Search Engine Optimisation Plans

Good SEO doesn't start with guessing. Every business needs to know what people are searching for on Google pertinent to their business. Digital Brainchild uses Google keyword planner and other tools to discover the right keywords for your business. We research for competitors search words while doing our planning for your SEO.

A realistic approach of search in demand increases the chance of ranking. Digital Brainchild strategy is totally based on practical experience for which we have created three packages to choose from for your website search engines optimisation. Each plan requires a fix amount and duration of time to implement and achieve results.

OPTION-1 [Total Cost: £200]
One Time Setup Fee: £100 + Two Monthly Payments: £50

- Perform keyword research intent
- Optimise images and Alt tags
- Optimise Meta Titles, Description, URLs.
- Keywords Internal and External linking
- Optimise H1, H2, H3 headings

- Crawl Website
- Set up Google Search Console and Optimisation.
- Set up Google Analytics G4.
- Submit website to all major search engines
- Optimise robots.txt and XML sitemap.
- Check for all security issues.
- Google's Indexation and Verification.
- Ensure pages HTTP/HTTPS Redirects.
- Fix all links, redirects and canonicalization issues.
- Upload weekly blog posts with images.
- XML Sitemap through Search Console
- Implement Schema Markup

OPTION-2 [Total Cost: £350]
One Time Setup Fee: £125 + Three Monthly Payment: £75

In addition to the tasks listed for Option-1, following tasks will be carried out over the period of three months.

- Create Location Landing Pages.
- Create Commercial Landing Pages.
- Google Tag Manager for Conversion Tracking.
- Create One Google Campaign
- Canonicals Checks and fixes
- 404 Pages and 5XX Errors
- Server Caching
- CSS Minification
- Mobile Speed Checks and Fixes
- Optimise Image Names, Filters, Categories
- Local SEO activities through GMB Profile
- Establish 5 authoritative backlinks/month

OPTION-3 [Total Cost: £500]
One Time Setup Fee: £140 + Four Monthly Payment: £90

In addition to the tasks listed for Option-1 and Option-2, following tasks will be carried out over the period of four months.

- Set up Bing Webmaster Tools.
- Microsoft Clarity
- Java Script Rendering
- Apply Content Delivery Network CDN
- Canonical Tags for preferred version
- Convert image names and formats to WebP/AVIF
- Establish 10 high intent backlinks/month
- Monthly Performance Report on traffic, rank and fixes.

Contact Digital Brainchild for more information
info@digitalbrainchild.co.uk
Call: 0759 323 7189

Visit our website to explore all services offered by Digital Brainchild
www.DigitalBrainchild.co.uk

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