



**PG SOFTWARES**

ISO 9001: 2015 Certified

# DIGITAL MARKETING PACKAGES

Services	Package 1	Package 2	Package 3
Search Engine Optimization	10,000 INR	12,500 INR	15,000 INR
Paid Advertising on Google/Social Media (Facebook, Twitter, etc.,)	10,000 INR	12,500 INR	15,000 INR
Social Media Optimization	10,000 INR	12,500 INR	15,000 INR
<b>Total</b>	<b>30,000 INR</b>	<b>37,500 INR</b>	<b>45,000 INR</b>



# Digital Marketing services - Search Engine Optimization (SEO) Services

SEO TASK	PACKAGE 1*	PACKAGE 2*	PACKAGE 3*
Targeting Keywords	10 Nos.	15 Nos.	20 Nos.
On Page Optimization	<ul style="list-style-type: none"> <li>● Google Webmaster Account Creation</li> <li>● Google Analytics Account Creation</li> <li>● Sitemap Submission</li> <li>● Robot.txt File Submission</li> <li>● Website Optimization</li> <li>● Internal Link Building</li> <li>● SEO audit and competitor analysis</li> <li>● Optimizing the heading</li> <li>● Optimizing the content</li> <li>● Adding appropriate Title tag and meta description</li> <li>● Adding Long tail keyword in content</li> <li>● Optimization of images and ALT text</li> <li>● Implementing structured data</li> <li>● Fixing crawl error, broken images, broken links</li> </ul>	<ul style="list-style-type: none"> <li>● Google Webmaster Account Creation</li> <li>● Google Analytics Account Creation</li> <li>● Sitemap Submission</li> <li>● Robot.txt File Submission</li> <li>● Website Optimization</li> <li>● Internal Link Building</li> <li>● SEO audit and competitor analysis</li> <li>● Optimizing the heading</li> <li>● Optimizing the content</li> <li>● Adding appropriate Title tag and meta description</li> <li>● Adding Long tail keyword in content</li> <li>● Optimization of images and ALT text</li> <li>● Implementing structured data</li> <li>● Fixing crawl error, broken images, broken links</li> </ul>	<ul style="list-style-type: none"> <li>● Google Webmaster Account Creation</li> <li>● Google Analytics Account Creation</li> <li>● Sitemap Submission</li> <li>● Robot.txt File Submission</li> <li>● Website Optimization</li> <li>● Internal Link Building</li> <li>● SEO audit and competitor analysis</li> <li>● Optimizing the heading</li> <li>● Optimizing the content</li> <li>● Adding appropriate Title tag and meta description</li> <li>● Adding Long tail keyword in content</li> <li>● Optimization of images and ALT text</li> <li>● Implementing structured data</li> <li>● Fixing crawl error, broken images, broken links</li> </ul>
Off Page optimization	<ul style="list-style-type: none"> <li>● 60 Nos. of back link directory</li> <li>● 5 Nos. of valid back links</li> <li>● 2 Nos. of Article Submission</li> <li>● 2 Nos. Social Media Bookmarking local citation</li> <li>● Industry based directories</li> <li>● Bing places for business and google business listing optimization</li> </ul>	<ul style="list-style-type: none"> <li>● 90 Nos. of back link directory</li> <li>● 10 Nos. of valid back links</li> <li>● 4 Nos. of Article Submission</li> <li>● 4 Nos. Social Media bookmarking local citation</li> <li>● Industry based directories</li> <li>● Bing places for business and google business listing optimization</li> </ul>	<ul style="list-style-type: none"> <li>● 120 Nos. of back link directory</li> <li>● 15 Nos. of valid back links</li> <li>● 6 Nos. of Article Submission</li> <li>● 6 Nos. Social Media bookmarking local citation</li> <li>● Industry based directories</li> <li>● Bing places for business and google business listing optimization</li> </ul>

# Digital Marketing services - Paid Advertising on Google/Social Media (Facebook, Twitter)

Google/Social Media Paid Advertisement Task	PACKAGE 1*	PACKAGE 2*	PACKAGE 3*
Google Adwords Account Creation	Yes	Yes	Yes
Pay Per Click- Paid Advertising	Yes	Yes	Yes
Number of Keywords	3 Nos.	5 Nos.	7 Nos.
Text Advertisement	Yes	Yes	Yes
Banner Advertisement	2 Nos.	4 Nos.	6 Nos.
Budget Management	Yes	Yes	Yes
Bid management	Yes	Yes	Yes
Monthly Reporting	Yes	Yes	Yes
Social Media Campaign Setup (Facebook, Twitter)	Yes	Yes	Yes
Identify your business goal	Yes	Yes	Yes
Identify your target audience	Yes	Yes	Yes
Monthly Report	Yes	Yes	Yes

# Digital Marketing services - Social Media Optimization (SMO) Services

SMO Task	PACKAGE 1*	PACKAGE 2*	PACKAGE 3*
Social Media Page Setup and Profile Optimization (One Time Setup)	Facebook	Facebook, Twitter	Facebook, Twitter & LinkedIn
Social Media Post (Design trend, Coupon Code, Discount, offer, Client Details, Services highlights)	10 Nos.	20 Nos.	30 Nos.
Post Sharing on both pages and groups	10 Nos.	20 Nos.	30 Nos.
Upload videos	1 Nos.	2 Nos.	3 Nos.
Comment	10 Nos.	20 Nos.	30 Nos.
Give Likes	10 Nos.	20 Nos.	30 Nos.
Related Friend Request	25 Nos.	50 Nos.	75 Nos.
Invite Friends for Page/Post	20 Nos.	40 Nos.	60 Nos.
Group Join / creation / posting	10 Nos.	20 Nos.	30 Nos.
Personal Text Message	25 Nos.	50 Nos.	75 Nos.
Regularly Monitor Your Social Media Pages and Check Notification	1 time per day	2 time per day	3 time per day
Insight Report	Monthly- Page Likes, Post Reach, Engagement	Monthly- Page Likes, Post Reach, Engagement	Monthly- Page Likes, Post Reach, Engagement

## What we need from clients?

- ✦ Email id and Password.
- ✦ Social Media Login Details.
- ✦ Company Logo and Profile.
- ✦ Contact Information.
- ✦ Company Photos - Meeting, Events.



+91 9042218777



#63, ARPEE CENTER,  
#320 NSR Road, Coimbatore 641011,  
Tamilnadu, INDIA



info@pgsoftwares.com