



**RED SPARROW DIGITAL**

## Professional SEO Service Package Details

|                                                            |                                        |                                           |                                          |
|------------------------------------------------------------|----------------------------------------|-------------------------------------------|------------------------------------------|
| <b>This is standard package pricing, prices may go up.</b> | <b>Basic<br/>Tk. 20,000/<br/>Month</b> | <b>Standard<br/>Tk. 30,000/<br/>Month</b> | <b>Premium<br/>Tk. 40,000/<br/>Month</b> |
|------------------------------------------------------------|----------------------------------------|-------------------------------------------|------------------------------------------|

| <b>Technical SEO</b>                             |   |   |   |
|--------------------------------------------------|---|---|---|
| XML Sitemap Creation & Submission                | ✓ | ✓ | ✓ |
| Website Speed Optimization                       | ✓ | ✓ | ✓ |
| 404 Error Page Setup and Optimization            | ✓ | ✓ | ✓ |
| Google Analytics Setup                           | ✓ | ✓ | ✓ |
| Blocked Pages                                    | ✓ | ✓ | ✓ |
| SSL Issue Checking                               | ✓ | ✓ | ✓ |
| Broken Link Check                                | ✓ | ✓ | ✓ |
| URL Optimization                                 | ✓ | ✓ | ✓ |
| OG tag optimization                              | ✓ | ✓ | ✓ |
| GEO TAG                                          | ✓ | ✓ | ✓ |
| Twitter Card Optimization                        | ✓ | ✓ | ✓ |
| Favicon Check                                    | ✓ | ✓ | ✓ |
| Google Search Console Setup                      | ✓ | ✓ | ✓ |
| Competitor Analysis                              | ✓ | ✓ | ✓ |
| Canonicalization Analysis                        | ✓ | ✓ | ✓ |
| Robots.txt Optimization                          | ✓ | ✓ | ✓ |
| Google Business Profile Optimization (if needed) | ✓ | ✓ | ✓ |
| Pinging & Indexing                               | ✓ | ✓ | ✓ |

| <b>On-Page SEO</b>                            |                  |                  |                  |
|-----------------------------------------------|------------------|------------------|------------------|
| Blog Article Postings                         | Up to 1200 words | Up to 1600 words | Up to 2000 words |
| Duplicate Content Analysis                    | ✓                | ✓                | ✓                |
| Schema Implementation                         | ✓                | ✓                | ✓                |
| On-page Optimization                          | ✓                | ✓                | ✓                |
| Keyword Research & Selection                  | ✓                | ✓                | ✓                |
| Title Tag Optimization                        | ✓                | ✓                | ✓                |
| Meta Description                              | ✓                | ✓                | ✓                |
| Internal Linking Restructuring & Optimization | ✓                | ✓                | ✓                |

|                                                       |   |   |   |
|-------------------------------------------------------|---|---|---|
| Header Tags Optimization (Ex. H1, H2, H3, H4, H5, H6) | √ | √ | √ |
| Image Optimization                                    | √ | √ | √ |
| Website Content Optimization                          | √ | √ | √ |
| Content creation for link building                    | √ | √ | √ |
| Local Business Optimization                           | √ | √ | √ |

## Off-Page SEO

|                                                                                                            |                              |                              |                              |
|------------------------------------------------------------------------------------------------------------|------------------------------|------------------------------|------------------------------|
| Keywords Optimization for Ranking<br><b>Note: The number of keywords will double every after 6 months.</b> | Primary - 2<br>Secondary - 3 | Primary - 3<br>Secondary - 5 | Primary - 4<br>Secondary - 8 |
| Business Directory/ Profile Submission                                                                     | 4 Per Month                  | 8 Per Month                  | 12 Per Month                 |
| Link Building (External Linking to Authority Sites)                                                        | Yes                          | Yes                          | Yes                          |
| Social Bookmarking Submission                                                                              | 12 Per Month                 | 16 Per Month                 | 20 Per Month                 |
| PPT Slide share Submission with Content                                                                    | 1 Site Per Month             | 2 Sites Per Month            | 3 Sites Per Month            |
| PDF Submission                                                                                             | 1 Site Per Month             | 2 Sites Per Month            | 3 Sites Per Month            |
| Website Blog Content Creation                                                                              | 1 Per Month                  | 2 Per Month                  | 3 Per Month                  |
| Article Submission (3 <sup>rd</sup> Party Website)                                                         | 1 Site Per Month             | 2 Sites Per Month            | 3 Sites Per Month            |
| Google My Business Post                                                                                    | 2 Per Month                  | 4 Per Month                  | 6 Per Month                  |
| Google My Map Creation                                                                                     | 10 Per Month                 | 20 Per Month                 | 30 Per Month                 |
| Video Embed (Making from PPT Slide Share)                                                                  | 1 Per Month                  | 2 Per Month                  | 3 Per Month                  |
| PR Submission with Content (Free Sites)                                                                    | 1 Site Per Month             | 2 Sites Per Month            | 3 Sites Per Month            |
| Classified Ad Post                                                                                         | 2 Sites Per Month            | 4 Sites Per Month            | 6 Sites Per Month            |
| Guest Posting Free Sites                                                                                   | 1 Per Month                  | 2 Per Month                  | 3 Per Month                  |
| Guest Posting Paid Sites                                                                                   | 1 Per Month                  | 2 Per Month                  | 3 Per Month                  |
| Infographic                                                                                                | 1 Site Per Month             | 2 Sites Per Month            | 3 Sites Per Month            |
| Image Share                                                                                                | 1 Per Month                  | 2 Per Month                  | 3 Per Month                  |

## Audit & Reporting

|                                                         |               |   |   |
|---------------------------------------------------------|---------------|---|---|
| Bad Links Detection, Review & Disavow from Console      | Not Available | √ | √ |
| Dedicated account representative                        | √             | √ | √ |
| Ongoing monthly keyword ranking reporting               | √             | √ | √ |
| Monthly custom reports for Backlink work activity       | √             | √ | √ |
| Ongoing monthly competitor analysis reports             | Not Available | √ | √ |
| Monitor competitors' search rankings on a monthly basis | Not Available | √ | √ |
| Monitor competitors' backlink analysis                  | Not Available | √ | √ |
| Support via email & phone call                          | √             | √ | √ |