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***Subject: DIGITAL MARKETING BREATH EASY HOSPITAL***

Strategy	Description
<b>SEO</b>	Full Site Audit, Keyword Research, Competitor Research, Technical Optimization, Content Strategy, Link Building
<b>GOOGLE BUSINESS PROFILE</b>	<p>Google Business Profiles: The Basics</p> <p>Publishing Your Google Business Profile</p> <p>Photos &amp; Videos For Your Google Business Profiles</p> <p>Monitoring Your Google Business Profile Insights</p> <p>Enter Complete Data For Your Profile</p> <p><b>Include Keywords</b></p> <p>Just like traditional website SEO, Google uses a variety of signals to serve search results.</p> <p>Keep Business Operating Hours Accurate</p> <p>Manage &amp; Respond To Customer Reviews</p>
<b>GOOGLE ADD</b>	<p>Automated account management</p> <p>Custom reporting</p> <p>Ad management based on inventory</p> <p>Manage Smart Bidding strategies</p>
<b>Face book Instagram management</b>	<p>Major Festive Posts</p> <p>Audience Reaching / Impression : add setup only (ADD AMOUNT PAID BY CLIENT)</p> <p>Audience Targeting Graphics Designing Relevant Group Sharing</p>

# SEO WEBSITE

To improve your website's SEO, our strategy resolves these issues through the followings strategies.

Strategy	Description
<b>Full Site Audit</b>	We perform a complete audit of your website's onsite SEO, offsite SEO, and technical SEO.
<b>Keyword Research</b>	We research up to [x] keywords to find the best opportunities for connecting with your target audience and appearing in search.
<b>Competitor Research</b>	We assess your client's competitors to see how they are performing and what you need to do to top them.
<b>Technical Optimization</b>	We implement technical upgrades that help your site meet the requirements and best practices set by Google.
<b>Content Strategy</b>	We expand site depth and build additional on-site content through a blog and targeted landing pages.
<b>Link Building</b>	We gain links back to your website.

## Our Strategy & Reporting

Because SEO is an ongoing task, our plan will include an initial set-up phase and ongoing monthly plans.



### Phase One: Initial Setup

The table below outlines Phase One. As each task is complete, you will receive a report of the work.

Task	Deliverable	Cost
<b>Full Site Audit</b>	Site audit with factor ratings	
<b>Keyword Research</b>	List of keywords and metrics	

<b>Competitor Research</b>	Report of competitor keywords and site metrics	
<b>Technical Optimization</b>	Report on technical upgrades	

## Phase Two: Ongoing Maintenance and Continued Growth

The ongoing plan includes the following monthly tasks that build SEO over time.

Task	Deliverable	Monthly Cost
<b>Content Strategy</b>	pieces of content per month	
<b>Link Building</b>	number of back links per month	

On the assigned monthly due date, you will receive a report on each strategy and a monthly report of site metrics detailing the SEO growth of your website. The monthly report will detail:

- **Page Views:** Number of pages viewed on your website
- **Number of Visits:** Number of visits to your website
- **Return Visits:** Number of times a unique visitor returns to your site
- **Average Time on Site:** Amount of time a visitor spends on your website
- **Bounce Rate:** Percentage of users who visit one page and then exit
- **Blog Comments:** Number of comments left on your website or blog
- **Inbound Links:** Number of back links your website receives
- **Competitive Power:** A metric that measures your site's ability to compete in SERPs.
- **Position in Search Results:** Your organic ranking on search engine result pages

Each of these metrics will help you see the results of our work and the increase in your website's SEO authority as it compounds and builds over time.

## ***Google Business Profiles: The Basics***

To improve your Google business , our strategy resolves these issues through the followings strategies.

Strategy	Description
<b>Enter Complete Data For Your Profile</b>	Local search results favor the most relevant results for searches. Businesses offering the most detailed and accurate information will be easier to serve in search. Don't leave anything to be guessed or assumed. Make sure your profile communicates what your business does, where it is, and how they can acquire the goods and/or services

	your business is offering.
<b>Include Keywords</b>	Including important keywords and search phrases to your business profile will be incredibly helpful, especially since your business website is listed directly within your GBP.
<b>Keep Business Operating Hours Accurate</b>	It's important to put your business hours, but it's equally important to update them whenever they change. Google offers the ability to customize hours for holidays and other special events. It should always be updated to keep your site accurate and users happy.
<b>Manage &amp; Respond To Customer Reviews</b>	We implement technical upgrades that help your site meet the requirements and best practices set by Google.
<b>Manage &amp; Respond To Customer Reviews</b>	Interacting with customers by responding to their reviews illustrates that your business values its customers and the feedback that they leave regarding it. Positive reviews are going to have a positive effect on potential customers when researching your business. They also increase your business's visibility in search results.

## ***Google Business Profiles: The Basics***

To improve your Google business , our strategy resolves these issues through the followings strategies.

<b>Strategy</b>	<b>Description</b>
<b>Grow your business with Google Ads</b>	Google is where people search for what to do, where to go and what to buy. Your ad can appear on Google at the very moment someone is looking for products or services like yours.
<b>DRIVE WEBSITE VISITS</b>	Grow online sales, bookings or mailing list signups with online ads that direct people to your website.
<b>(Ad (call, sale, lead, traffic, store visit)</b>	<ul style="list-style-type: none"> <li>• Target right audience &amp; location as per your business.</li> <li>• Set your business goal as per requirement like CPC, CPA &amp; CPM</li> </ul>

	<ul style="list-style-type: none"> <li>• Proper R&amp;D before promotion</li> <li>• Keyword research</li> </ul>
<b>GET MORE PHONE CALLS</b>	Writing relevant & result oriented Meta description Apply negative keyword Reporting A/B testing as per instruction Bid Set up Ad schedule set up Targeting (audience and place) Select good traffic as per product

## Face book Marketing

Strategy	Description
Post Engagement Page	Post Engagement Page Likes & Event
Face book add management	Reach b) Consideration Traffic Engagement – subcategories:
Group sharing	10 post in month & group sharing post

Strategy	Description
Seo Google Business Pofile Google Add Setup And Run Marketing face book and instagram Posting face book and instagram	For Breath Easy Hospital  @Rs.6000 /month

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