

## Global Digital Marketing Plan

Search Engine Optimization - SEO Plan (Per Website)	Paid Advertisement - CAMPAIGN SETUP - Monthly / Per Website	Social Media Marketing - Per Month/Per Website
<b>ON PAGE OPTIMISATION</b>	Networks: (Google Adwords, Facebook, LinkedIn)	SOCIAL MEDIA NETWORKS - Facebook, Twitter, LinkedIn, Google+, Instagram, Pinterest, YouTube <b>(Video content to be provided by client)</b>
No of Keywords	No. of Keywords	<b>PROFILE MANAGEMENT</b>
Canonicalization	Text Ads	Account Creation (If Needed)
Meta Tag Optimization	Banner Ads - Display	Time-Optimized Updates
Existing Content Optimization	Geo Targeting Setup	Custom Facebook Pages Creation of Product or Services (If needed)
Anchor, Title Tag, Header Tag Optimization	Conversion Tracking	Custom Cover Photos (Includes all channels signed up for)
Image & Hyperlink Optimization		Event & Group Creation
Footer & Header Optimization	<b>CAMPAIGN MANAGEMENT</b>	Shop Creation
Robots.txt Creation & Analysis	Competitor Analysis - No	Network Grow
XML Sitemap Creation & Analysis	Keyword Optimization	Group Joining
Schema Implementation for Contact Address	Ad Copy Optimization	Likes**
Schema Implementation for Logo & Reviews	Keyword Bid Optimization	Followers**
Geo Targeting (via GWT & Code)	Conversion or Leads	
Leads		
	<b>VALUE ADDS</b>	Leads
<b>LOCAL LISTINGS</b>	ROI Analysis - No	
Google Places (G+ Local) Listings	Landing Page Optimization - Advising	<b>ACCOUNT MANAGEMENT</b>
Local Page Creation on Website	A/B Testing - No	Dedicated Account Representative
		Marketing Strategy
	<b>ANALYTICS</b>	Planning/Strategy Meetings
<b>CONTENT MARKETING &amp; OFF PAGE SEO</b>	Google Analytics setup / conversion tracking	Contents - Calendar, Development, Prmotions and Graphics
Article Writing & Submission		
Press Release Writing & submission	<b>REPORTING AND SUPPORT</b>	<b>MONITORING</b>
Classified Submission	Reports - Monthly	Keyword Monitoring
Q/A Postings	Advanced Reports	Brand Mentions & Monitoring
Socail Book Marking	Dedicated Account Manager - No	REPORTS & ANALYTICS
PDF PPT Submission		Monthly Analytics & Metrics Report
Positive Review & Rating Submissions		
Business Listings (Yellow Pages, Merchant Circle, Bing, Yahoo, Yelp)		