

Wild Cat Communications Preliminary Project Plan

Increasing and Improving Search Engine Traffic and Conversions using SEO

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Preliminary Project Plan

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1 About This Document

This document summarizes our preliminary project plan for Wild Cat Communications.

2 Project Scope

We have estimated the effort keeping one Search Engine Optimization ("SEO") expert dedicatedly working for the promotion for Wild Cat Communications. The promotion will include the extensive research based on search engine optimization, keyword research and analysis, regular submissions and monitoring, link Popularity and directory submissions, amongst other things to drive qualified traffic and increase in sales conversion ratios.

3 Purpose

To provide the cost effective SEO service to the client with an effective ROI. The objective is to optimize the existing websites of Wild Cat Communications and have dedicated efforts. ISHIR's Search Engine Optimization methodology is targeted towards designing a comprehensive Web positioning model. ISHIR's expertise in Web Analytics provides noticeable change in rankings for on search engines. Generation of qualified traffic on the websites helps increase revenues and improve bottom-line. The SEO development life cycle is a sequence of methodical activities that ensures enhanced web presence and increase traffic. Emphasis is given to studying the current market trends to determine the level of competency and derive an unailing strategy to gain an edge over competitors.

4 Our Mission

At ISHIR, we strive to provide our clients with an unparalleled return on their Internet marketing investment by apply proven techniques.

5 Activity

ISHIR provides Search Engine Optimization, Positioning, Advisory and Marketing Services for clients throughout the world. The rapid growth of our business is attributed to both our excellent track record and our outstanding levels of client service. Our methodology ensures strategically maximizing the client's return on investment for the budget allocated to Search Engine Marketing.

During the course of our engagement we will carry out the following activities.

Activity	Duration	Deliverables
Business Analysis	1-4 days	Business Analysis Report
Goals Assessment	1-2 days	Goals Report
Web Site Architecture Assessment	2-5 days	Site Architecture Report
Site Analysis	2-5 days	Site Analysis Report
Understanding of Existing Promotional Activities	2-3 days	Existing Activity Report with our expert suggestions
Competitive Analysis	2-6 days	Competitive Study Report
Keyword Research & Analysis	3-8 days	Keyword Report with short-listed / targeted phrases
Optimization Plan	1-2 days	Optimization Strategy Report
Site Optimization	Depends on # of pages 5-20 days	Code Level optimization completed
Quality Check	2-5 days	Quality Check Sign off
Site Submission	3	Manual Submission to Major Engines
Periodic Business Update Meetings with Clients	1-2 days	Minutes of the Meeting
Link Popularity Campaign	On-going	Link Popularity Plan
Site Monitoring & Maintenance	On-going	Periodic Report & Analysis

Activities Explained:

- **Business Analysis** - A better understanding of the client's business, objectives, target customers, competition, and market competency is analyzed during this phase. A thorough understanding of the business will also enhance our knowledge about your target customers. Unique selling proposition will be thoroughly understood including branding strategy.
- **Goals Assessment** - Successful web sites produce quantifiable results. We will lead a discovery process which is designed to gain a thorough understanding of the objectives for your company and web site in terms of revenue generation, client acquisition and lead qualification.
- **Web Site Architecture Assessment** - Our experts will conduct a detailed analysis of your web site. We will go behind the scenes and examine the design, flow and construction of the site from an optimization perspective. This is vital for search engines such as Google who spider the web and rank sites based upon an algorithm.
- **Site Analysis** - In depth analysis of the current site and study of the existing traffic are crucial steps in SEO life cycle. Our experts will completely scrutinize your website to evaluate the weak areas of the website and device solutions to overcome them.
- **Competitive Analysis** - A thorough review of your competitors' positions and keywords is undertaken. This process is both enlightening and instrumental in establishing a competitive advantage.
- **Understanding of Existing Promotional Activities** - This activity involves the extensive understanding of the existing SEO efforts, their methodology, pros and cons and then to plan a strategy so that the existing efforts are not hurt/ washed out.
- **Keyword Research & Analysis** - This is a crucial stage that finalizes the keywords capable of capturing qualified traffic. We help to determine the most appropriate selection of keywords / phrases that should comprise your submission list by researching search traffic patterns within the major search engines. Relevant keywords are generally determined by understanding the clients. The keyword finalization is followed by phrase positioning according to the competition on search engines. The keywords that will generate the maximum qualified traffic for your business are consistently monitored through our special techniques.
- **Optimization Plan** - Based on the findings from earlier steps we device a plan highlighting the steps we will need to take to improve website ranking on search engines.
- **Site Optimization** - This is a vital phase to make the site Search Engine friendly. We then work closely with the appropriate individuals within your company to implement site modifications that will lead to greater prominence within those search engines. Section stage includes but not limited to insertion of Meta tags, optimization of images, insertion of alt tags, etc. The link structure of the website is also altered so as to make it more friendly for the spiders to follow.

- **Quality Check** – This involves the extensive quality check to make sure that all the specifications in the optimization plan has been done . Various offline and online software are used to make sure that the proved optimization standards are met.
- **Site Submissions** - During this step, the website is systematically submitted to various web directories and search engines. This step needs to be carried out using manual submissions, keeping within the parameters set by various search engines on the number of pages submitted per day and the type of websites to be submitted.
- **Link Popularity Campaign** - includes researching websites which relate to but do not directly compete with the clients website and then exchange links with them. This is a very important step as more and more search engines are using link popularity as one of the factors to determine the rank of a website.
- **Site Monitoring & Maintenance** - Search engine optimization is a process. This step involves ranking observations, traffic trend observation and tweaking of the website regularly so as to maintain the achieved rankings and further enhance them.

6 Results

We can help your website to grow your business and reap rewards from internet marketing. Our ground-breaking approach towards REENGINEERING your web presence ensures a high-degree of visibility for your websites on the Internet. Improved rankings on the website will ensure greater visibility thus help in increasing revenues and/or improving bottom-line.

Our internet marketing strategy will concentrate in maximizing your returns on your marketing dollars.