

SEO

SMO

SEM

# SEO Proposal

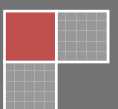
Search Engine Optimization (SEO), Social Media Optimization (SMO) and Search Engine Marketing (SEM)

1. Company Overview
2. Why Choose Us
3. Client Testimonials/References
4. Case Studies
5. Price List
6. Client List
7. Guarantee
8. SEO Process or Steps
9. Certifications
10. Contact Information

D21, Mancheswar, Industrial Estate

Bhubaneswar, Odisha, India. 751010

Auroinfotech solutions



## 1. Company Overview

### Who we are?

Have you ever considered how profitable your business would be? We, at AuroIN, have the answer. We are the leading SEO/SEM Company in India with over 7 years experience on the board. We hold the record of turning thousands of websites profitable by placing them into top search rankings and there by earning sales and revenue. Our team has been built on our core values, of delivering the highest level of campaign results, customer service and technical values.

### How we work?

Search Engine Optimization is not just achieving rank #1 with Google, Yahoo or Bing, it starts with acquiring a lead and ends with converting it into sales. So, we integrate the regular SEO process with enhancing the site features and making the page appealing enough for your leads. We believe our project management skills should meet your marketing objectives. Website owners always possess the desire to obtain more and more revenue. Their websites should attract more and more visitors. And hence they go in for professional SEO services. We have been working in this field for several years and have been able to make our presence felt by providing efficient and effective Internet Marketing Services to our clients. We believe in updating our techniques and processes to head in the right direction and bring the best to our clients. Our team of experienced and competent professionals is devoted to provide unparalleled SEO services to our esteemed customers. We appreciate our clients' compliments as well as their healthy comments and suggestions.

**Our approach:** The importance of SEO/SEM in promoting business and services has grown exponentially. At AuroIN, we understand the complex business dynamics and know what it takes to achieve the perceptibly impossible. The key to every successful Internet business process lies in its visibility in the major search engines. AuroIN offers guaranteed search engine ranking and placement which is why we have been the most sought-after when it comes to bringing targeted, potential and convertible visitors to your websites. We adopt state-of-the-art optimization techniques and follow the ground-breaking and advanced SEO approaches backed by our R&D. Our unique methodologies have helped our clients in getting an edge over their competitors and increased ROI.

## 2. Why Choose Us?

- a. **Largest Indian SEO Team:** We have highest number of SEO professionals (above 500) in India and abroad.
- b. **Strong Client References:** You may call our existing clients and ask about our quality service and how their targeted keywords are ranking.
- c. **Certifications:** Certified under Government of India such as ISO, STPI, DGFT and DIC
- d. **Fastest Communication:** 24x7 support via toll free phone, Skype, E-mail, major IMs, live chat, video conferences, Basecamp CRM etc. Turnaround time 30 minutes.
- e. **Database size:** We have world's largest database of directories, bookmarks, articles, press releases, reciprocal, threeway databases.
- f. **Reporting:** *"What we promise, activities and result of our work"*. Our top notch infrastructure and committed SEO professionals allow us to give 100% transparent SEO services to our clients. We are so confident of our SEO process and results that we give, at the beginning of the campaign, itemized description of SEO process along with time-deadlines and deliverables. We allow our clients to monitor the progress on a regular basis through our detailed and bug-free weekly and monthly reporting. This is in addition to our Basecamp CRM communication which gives our client the advantage of day-to-day monitoring. Feel free to see our sample reports (Site analysis, Pre SEO, Keyword analysis,

Weekly, Keyword ranking, Monthly, Critical analysis, Competitor analysis reports) at <http://www.auroin.com/sample-seo-reports.htm>

**g. Flexible Payment:** All major credit cards, 2CO, PayPal, Wire etc. We facilitate almost all major payment modes available today. Our clients can choose the best suitable mode and let us know so that we will bill them accordingly.



**h. World Class Infrastructure:** We are able to give top notch support because of our hi-tech infrastructure, it includes:

- Our own office building, staff quarters, cafeterias, vehicles etc.
- Air conditioned labs.
- 4x2 mbps leased lines with back up 16mbps broadband Internet connections
- 24/7 uninterrupted hi-power DG backup What sets us apart is the fact you can watch our infrastructure and our SEO professionals working, LIVE on camera on request!

### 3. Client Testimonials/References

"We have tried several SEO companies in the past. Therefore we were at first skeptic when we received an offer from you. But the professionalism of your offer convinced us to check you out, and I am glad we did. We selected the SEO Silver Plan and the PPC Platinum Plan. At any given time we know what you are working on and any concerns are addressed within hours, not days!"



**Name and Designation:** Markus Heitkoetter  
**Ph:** (866) 467-0747 or (512) 553-0835 ext. 930  
**Email:** markus@rockwelltrading.com

"AuroIN is a very professional SEO company. We are pleased with their efficiency of reporting, excellent support, and unlike a lot of other SEO's, they actually do what they say. In just 1 month we saw a marked improvement in the keyword positions. AuroIN professionalism provides our company the feeling of its reliability that leads to our success in our business."



**Name and Designation:** Irit Kahane  
**Ph:** +972-77-3242340  
**Email:** zellarazim@gmail.com

## 4. Case Studies

- a. Rockwell Trading has been with AuroIN since 2007, during which we saw a healthy progress in the campaign. We are still continuing to share a strong business relationship. Hundreds of keywords are now in 1st page of Google search.  
Browse: <http://p.auroin.com/casestudies/Rockwell-Trading.pdf>
- b. World famous photographer Roberto Fabbri's business relations with AuroIN started with the website [www.kanantik.com](http://www.kanantik.com). Now, almost a year later, we are still enjoying a strong liaison with him. Currently, we are working on multiple sites for Roberto.  
Browse: <http://p.auroin.com/casestudies/Kanantik.pdf>

## 5. Price List

SEO Jump Start	SEO Rank Builder	Business Builder
<b>\$400/month</b> FOR SMALL BUSINESS	<b>\$800/month</b> MOST POPULAR PLAN	<b>\$1500/month</b> START-UP COMPANIES
Targeted Keywords - 10	Targeted Keywords - 20	Targeted Keywords - 50
Targeted Pages - 20	Targeted Pages - 40	Targeted Pages - 80
Man Hours - 40	Man Hours - 80	Man Hours - 160
Submissions - 800	Submissions - 1600	Submissions - 3000
Back Links - 80	Back Links - 160	Back Links - 300

SEO Market Maker	SEO Webmaster	SEO King Maker
<b>\$3000/month</b> CONQUER THE MARKET	<b>\$4400/month</b> BOOST YOUR BUSINESS	<b>\$5800/month</b> FOR BIG BUSINESS
Targeted Keywords - 100	Targeted Keywords - 150	Targeted Keywords - 200
Targeted Pages - 160	Targeted Pages - 240	Targeted Pages - 320
Man Hours - 320	Man Hours - 480	Man Hours - 640
Submissions - 6000	Submissions - 9000	Submissions - 12000
Back Links - 600	Back Links - 900	Back Links - 1200

For more details: <http://www.auroin.com/seo-pricing/>

## 6. Our Prestigious Clientele



## 7. Guarantee

Once all necessary steps are covered, a considerable amount of positive change and subsequent upward trend will be visible in the following major metrics:

- A. Keyword Ranking
- B. Link Popularity
- C. Visitor Traffic

## 8. SEO Process/Steps

Our top of the line SEO process begins with extensive keyword research from our keyword expert team, we analyze above various on-page and off-page factors with an SEO perspective. Our on-page team suggests hundreds of on-page factors like changes required for the website, including titles, keyword density, description with respect to the SEO process and our off-page team starts working with the link building exercise using our huge database which includes:

- 15,000+ directories
- 40,000+ reciprocal sites
- 100+ Social networking sites
- 15,000+ business directories
- 1000+ book-marking sites
- 3,000+ article syndication sites
- 150+ press release sites
- 100+ video submission sites
- 80+ software submission sites
- 3000+ niche web directories
- 40,000+ reciprocal sites
- 100+ coupon submission sites
- 1000+ Blog promotion sites
- 500+ forum lists
- 100+ Blog syndication directories
- 120+ RSS feeds
- 100+ Social networking sites and Hundreds of Yellow pages.

We use this exclusive database to get back links in 10 different ways which includes (but is not limited to) Classified ads, Product Promotion (Google base, Shopzilla, Price Grabber etc.) Craigslist posting, Google/Yahoo local listing.

STEP 1	Free " <b>SEO Analysis and Proposal</b> " form	Day1	Client
STEP 2	Free site Analysis Report and proposal	In one business day of Step 1	AuroIN
STEP 3	Sign up for SEO Pricing	15 business days of Step 1	Client
STEP 4	SEO Input Request form	1-2 business days of Step 3	Client

STEP 5	Pre-SEO Report	1-2 business days of Step 3	AuroIN
STEP 6	Keyword Analysis	1-2 business days of Step 4	AuroIN
STEP 7	Keyword approval	1-2 business days of Step 6	Client
STEP 8	Link building details preparation	1-2 business days of Step 7	AuroIN
STEP 9	Link building details approval	1-2 business days of Step 8	Client
STEP 10	On-page recommendation	5-8 business days of Step 7	AuroIN
STEP 11	On-page approval	1-2 business days of Step 10	Client
STEP 12	On-page implementations	2-3 business days of Step 11	Client/AuroIN
STEP 13	Content creation & approval for off-page	10 business days of Step 7	Client/AuroIN
STEP 14	Creation & approval of new/existing pages	1 month of Step 7	Client/AuroIN
STEP 15	Reports	Weekly & Monthly of Step 3	AuroIN

## 9. Certifications

Certified under Government of India and Odisha such as ISO, STPI, DGFT and DIC.



## 10. Contact Details

**We operate 24x7. So feel free to contact us any time.**

**Physical Address:** D21, Mancheswar Ind. Est.  
Bhubaneswar, Odisha-751010, India

**Phone:****India:** +91 674.258.2780**USA:** +1 8888 TRYSEO (TOLL FREE) or 202.657.5242**UK:** +44 20.7193.0857**Australia:** +61 2.8011.3995**Fax:** +91 674.258.7094**Email:** [sales@auroin.com](mailto:sales@auroin.com)**Skype:** auroin.com**Important links:**

- a. **Website Address:** [www.auroin.com](http://www.auroin.com)
- b. **Meet Our Team:** <http://www.auroin.com/seo-company/ourteam/>
- c. **Sample Reports:** <http://www.auroin.com/sample-seo-reports.htm>
- d. **SEO Pricing:** <http://www.auroin.com/seo-pricing/>
- e. **Case Study:** <http://p.auroin.com/casestudies/Rockwell-Trading.pdf> and <http://p.auroin.com/casestudies/Kanantik.pdf>
- f. **AuroIN Video:** <http://www.youtube.com/user/auroin>

**Thank you!**