach every page on your website. While this will be fixed when we look at the site structure it is also important to submit all your content to the search engines. The more content you submit the better chance you have it being shown on search results.

Results

More pages listed on Google. You can test this by putting “site:” before your domain name e.g. “site:www.mydomain.com” and looking at how many results you receive.



Robot.txt Creation

What

We take a careful look at your website and which parts need to remain secure and not listed on search engines. For example you don't want people finding your administration section.

We configure a robots.txt that tells search engine spiders to not index certain areas of your website which ensures only useful content is listed on Google.

Why

We need to keep your administration files secure. Only useful content should be listed on search engines.

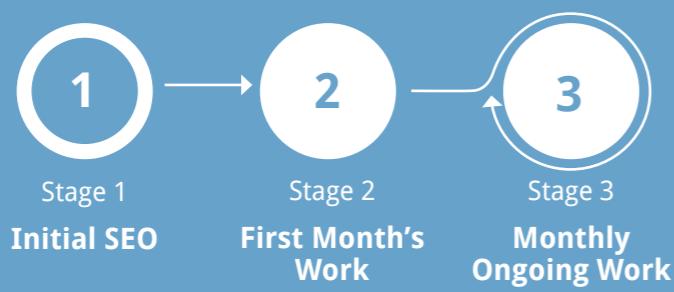
Robots.txt is also a great way of stopping people stealing your pictures and also preventing spammers attacking your site.

Results

Increased security and reduced spam coming to your website.

TechTalk

Robots.txt – is a file that sits on your web server and tells search engines what and what not to index.



Competitor Analysis

What

We look at the amount and relevancy of other web pages that are currently ranking at the top places for your keywords.

We look deep into the competitors' websites and create a report about the structure, inbound links profile and social media activity.

This report is then used in our brainstorming sessions to determine the competitor's strengths and weaknesses and how we could beat them.

Why

Looking at your competitors can show us potential opportunities for our team to exploit. For example: your competition maybe optimising for "product in Bangkok" so we simply side step them and optimise for "product in Thailand".

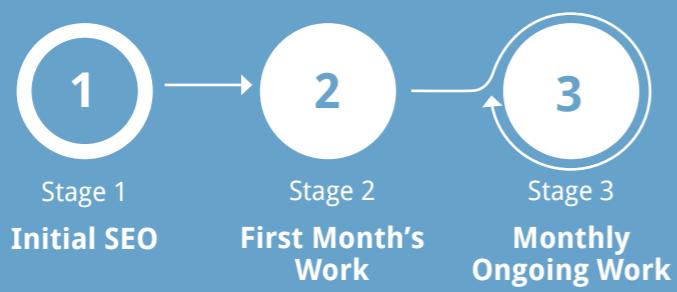
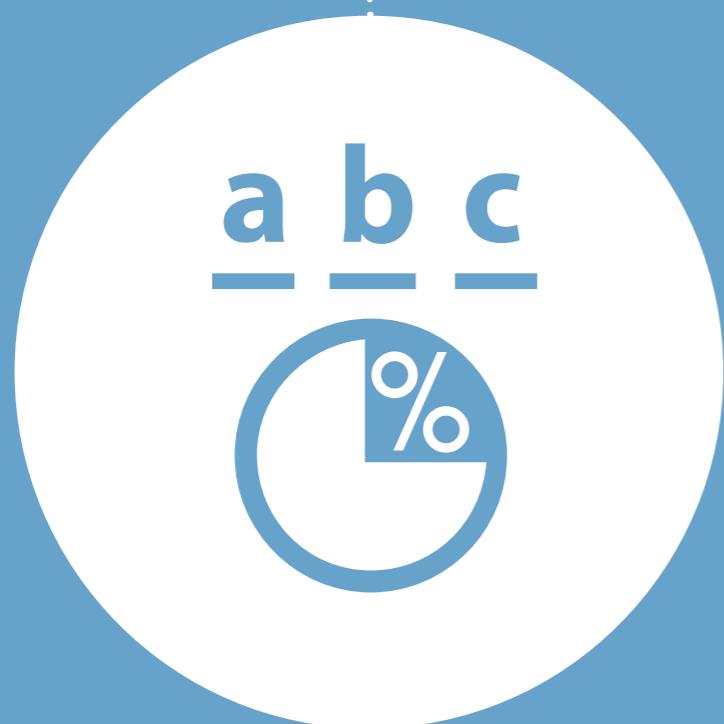
Knowing where your competitors get most of their traffic helps us create a campaign to drive some of this traffic to your website.

Results

A report containing information on your competitors and where they earn their traffic. Also a list of actions of how we intend to bring more traffic to your website.

TechTalk

Contextual Searches – what are users using to search for your content e.g. mobile, video, blogs and or social networks.



Keyword Density Analysis

What

How many times do you mention your keywords per page or even per sentence? Keyword stuffing will harm your Google rankings as it is seen as spammy content. On the flip side we also need to make sure you mention your keywords at the appropriate time and give them relevant importance.

We look over your existing website and optimise the keyword density so that it is just right. Your content needs to sound conversational, real and relevant whilst also pushing people towards your product or service.

Why

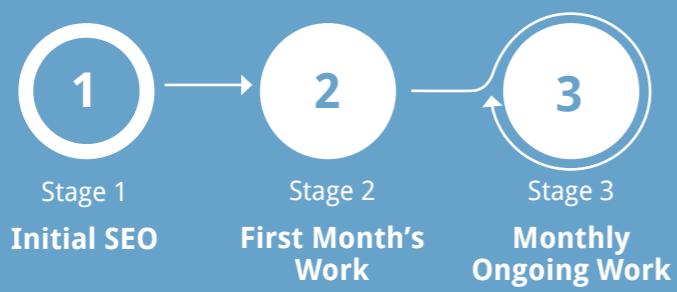
The aim is to prevent your website from being penalised by Google in any way. To make sure that your content reads well yet gives enough emphasis to your product or service.

Results

Bounce rate will decrease and your website will have no penalties for keyword stuffing.

TechTalk

Keyword stuffing – is attempting to manipulate their position in the search results by repeating their keywords a lot!



Internal Linking Structure Analysis

What

We go through your website and link relevant pages to other relevant pages. This creates a web of links allowing your visitors to navigate around the site much easier and find ever more relevant content.

For example: if you are writing a blog post on tourism on Thailand and you mention hotels, this is a great opportunity to link to another post that lists the best hotels in Thailand.

Why

Internal linking is a powerful way of helping more of your content link higher on search engines.

Cross linking pages helps their individual ranking and this appears higher on search engines. It also helps users find more of your content as they are reading through each section.

Results

The amount of time each user spends on your website and amount of page views will increase. This is an important indicator to Google that people like your content and thus helps with your ranking.

TechTalk

Internal linking / cross linking – linking references from one page to another.

Page views – this is the amount of pages each user looks at on your website ideally we want something between 2-5 per person.

First Month's Work

During the first month of our work we focus all of our efforts to make your website Google friendly and optimise the content for the targeted keywords in order to provide great user experience.



Broken Link Fixing



Content Optimisation



Content Strategy



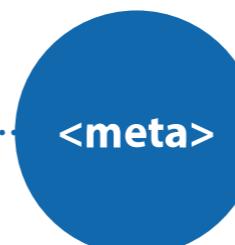
Image Alt Tag Optimisation



Google Places Account Setup



Google Authorship Implementation



Meta Tags Optimisation



Microdata Implementation



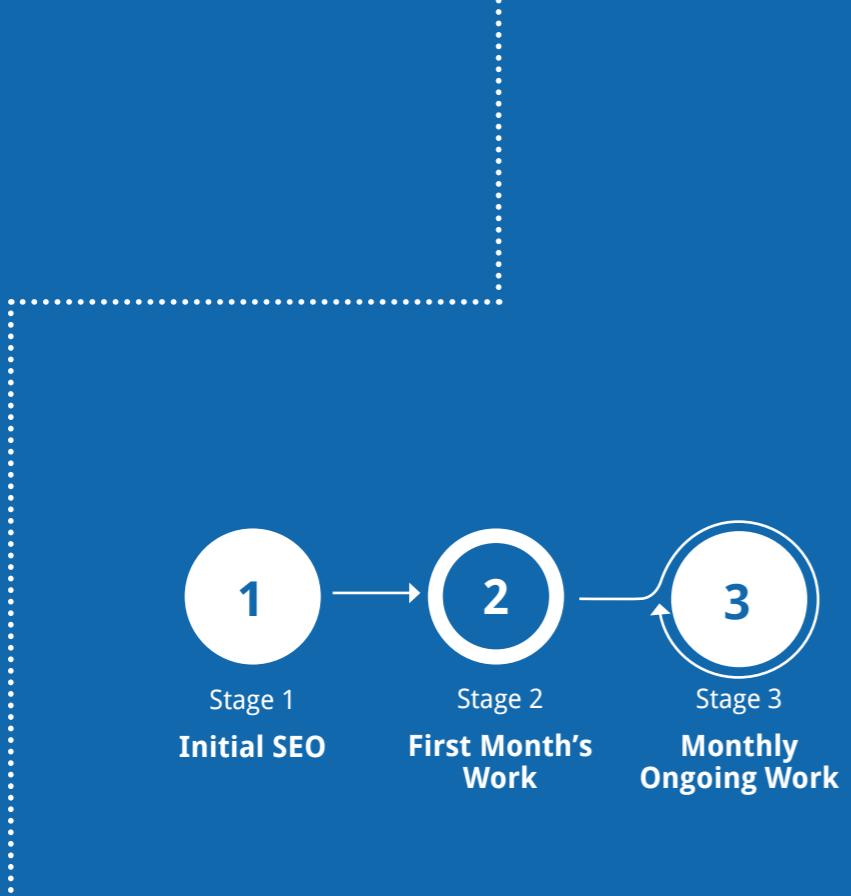
Social Media Accounts Optimisation



User Experience Strategy



Title Tag Optimisation



Broken Link Fixing

What

Yup, we look through your entire site and make sure there are no broken links. When we find one we look for where it was supposed to go or we re-direct it to another relevant page or website.

Whilst there are many automated tools for checking we also do a manual check to make sure the most important links are taking your users to the right place.

Whilst checking the links we make sure external links open a new window/tab so we keep the visitors firmly in place on your website.

Why

Broken links not only annoy users, they also count against your ranking according to Google. Because we want to make sure your website is optimised as much as possible we put a lot of time and effort into making sure every link works.

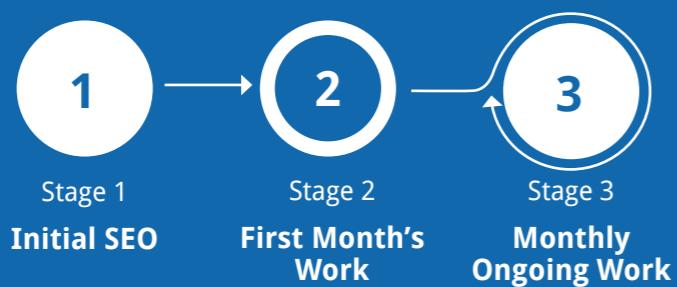
Results

Reports from Web Master Tools will reveal your website has no errors. There should be 0 reports of 404 errors and you will not lose any visitors to other websites.

TechTalk

External link – is a link to another website e.g. <http://www.facebook.com>. When the user clicks a new window will open.

404 errors – are “page not found” a link to or within your website is linking to page that is no longer there.



Content Optimisation

What

This affects all parts of your website including product descriptions, blog posts and about pages. We make sure that all the content is optimised according to Google guidelines:

- » Page titles and headings are relevant to the content
- » Meta descriptions summarize each pages' content,
- » The pages have internal linking to other relevant pages within your website.

Without any doubt the content optimisation is amongst the top factors from which your site's performance depends on. The key point here is not only for the search engine to understand your content, but also to be engaging and interesting for the users.

Why

If there is any activity we do that is key to your websites success online, it is content optimisation. Great content in proper context is, and always will be, the key to better search engine rankings.

We want your users to enjoy reading your content and we need search engines to understand the content and context of your content. If we achieve these two things then your website is destined to do well.

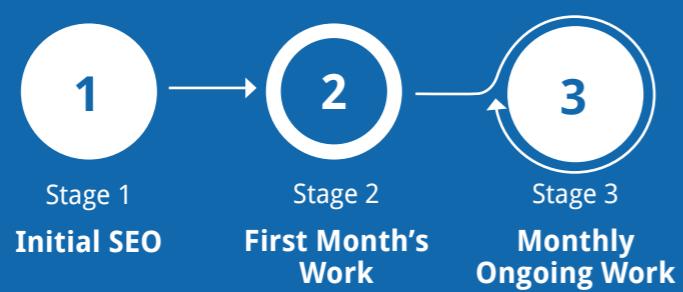
Results

Increase traffic and conversions and rankings for targeted keywords will improve.

TechTalk

Authors – Google gives you extra points by linking content to an author via their Google+ page.

Rich media - content which responds to the user's actions by presenting content such as text, graphics, animation, video, audio, games, etc.



Content Strategy

What

Based on our years of experience using the web, our team comes up with ideas and channels for your content. This may include creating infographics, blog posts, articles or even videos.

The main idea of a content strategy is to reach your potential customers through the channels they use on a regular basis. The strategy also includes how and when we will post out your content to reach your targeted demographic.

Why

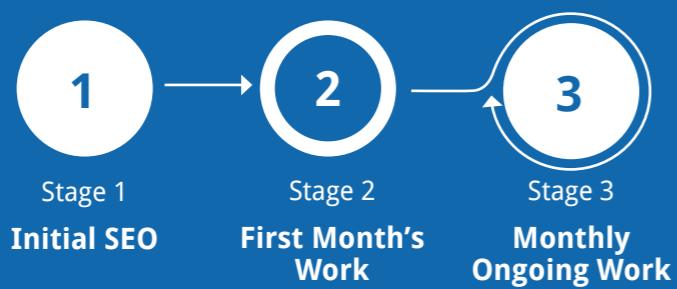
Having a strategy puts you in control of what is happening with your website. The plan helps you know what is working and why. This then allows us to refine and constantly improve thus giving you increasingly better results the longer you work with us.

Results

The results depend on the aim of the content. Is it to gain more likes and engagement on your social networks? Or are we targeting customers and getting them to get to the checkout as soon as possible? Whatever the results you will see them increase the longer you work with Web Courses Agency.

TechTalk

Infographic – graphical representation of interesting data.
The art of taking boring stats and creating interesting charts and graphics to bring life to the numbers.



Google Authorship Implementation

What

Google Authorship is a way to link content you create with a Google+ profile, which provides benefits such as your headshot image appearing next to your content in Google's search results. We setup this for you which has proven to increase clicks with every article we post and writing it will help increase your authorship profile. This in turn helps all your future content appear higher for relevant search results.

Why

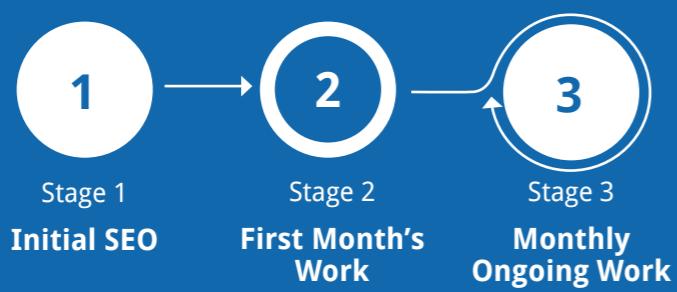
Having an authorship profile helps the content you rank get higher. This may also include guest posts we do on your behalf on other relevant websites. Say for example you write an article on the Bangkok Post, this will help your profile go higher thus increasing all the other content linked to your authorship profile.

Results

When your content is shown on Google it will have your image and link to your author profile. This shows your potential customers who you are and that you are a trusted content provider. Google reported a massive increase in clicks for results linked to author's profiles.

TechTalk

Google Authorship - linking content you publish on a specific domain (such as www.yourdomain.com) to your Google+ profile.



Google Places Account Setup

What

We register your physical address with Google places so you show up on local search, Google maps and listings. Geo targeting your content is a powerful way of rising up in local search which proves to be an extremely successful at bringing the right customers to your website and even doorstep.

Why

A recent study showed that 64% of all Google results are affected by where you are searching from at the time. Then there is the amount of people searching via the mobile e.g. "dentist" and if you happen to be a dentist in the area then you will be listed first. Google places also allows your customers to give you reviews this is an excellent way of promoting your business.

Results

Increased traffic which convert to customers. The traffic will come from places like Google Maps and local listings. The converting traffic will come from people looking for goods and services in their area. Also anyone using the Google Maps application will find you quickly and easily.



Image Alt Tag Optimisation

What

We look at the important images on your website and change the file name and alt text to better describe it to search engines.

Why

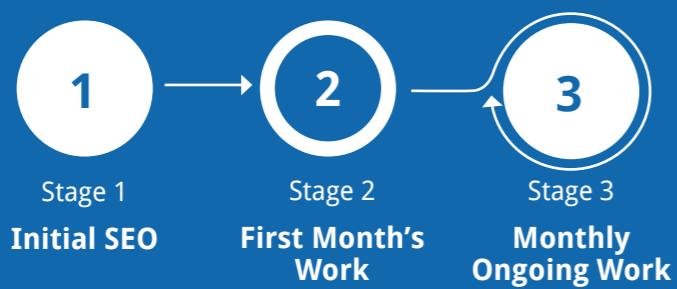
If you have ever searched the internet for an image the search will have looked at a combination of the image filename, surrounding text and, most importantly, the alt text. We optimise these three aspects of your images to attract traffic from image search engines such as Google.

Results

Increase traffic to particular pages containing certain images that have been returned in search results. For example if someone is searching for a particular product such as a “Dewalt power drill” your picture will turn up, the user clicks and comes direct to your product page, ready to buy.

TechTalk

Alt text - is the text used to describe an image inside the code of your website. This must be accurate to the image and be around 2 to 8 words.



Meta Tags Optimisation

What

Meta tags are not shown on the website but contain important information about each page within the code. We make sure that the proper title, description and Authorship are nested in the right meta tags and you can even help with which image to be shown when a user shares your content in Facebook. Meta tags can also be useful when your website is in multiple languages.

Why

Title tags show up in blue on Google result pages so we make sure these are highly relevant to what you want to be found for. The optimal length for the description is 160 characters where you can sell the page to entice users to click. A link back to your Google+ page can also be placed in your meta tags along with references to images for Facebook to use when the page is shared.

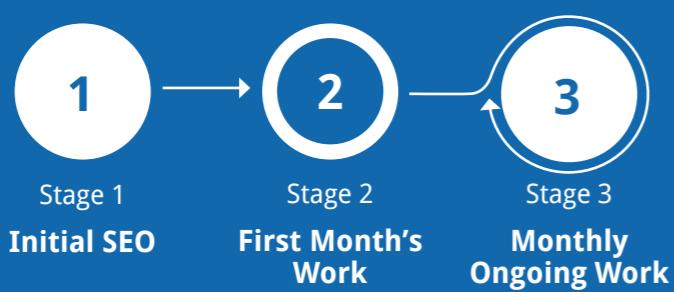
Results

The click through rate (CTR) from Google to your website will increase along with your keyword ranking. Also when people share your content the best image will be shown to represent the specific page.

TechTalk

Meta tags – contain extra information about the specific page the user is looking at. While they are not shown on the page they are important to search engines when understanding your content.

Page Title – here you have about 60-70 characters to describe what the page is.



Microdata Implementation

What

We add extra information inside your content to bring it to life for search engines. Let's take an example of reviews. With microdata you can actually put the star rating inside the content and it will literally show up as a five star review on your Google results.

Microdata is also very useful for things like dates so if you run events then this service will really help your content's exposure. Events need a venue and the address is also a great opportunity to use Microdata to link to maps.

Why

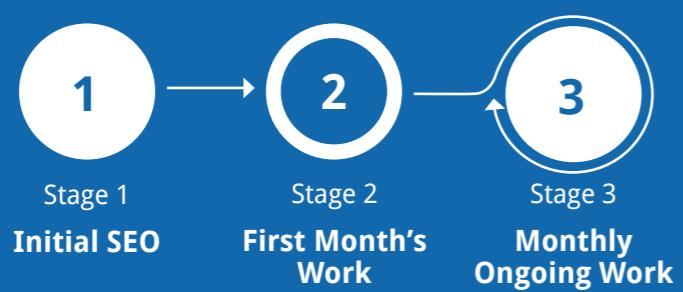
Microdata is especially useful for e-commerce websites as you can embed a lot of information within each product description which help search engines understand your content better. The better you describe your content the more value search engines will assign to it for relevant keywords and phrases meaning you climb higher in the ranks.

Results

You will see things like reviews or date stamps next to your search results which make them stand out promoting a higher click through rate.

TechTalk

Microdata – Search engines, web crawlers, and browsers can extract and process Microdata from a web page and use it to provide a richer browsing experience for users.



Social Media Accounts Optimisation

What

There is so much you can do with social media integration and customising the design of your profiles to fit your branding. We start by adding your branding to all your chosen networks such as Facebook, Twitter and YouTube.

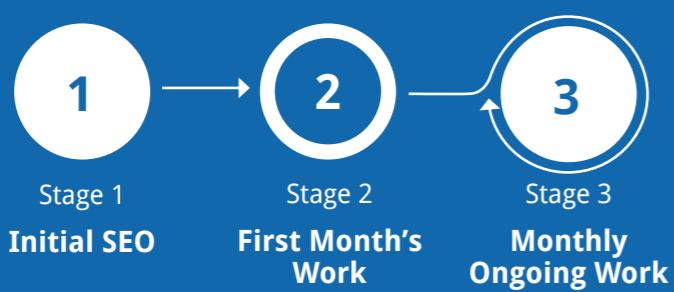
Why

We then make sure your profiles are correctly setup so you start to appear on more searches within the social network.

Also your potential clients may check out all your public profiles to learn more about your company. We make sure your clients will be impressed by your level of engagement and quality content you post on your social networks.

Results

More leads through Social Media Channels and greater brand awareness.



Title Tag Optimisation

What

The title tag is the first important information a web crawler sees on your page, thus is essential to include the most important keywords that fit to your page's content. We make sure all your pages have unique relevant titles that tell users exactly what your content is about. The quicker we get your message across the sooner your target audience will find your content.

We will optimise your title tags to contain the important keywords whilst keeping them interesting to your target audience.

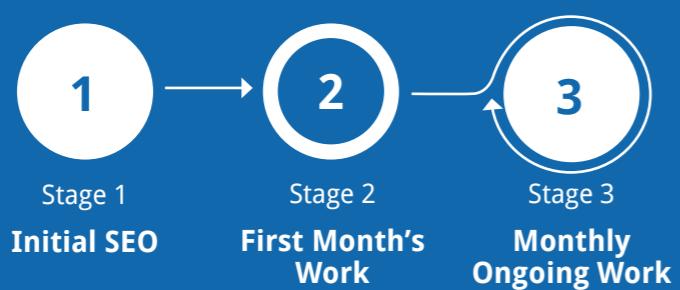
Why

Search engines like unique page titles and we want your users to find answers to their questions e.g. "Where can I find a food photographer in Bangkok".

When you search for something on Google, the page titles show up in big blue letters with underlines. So we need your content titles stand out and entice more visitors to yours site.

Results

In the Web Master Tools section we will see an increase in your site's click through rate which in turn means more people on your site who are looking for your product or service.



User Experience Strategy

What

We improve the usability, navigation and flow of your website. Our team first researches the best way to improve your websites user experience, tests the changes on some potential users and then makes the changes as part of your Web Courses Agency SEO package.

We then closely monitor what users prefer and constantly make adjustments to tweak your website into a well oiled machine.

Why

If users do not enjoy and benefit from using your website they will leave and never come back. This causes a high bounce rate and a low return rate. A bad user experience will have a negative impact on your website. By improving the overall experience for users we not only make your users happy but Google as well.

Results

You will see an increase in users completing required user tasks e.g. going through to checkout or signing up for your service. The bounce rate will decrease and time on site will increase. We hope you will also get positive feedback from your clients about your site and how easy it is to use.

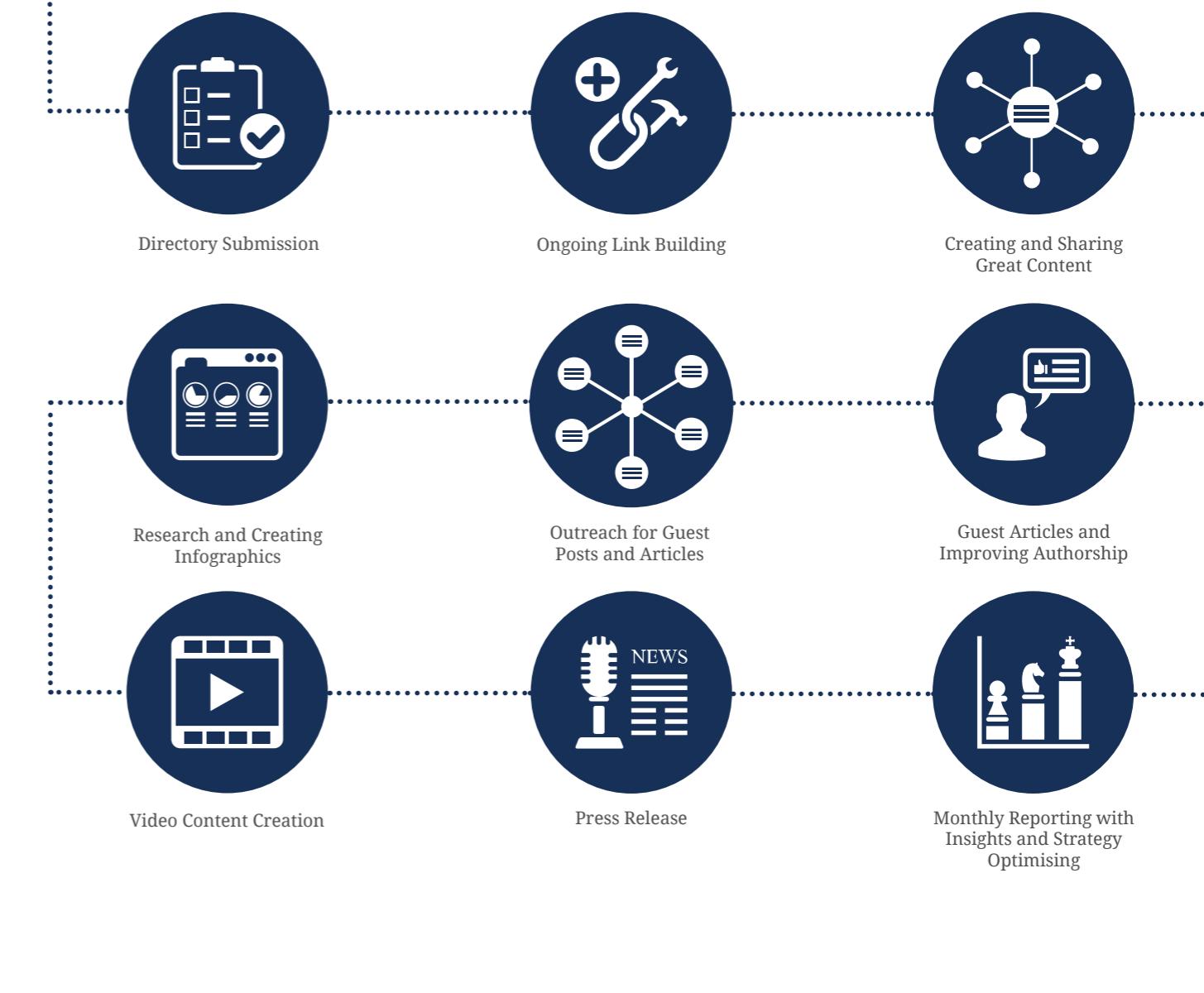
TechTalk

SEO Package – where we take care of your website and help it climb the search engine ranks.

Required User Tasks – are normally directly linked to what your business offers. For e-commerce websites you want people to purchase and for a service provider you may want users to sign-up.

Monthly Work Ongoing

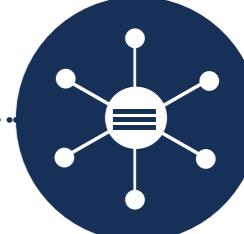
Since the website is optimised and full of great content, now it's time to tell the world how awesome your website is. We will popularise it by producing high quality content and publish it to other authoritative web properties, obtain links from websites in your niche, contact bloggers and medias and spread the word about your new website.



Directory Submission



Ongoing Link Building



Creating and Sharing Great Content



Research and Creating Infographics



Outreach for Guest Posts and Articles



Guest Articles and Improving Authorship



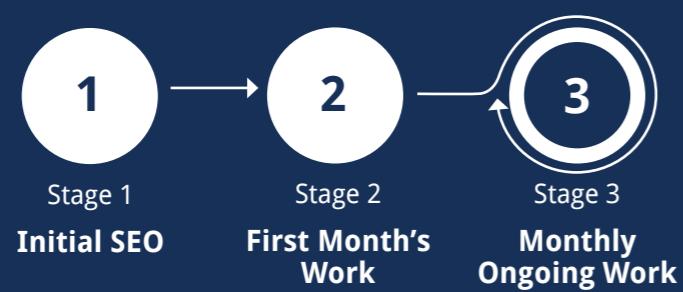
Video Content Creation



Press Release



Monthly Reporting with Insights and Strategy Optimising



Directory Submission

What

We find popular, relevant directories to register your business, products and or services. We hand pick only the ones that are used by your target audience and will potentially bring you targeted traffic.

For example our web design school is listed on a directory for international training centres. Anyone on that directory is looking for what we do so by having a well setup profile we stand a chance of winning that customer.

Why

Our focused list of industry specific directories will help increase your brand awareness and some directories even help raise your search engine ranking.

Some directories not only promote your listing but encourage it's users to leave reviews. Reviews are a wonderful source of social proof for your business and help increase your conversions.

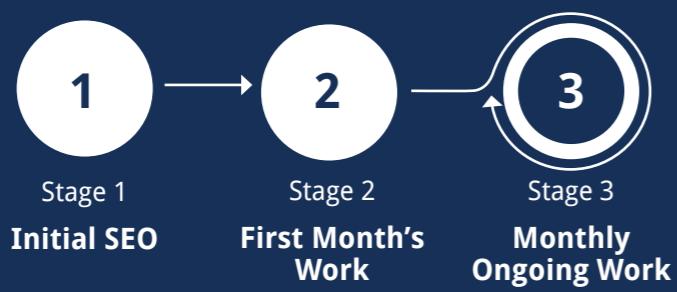
Results

Referral traffic will increase from these specific directories.

TechTalk

Social Proof – is a way of reassuring your customers you are a legitimate company that provides good customer service. E.g. “100's of well known brands use our service”.

Referral traffic – is basically people visiting your website through a link on another website.



Ongoing Link Building

What

As we said earlier a link is a recommendation and we want as many recommendations as possible. We contact closely related blogs, magazines, research and news websites and let them know about content relevant to their subjects.

We also look for content around the web that mentions what you do or even your brand. Our team then asks the web master to link back to your content. This is called out-reach and is proven to significantly improve your ranking.

Why

Links do not always happen by themselves. So we need to take a proactive stance in gaining more links to your website. The more links to your homepage and specific pages the better your ranking will be.

Also through our outreach program we have fostered some very useful relationships with some of the top blogs for specific industries. These relationships we then leverage to help your site fly up the rankings.

Results

Inbound links will increase. You will see your website featured in a variety of quality websites. Features will in turn attract a fresh stream of visitors and the links they provide will count towards your Page Rank.

TechTalk

Out-reach – contacting other websites and media outlets to let them know of your brand and content.

Inbound links – links pointing to your website content.



Creating and Sharing Great Content

What

We constantly each month create more and more great content for your users to read, for other websites to link to and social media networks to share to bigger and bigger audiences. Using the strategy we created in the Initial SEO section we keep looking for content that will inform, entertain and convert your visitors into clients.

Content we create will always have one of the following attributes:

- » Unique and interesting
- » Fresh and engaging
- » Contains clear call to actions.

Why

Great content is at the heart of SEO and vital to bringing visitors, attracting links and promoting users to mention you on social networks.

The content we create is aimed at converting visitors into customers and improving your websites rank on the top search engines.

Results

Increased number of social mentions, higher return visitor rate and more inbound links.

TechTalk

Engaging – with your content it is a clear indication to search engines you have something interesting to say.

Social Mentions – sharing, liking or status updates containing your brand or a link to your content.



Guest Articles and Improving Authorship

What

Some of the content we write for you will be sent to popular websites for your business sector. Say for example you are a financial coach, we will write a guest post for say the Bangkok Post's finance section and submit it to be featured on their website. The trick is writing content around your company's expertise and producing it in a similar style the website we are writing for. This increases the chance they will post it and link back to your website.

We make sure that there are links within the content to your onsite content and most importantly a link to your Google plus profile to improve your Google Authorship profile.

Why

Guest posting has been extremely successful for our school side and we continue to look for more and more relevant websites for us to submit your content.

One you are leveraging the target websites popularity, brand awareness and reputation. Two you are gaining link from a related and highly relevant trusted website. Three you are improving your Google Authorship score.

Results

Increased traffic and an increase in your Google Authorship score. While this score is not shown it helps future content you curate to be shown higher on Google. With the site's we target we always look for an active community. Once your content is posted we will monitor any questions and mentions by the websites readers and respond accordingly.



Outreach for Onsite Guest Posts and Articles

What

We contact well known or industry leaders to actually submit content on your website such as an interview or guest article.

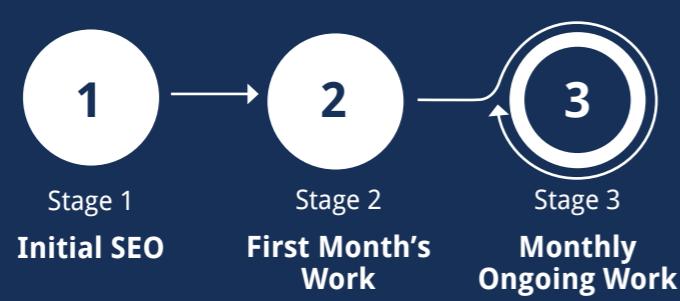
Why

Outreach for guest articles brings fresh content and often the author will share the article across his network increasing your exposure.

The more quality content the better especially if it is written by people in your industry of which your users can gain experience from.

Results

Through the outreach program your brand will be seen by leaders in your industry or other relevant businesses. More quality content attracts links and social mentions. The author sharing the article across his network brings in new potential customers and again increases your brand awareness.



Research and Creating Infographics

What

We research a topic, find interesting data and explain it visually using graphics.

We then submit these graphics to popular websites like Visual.ly that then go onto share them around the web. Infographics are also a wonderful way to educate your customers and can often be used in your own sales material for that wow factor.

Why

Firstly an infographic can not only show you know your business very well but helps your customers understand what you do better. If they see you as a leader in your field they are more likely to become a paying customer.

Secondly infographics are a fantastic way of getting your brand out there. Each graphic we create will have your logo, branding and website link.

Results

Increased brand awareness measured by more people using search engines to find your brand.

Inbound links from websites referring to you as the author of the infographic.



Video Content Creation

What

Our research shows that users respond 80% better with video rather than just static pictures and text. We create videos that include telling people about your business and that they should choose you, to testimonials and reviews and even tutorials.

Why

With video we can get your message across and show some social proof all in one neatly packaged clip. These videos aim to increase the amount of time users spend on your site giving us more opportunity to turn them into potential leads.

Results

Visitors will spend longer on your website, as they are watching the video.

Traffic will increase from targeted video sharing networks like Vimeo, YouTube and Dailymotion.



Press Releases

What

We write a press piece announcing something new and exciting from your company. Our copywriters put together information about your events, new projects, CSR or advancements in your field to create newsworthy articles and submit them to news and PR websites.

Why

Our aim is to create news that reporters will then use on their websites with a citation back to your website. These types of links are fantastic at bringing high volume traffic over a short period of time and using an existing media network to get your message out there.

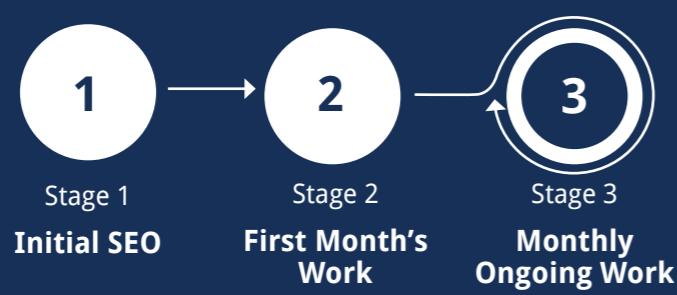
Results

High volume traffic as the news item is posted on news sites or even used in print media.

TechTalk

CSR – *Corporate Social Responsibility* is companies helping the environment or charities through a shared responsibility to give back to the community.

Media network – such as *Mashable* and other news websites which will also include their social networks such as *Digg*, *Reddit* and *YouTube*.



Monthly Reporting with Insights and Strategy Optimising

What

Every month you will receive a full report on the work our team has done and the effect on your search engine rankings. We look at the reports and see which strategies are working and will continue and those that need to be adjusted to improve conversions for your website.

Why

The reporting helps you see what we have been working on. We want you to clearly see the ROI you get from our package and hopefully see it continually improve.

We constantly refine and adapt our strategy for you to help your business reach a wider audience. Our aim is not only to bring you new customers but new business opportunities as well.

Results

You will clearly see the work that has been done and be able to calculate the ROI.

TechTalk

ROI – *Return on Investment* is essentially how much money you are making based on your investment.

Price Table

Starter

฿11,000/pm

If you have a small niche or new business and a limited budget this is the right package for you.

Business

฿20,000/pm

This package is for an established business wanting to improve brand awareness and an increase in sales leads.

Corporate

฿ 35,000/pm

This is our most comprehensive package which will help you to sustainably increase your ROI.

Initial SEO

	Starter	Business	Corporate
 Website Architecture Rebuild or Restructure	✓	✓	✓
 Keyword/Keyphrase Analysis	✓	✓	✓
 Google Tools Setup	✓	✓	✓
 XML Sitemap Creation	✓	✓	✓
 Sitemap Submission to Google/Yahoo/Bing	✓	✓	✓
 Robot.txt Creation	✓	✓	✓
 Competitor Analysis	✓	✓	✓
 Keywords Density Analysis	✓	✓	✓
 Internal Linking Structure Analysis	✓	✓	✓

First Month's Work

	Starter	Business	Corporate
 Broken Link Fixing	✗	✓	✓
 Content Optimisation	✗	✓	✓
 Content Strategy	✗	✗	✓
 Google Authorship Implementation	✗	✓	✓
 Google Places Account Setup	✗	✓	✓
 Image Alt Tag Optimisation	✓	✓	✓
 Meta Tags Optimisation	✓	✓	✓
 Microdata Implementation	✗	✓	✓
 Social Media Account Optimisation	✗	✓	✓
 Title Tag Optimisation	✓	✓	✓
 User Experience Strategy	✗	✓	✓

Monthly Work Ongoing

	Starter	Business	Corporate
 Directory Submission	✓	✓	✓
 Ongoing Link Building	✓	✓	✓
 Creating and Sharing Great Content	1	4	10
 Guest Articles and Improving Authorship	1	2	5
 Outreach for Onsite Guest Posts and Articles	✓	✓	✓
 Research and Creating Infographics	✗	1	2
 Video Content Creation	✗	✗	✓
 Press Release	✗	1	1
 Monthly Reporting with Insights and Strategy Optimising	✓	✓	✓