CHOCOGRID

Introduction

- In order for people to know about your business's availability on different channels (Web, Mobile Web, App), our platform has in offering some specially customized Digital Marketing packages, which will inundate you with multiple downloads

- Choco's own apps that shall send traffic to you, including Mobile marketing

- Backed by more marketing initiatives extracted from our Special Marketing Bundle, there will be hoards of traffic getting generated on your different channels

Our Digital Marketing Plans are essentially clubbed into

Search Engine Optimization(SEO)

Digital Content Marketing (DCM)

Social Media Marketing (SMM)

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Digital Media Marketing (Addons)

Search Engine Optimization (SEO) Plans

BRONZE

Plans	Price
3 Month	$300
12 Month	$960

SILVER

Plans	Price
3 Month	$600
12 Month	$1920

GOLD

Plans	Price
3 Month	$900
12 Month	$2880

PLATINUM

Plans	Price
3 Month	$1500
12 Month	$4800

*20% discount on annual plans

Search Engine Optimization (Add Ons)

Features	Description	START UP			BUSINESS	
		BRONZE	SILVER		GOLD	PLATINUM
INITIAL REVIEW AND ANALYSIS						
Site Analysis	Analyse the overall grade of the site based on images, content, code quality, social activity, printability & user friendliness etc	✔	✔		✔	✔
Initial Rank Report	Online presence of the website	✔	✔		✔	✔
Website structure check	A good structure increases the chances for your website to get ranked in the Search Engine. Implying that, on a commercial site, you can use the quality content already developed/available	✔	✔		✔	✔
Canonical check	Done to ensure no duplicate copies of your website exists anywhere	✔	✔		✔	✔
Broken link check	Error 404 should not exist	✔	✔		✔	✔
Page load check	Reporting & analysing existing page load time versus standard page load time	✔	✔		✔	✔
Google Penalty Check	A Google penalty is the negative impact on a website's search rankings, based on any updates in Google's search algorithms and/or manual review. The penalty can be an unfortunate by-product of an algorithm update or an intentional penalization for various black-hat SEO techniques.	✔	✔		✔	✔
W3 validation check	The Markup Validator is a free service by W3C that helps in checking validity of Web documents. Most Web documents are written using markup languages, such as HTML or XHTML. The act of checking a document against these constraints is called validation, which in turn is performed by the Markup Validator.	✔	✔		✔	✔
Internal structure check	Report on the internal structure of a website, with reference to its HTML coding, layout and internal/external links & graphics etc	✔	✔		✔	✔
Cross Browser Compatibility	Cross-browser refers to the ability for a website, web application, HTML construct or client-side script to support all the web browsers. The term cross-browser is often confused with multi-browser, which means something works with several web browsers	✔	✔		✔	✔
Sitemap check	Sitemap is a list of pages on a website, accessible to all users. An XML sitemap is a way for website owners to tell search engines about all the pages that exist on their website. WordPress XML sitemap also tells search engines which links on your website are more important than others, and how frequently you update your website. While sitemaps don't boost your search rankings, they allow search engines to crawl your website in a much better way	✔	✔		✔	✔
Robots.txt check	Web site owners use the /robots.txt file to give instructions about their site to web robots; this is called "The Robots Exclusion Protocol". The "User-agent: *" means this section applies to all robots. The "Disallow: /" tells the robot that it should not visit any pages on the site.	✔	✔		✔	✔
URL Structure analysis	The URL structure of a post helps its search engine ranking. Numerous combinations are tried and analysed to create the perfect URL structure	✔	✔		✔	✔
Social Metrics analysis	Social media metrics is the use of data to gauge the impact of social media activity on a company's revenue.	✔	✔		✔	✔
Content Duplicity Check	Use of duplicate content checker to find internal and external content duplicacy within a given site structure; meaning, the identification of same text found on multiple pages on the same URL.	✔	✔		✔	✔
In-depth Site Analysis	Examining the current status of SEO techniques being implemented on a particular website	✔	-		✔	✔
Keyword rank tracking	Rank Tracker is the best and most reliable platform for tracking keyword rankings. Manual analysis of competitor's SEO strategies and keyword positions can be handy for promoting your website	✔	-		✔	✔
Backlink/inbound links analysis	In search engine optimization (SEO) terminology a backlink is a hyperlink that links from a Web page, back to your own Web page or Website. Also called an Inbound Link (IBL), it's important in determining the popularity (or importance) of your Website.	✔	-		✔	✔
Online reputation check	It's the process of checking the Internet reputation of a person, brand or business, so as to enhance the same accordingly	✔	-		-	✔

Campaign Setup					
Keyword Research	Product/service specific generic keywords like red watch, watch with leather strap, continental food in london.	30	50	100	200
Branded Keyword	Branded keywords are very specifically associated to a given business and ensure high amount of traffic in the longer run. Example: Watch, Laptop, Food etc.	1	for 3 brand	for 5 brands	For 7 brands
Competition Analysis	Analysing the current campaigns, content, SEO approach of the competitor brand.		2	3	5
Link building strategy	Planning and execution of on-site traffic to get you maximum lead conversion	✔	✔	✔	✔
Google & Bing Webmaster Tools	Google Search Console (previously Google Webmaster Tools) is a no-charge web service by Google for webmasters. It allows webmasters to check indexing status and optimize visibility of their websites. As of May 20, 2015, Google rebranded Google Webmaster Tools as Google Search Console	✔	✔	✔	✔
Google analytics integration	Google Analytics is a freemium web analytics service offered by Google for tracking and reporting website traffic. Google launched the service in November 2005 after acquiring Urchin. Google Analytics is now the most widely used web analytics service on the Internet.	✔	✔	✔	✔
Conversion setup	Tracking and keeping a record of conversions	-	1	3	5
Brand synchronization	Brand synchronization is essentially the Online Reputation Management/Monitoring practice, followed for monitoring the Internet reputation of a person, brand or business, with the goal of suppressing negative mentions entirely, or pushing them lower on search engine result pages to decrease their visibility.	-	-	-	✔
On-Page Optimization					
XML Sitemap Creation	Conveying info about all the pages existing within your website, so that search engines crawl it in a much better way	✔	✔	✔	✔
Robots.txt Creation/Analysis	Directing web robots about the website sections, which need to be accessed or left	✔	✔	✔	✔
Canonicalization	Preventing duplicacy of your website	✔	✔	✔	✔
Web Pages Optimized	Optimization of images and text within a website	1	10	15	25
Blog Content Optimization	Optimizing blog title, blog content & links provided inside the blog		10	15	25
Website Page Load Optimization	Optimizing the loading speed of a website or page	✔	10	15	25
Pages Title tags optimization	Proper placement of keyword within the main title, or optimization purposes	1	10	15	25
Anchor Tag Optimization	Providing reference links		10	15	25
Meta Description Optimization	keyword placement density	1	10	15	25
Meta Keyword Optimization	placement of keywords within the HTML code of website or page	1	10	15	25

URL Structure optimization	optimization of keywords on internal URLs	**5**	**-**	**15**	**25**
Header Tags Optimization	The density of H1-H6 tags within a webpage	**-**	**-**	**15**	**25**
Image & Hyperlink Optimization	Placement of links & text over an image	**-**	**-**	**-**	**25**
Secret Tricks	Miscellaneous Activities & Tricks of Digital Marketing to sky rocket your business (White Hat Techniques)	✔	✔✔	✔✔✔	✔✔✔✔

Local Search Optimization

Google My Business Listing	Listing your business on Google search engines	1 location	1 location	**2 location**	**5 location**
Bing Local Listing	Listing your business on Bing search engines	1 location	1 location	**2 location**	**5 location**
Customer Review	Reviewing the different services of your business for search rank enhancement	**1**	**2**	**5**	**10**
Google AdWords Setup	Setup of Google Search Engine Marketing (SEM)	**-**	**-**	**-**	**-**
Google Adwords Management	Managing Of Google Ad Campaigns	**-**	**-**	**100USD/ Day**	**500USD/ Day**

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Digital Media Marketing (Addons)

Digital Content Marketing (DCM) Plans

BRONZE

Plans	Price
3 Month	$3000
12 Month	$9600

SILVER

Plans	Price
3 Month	$4500
12 Month	$14400

GOLD

Plans	Price
3 Month	$9000
12 Month	$28800

PLATINUM

Plans	Price
3 Month	$15000
12 Month	$48000

*20% discount on annual plans

Digital Content Marketing (Add Ons)

Link Building & Off-Page Activities						
Bookmarking	recording the address of (a website, file, etc.) to enable quick access in future	10	20		25	35
Directories Submission	Today submission of websites to web directories is considered a common SEO (search engine optimization) technique, followed to retrieve back-links for the submitted web site. One distinctive feature of 'directory submission' is that it cannot be fully automated like search engine submissions.	10	20		25	35
Blog Commenting	Many blogs allow a space at the end of each post for a blog reader to leave a comment. The blog commenting field typically asks for the name of the commenter. In search engine optimization (SEO) terminology it's any comment, posted to a blog for the purpose of generating an Inbound link to the comment	5	10		15	20
ppt Submission	Submission of ppt on given website	1	5		10	15
Social Profiles	Enhancing social presence through creation of profiles on different platforms.	2	5		10	15
Image Submission	Submission of images related to a particular project	5	5		10	15
Question-Answering sites	Hosting Q & A rounds on different sites. Like quora	1	5		10	15
Forums	for hosting discussions over specific projects	1	-		5	10
Press Release	Promoting business through media updates		-		5	10
Blogging	Creating product/business awareness with content & graphical representation	1	-		5	10
Articles Submission	Awareness to users regarding specific projects	1	-		5	10
Classifieds	listing products for sales/marketing purpose	1	-		5	10
Business listing	Creation of a business-oriented profile	1	-		5	10
Secret Tricks	Miscellaneous Activities & Tricks of Digital Marketing to sky rocket your business (White Hat Techniques)	✓	✓✓		✓✓✓	✓✓✓✓

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Social Media Marketing (SMM) Plans

BRONZE

Plans	Price
3 Month	$1500
12 Month	$4800

SILVER

Plans	Price
3 Month	$4500
12 Month	$14400

GOLD

Plans	Price
3 Month	$9000
12 Month	$28800

PLATINUM

Plans	Price
3 Month	$12000
12 Month	$38400

*20% discount on annual plans

Social Media Marketing (Add Ons)

Social Media Marketing (Per Month)					
Social Profile Creation/Bookmarking		-	20	35	60
Social Media Profile Optimization		-	20	35	60
Facebook Account Setup		✔	✔	✔	✔
Content for Facebook info		✔	✔	✔	✔
Facebook Cover Image		✔	✔	✔	✔
Facebook Welcome Page		-	-	✔	✔
Facebook Timeline Design		-	-	-	✔
Facebook Ads Management		-	-	upto 5k free	upto 20k free
Facebook Wall Updates		-	-	5	10
Twitter Account Setup		✔	✔	✔	✔
Content For twitter info		✔	✔	✔	✔
Twitter Background Image		-	-	✔	✔
Twitter Header Image Background		-	-	-	✔
Twitter Update		-	-	5	15
Twitter List Management		-	-	2	5
Google+ Page Creation		✔	✔	✔	✔
Google plus profile pics		✔	✔	✔	✔
Google plus cover pics		✔	✔	✔	✔
Google plus Profile content		-	-	✔	✔
Google + Update		-	2	6	10
YouTube Channel Setup/ Optimization		-	✔	✔	✔
YouTube Channel Creation		-	✔	✔	✔
YouTube Background Design		-	✔	✔	✔
LinkedIn Account (Personal Profile)		✔	✔	✔	✔
LinkedIn Profile Optimization		✔	✔	✔	✔
LinkedIn Company Page Creation		-	-	✔	✔
LinkedIn Company Page Content		-	-	-	✔
LinkedIn Company Page Images		-	-	-	✔
Secret Tricks	Miscellaneous Activities & Tricks of Digital Marketing to sky rocket your business (White Hat Techniques)	✔	✔✔	✔✔✔	✔✔✔✔

Content Marketing and Link Acquisition (Per Month)					
Web 2.0 Profile Creation		-	20	30	50
Article Social Bookmarking		✔	✔	✔	✔
Guest Blog Social Bookmarking		✔	✔	✔	✔
Forum Posting		-	-	✔	✔
Social PR		-	-	✔	✔
Bloggers Outreach Campaign		-	-	✔	✔
Influencer Outreach		-	-	✔	✔
Image / Pinterest Submission		1	-	5	8
Informational Article Writing & Submission		-	-	2	4
Press Release Writing & Distribution		-	-	2	2
Blog Writing		-	-	1	3
Guest Blog posting		-	-	1	2
DOC / PDF Submission		-	-	1	2
PPT Creation + Distribution		-	-	-	2
Premium PR Distribution		-	-	-	1
Analysis Report					
Keyword ranking Report		✔	✔	✔	✔
Facebook Insight Report		✔	✔	✔	✔
Backlinks Reporting		-	✔	✔	✔
Social Metrics Summary		-	✔	✔	✔
Twitter Analytic Report		-	-	✔	✔
LinkedIn Insight Report		-	-	✔	✔
SEO Status Reports		30 Days	monthly	monthly	15 days

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Our clients

KENWOOD	BRAUN
MevoLife	DeLonghi
NOKIA	airtel
SAMSUNG	Divoom
zomato	ibibo
vodafone	endemol
AFP	ebay
Panasonic	LG

Thank You :)