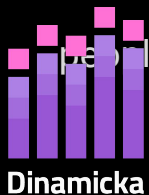# MARKETING OFFER

FOR

This proposal contains information that is proprietary to Dinamicka Development. No part of this proposal may be duplicated or used for commercial purposes without the prior consent of Dinamicka Development. This Proposal is valid for 30 days.

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OUR OFFER

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What we can offer:

- SEO. For now optimization rating of your website is 76 of 100. There are lack of Meta descriptions of website's pages. Some of website's URL are not SEO friendly. There are many duplicate H1 and H2 headings on the homepage. Average website's position is 54.7 at SERPs for branded keywords. Rankings on given keywords are >100 position across the entire US. We offer a deep keyword research and on-page SEO, to increase visibility of your website at search engines. Also we can increase conversions from your website by fixing some of the User Interface issues.

- SMM. Facebook, Twitter, Google+ and Instagram are preferred social media for this project. We recommend implementing Facebook Page Plugin on the website so the users would see reviews from your FB page. Also we can propose posts boosting at Facebook. For Instagram and Twitter we can run a hashtag which people may use to share their feedbacks about the company.

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OUR WORK STAGES

1 **SEO audit**

- automated audit
- manual audit
- UI/UX audit

2 **Competitor analysis**

- manual research.
- automated comparison.
- audience comparison.

3 **Keyword research**

- keyword ideas generation
- competitors analysis (what keywords they use?)
- keywords prioritization and grouping

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(4) On-page optimization

- Fix User Interface problems of the website
- Meta description and page titles optimization
- URL optimization

(5) Off-page optimization

- Guest posts
- Backlinks management
- Adding website to relevant business listings

(6) Marketing campaign

- Create social media profiles (Instagram and Twitter)
- Post Boosting at Facebook
- Performance analysis

(7) Delivery

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INITIAL ON-PAGE AUDIT

User Interface Audit

There are more than 3 colors used on the website which is bad for UI (currently 5 colors used). Some pages (News & Gallery) don't have any relevant content, but they still can be indexed by search engines.

Meta Description

1 meta description is missing on your website and 13 meta descriptions have below 70 characters (13 crawled pages). Also meta descriptions on the website do not include keywords.

Page Titles

4 page titles of the website are duplicate. 3 page titles of the website has a length less than 30 characters (13 crawled pages). Most search engines will truncate titles up to 70 characters.

H1 Headings

7 pages are missing h1 tag and 2 pages have duplicate h1 tags. There is low keyword tensity in website's h1 headings.

URL Optimization

5 links from your website are not SEO friendly.

HTTPS Usage

Your website is not using https, a secure communication protocol.

Inline CSS

Your webpage is using 3 inline CSS styles

Social Media Buttons

Link to the Facebook page is not properly added to the current UI of the website. We can add Facebook Page Plugin to make your social media visible and to make reviews from the page visible

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INITIAL OFF-PAGE AUDIT

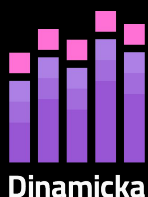|	
Backlinks	There are 155 incoming backlinks referring to your domain (there are 27 referring domains). 18 of 155 are Nofollow links which won't give you needed SEO impact on website's rankings. 68 links are referring to not existing URLs of your domain and are not relevant to your website's category.
Website Rankings	Average website's position is 54.7 at SERPs for branded keywords. Rankings on given keywords are >100 position across the entire US.
SMM	There is only Facebook page link available on the website. Facebook, Twitter, Google+ and Instagram are preferred social media for this project. We recommend implementing Facebook Page Plugin on the website so the users would see reviews from your FB page.

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PRICING AND APPROXIMATE TERMS

Our rates varies from 15$ for SEO/SMM to 26$ for design per hour

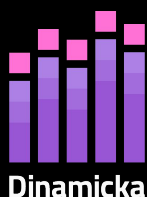|		
1.	Keyword research	4-5 hours
2.	Competitor analysis	5 hours
3.	On-page optimization	5 hours
4.	UI redesign	64 hours
5.	Off-page optimization	4-5 hours per week
6.	SMM campaign	8 hours per week

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THANK YOU!

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