



Proposal Letter

Thank you for giving this opportunity to present SEO solutions for your consideration. Based on your request, we are pleased to forward this proposal, aimed at increasing your online visibility and meeting your online positioning requirements.

Should you have any questions, please let us know. If you want to proceed with consulting general requirements, you just need to choose the contact options that will be provided to you within this proposal.

Looking forward to working closely with you on this project and giving you assurance of providing a solution of the highest standards.

Thank you & Best regards,

Noshan Maddumage |
Digital Marketing Consultant

hello@graphics.lk

+94 711 88 88 44



Noshan Maddumage | Digital Marketing Consultant

hello@graphics.lk | +94 711 88 88 44





Search Engine Optimization

SEO Objective

SEO aims to increase the likelihood that your website will be listed among the top sites when internet users search the web using keyword phrases related to your product or service.

SEO Benefits

- **Qualified Leads**

SEO can increase the number of potential clients who are already interested in and looking for your product or service.

- **Improved User Experience**

SEO also focuses on creating a streamlined and engaging interface with your clients that reduces bounce rates while increasing conversions or sales.

- **Increased Visibility**

With a properly optimized page, your website can draw regional, national, and international attention.

- **Greater Brand Awareness**

SEO can increase market awareness and brand visibility for your business's products or services.

- **Long -term Credibility and Ranking**

SEO can increase traffic from organic searches and help establish your business as reliable and dependable.





Scope of the work

On Page Optimization

Keyword Analysis – 4 finalize keywords

- Competitor Analysis - 10 competitor analyses per
- keywords META Tag Optimization
- Content Optimization
- Heading Tag
- Optimization URL
- page Optimization
- Alt Tag Optimization H tags optimization
- Website Load Time optimization W3C Compliance Testing Duplicate Content Analysis Duplicate Page Analysis Robots.txt Creation
- In-depth Technical Evaluation Sitemap Creation XML
- Google Analytics/Webmaster Setup Meta Data Written
- Link Building Analysis Website Health Check Image Optimization RSS Feed Submission

Off page optimization

- Blogs Writing Social Bookmarking
- Directory Submission Article Submission Forum Posts
- PPT Submissions Business Listings
- Regional Business Profile Creation





Work Plan

The key project activities and deliverables are listed in the table below. This timeline reflects the development process and is subject to change pending the start of the project and response time.

Terms of Service

Maintenance Agreement: The maintenance agreement is for 12 month period.

White Hat SEO Techniques: We only implement White Hat SEO techniques that are recommended by each search engine. We encourage our clients to use good SEO practices that are mentioned in the Webmaster guidelines.

Weekly & Monthly Updates: We will be providing you with Weekly & Monthly Reports so that you can follow up on the progress on your website.

SEO Commercial Consideration

<u>Description</u>	<u>Amount</u>
--------------------	---------------

4 finalize keywords- Monthly service charge	LKR 30,000.00
---	---------------

Ex: 4 finalize keywords - Timeline (6 Months min) -: 6 Months X LKR 30,000 = LKR 180,000



