



Project Proposal

SEO Proposal



A Cost-Effective Way to Attract Your Customers.

The objective is to lead the right people to you with our SEO services.

Project ID #10999seo/09082020

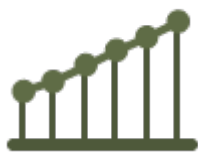
New Waves Digital Marketing and Web Design Agency.

Statement of Confidentiality

New-Waves will deal with all the documents, which were shown to us as confidential. We are ready to sign a confidentiality agreement if you feel it is necessary.



Strategically partner with New Waves to: _____



Increase Organic Search Traffic & Strong Web Presence



Build Brand Awareness & Engagement



Convert Better Customers



Engage Social Audiences

Website On-Page Optimization

SEO is more than where you rank; it's about who is finding you. We lead the right people to you with our SEO services that focus on attracting your target customer.

- ✓ Keyword Research
(researching your market's keyword demand and knowing how people find Retaj Real Estate online in order for your website to have a chance of showing in the "free" or "organic" results for these searches)
- ✓ Online Competitors Analysis
(It is a survey of what your competitors are doing online. It is a grade of their website, it's a measurement of their effectiveness online..etc)
- ✓ Content Marketing
(People on the Web search for relevant information – content marketing provides it. Content marketing is the practice of creating and distributing content that is entertaining, informative and helpful to potential customers.)
- ✓ Optimize Your Site Pages "On-page Seo"
(On-page SEO is a technical practice of optimizing individual web pages in order to rank higher in search engines)

We Highly recommend integrating tracking codes on your website and regularly to do any needs improvement in the User experiences, Customer experiences, Brand experiences, and Content marketing. This should be in parallel with the SEO works.



Time Frame to achieve Page One ranks for the new keywords:

1-4 Months (Search Target: Qatar)



- to have the website appear for your selected search terms (Low & Medium Competition keywords) in the first result page of Google.

4-10 Months (Search Target: Qatar)



- to have the website appear for your selected search terms (High Volume keywords / High Competition keywords) in the first result page of Google.

Our search engine optimization process can be described through as below:

Step 1: Site Wide Factors

- ✓ Preparing a detailed SEO Strategy
- ✓ Basic Keyword Research and identification
- ✓ Competitors analysis and report preparation
- ✓ Site change implementation, XML Sitemap & RSS feeds
- ✓ Website Traffic Analysis

Step 2: On-Page Optimization

- ✓ Optimizing Title Tags & Meta Tags
- ✓ Optimization Site Directory and structure, Navigation
- ✓ Anchor Tag Optimization
- ✓ Existing Content Optimization
- ✓ Image Optimization

Step 3: Off-Page Optimization

- ✓ Link Building
- ✓ Directory Submission
- ✓ Article Submission
- ✓ Product/services Directory Submission
- ✓ Press Release
- ✓ Deep analysis, re-optimization the pages and the content, and improving the ranking



SEO PRICING PACKAGES

Features	1 Year Pack
Setup Fee*	QR 2,500 (FREE NOW)
Monthly Charge	QR 1,530 / month. (40% off QR 2,550)
Keywords Optimized	30+
Comprehensive On-site Analysis	✓
Web Structure & Design optimizations	✓
Robots.txt Creation	✓
Sitemap.xml Creation	✓
Internal Links Optimization	✓
Title, Description, Keyword	All Targeted Pages
Google Analytics, Search Console & My Business Setup	✓
Content Optimization	✓
Alt Tag Optimization	✓
Link Building Activities	Monthly
Major Directory Submissions	✓
Press Releases Optimization	✓
Content & Blogs optimizations	✓
Analysis and measuring	✓
Quarterly Reports	✓

Terms:

The payment will be Semiannually (every Six months in advance)