

<div>PDM</div> <div>Pivot Digital Marketing</div>		SEO PACKAGES								
No.	Activities	Entry (Maps OR Website)		Starter (Maps & Website)		Visibility (Maps & Website)		Performance (Maps & Website)	Enterprise (Maps & Website)	Fortune (Maps & Website)
		Maps	Website	12 Keywords	30 Keywords	50 Keywords	100 Keywords	140 Keywords	200 Keywords	1000 Keywords
	Initial Analysis									
1	Relevant Keyword Research (Find target keywords)	✓	✓	✓		✓		✓	✓	✓
2	Initial Website Audit Report (Summary of key issues)	X	✓	✓		✓		✓	✓	✓
3	In-depth Website Analysis (Full site review)	X	✓	✓		✓		✓	✓	✓
4	Initial Backlinks Analysis (Check existing links)	X	✓	✓		✓		✓	✓	✓
5	Technical Advice - Advance (Solve complex SEO issues)	X	✓	✓		✓		✓	✓	✓
6	Competition Analysis (Review competitor SEO)	X	✓	✓		✓		✓	✓	✓
7	Duplicate Content Check (Spot repeated content)	X	✓	✓		✓		✓	✓	✓
	On Page Optimisation									
8	Meta Tags Optimisation (Edit meta titles/descriptions)	X	✓	✓		✓		✓	✓	✓
9	Site Structure Optimisation (Improve navigation/layout)	X	✓	✓		✓		✓	✓	✓
10	Improved URL Structuring (Clean, SEO-friendly links)	X	✓	✓		✓		✓	✓	✓
11	Sitemap Creation (Optimise XML sitemap for GSC)	X	✓	✓		✓		✓	✓	✓
12	Functionality Issue Resolve (Fix broken site parts)	X	✓	✓		✓		✓	✓	✓
13	Content Optimisation (Improve existing content)	X	✓	✓		✓		✓	✓	✓
14	Images Optimisation (Compress & tag images)	X	✓	✓		✓		✓	✓	✓
15	Heading Tags Optimisation (Structure page headings)	X	✓	✓		✓		✓	✓	✓
16	Robots.txt Optimisation (Control crawl access - directs crawling)	X	✓	✓		✓		✓	✓	✓
17	HTML Code Optimisation (Clean up site code)	X	✓	✓		✓		✓	✓	✓
18	Anchor Text Optimisation (Improve link text)	X	X	X		✓		✓	✓	✓
	SEO Content Marketing & Link Acquisition									
19	General Link Building (Gain quality backlinks)	X	25	25 / 35		35		45	60	75
20	SEO Blog Posts (Blog content creation)	X	2	2		4		6	8	12
21	Broken Link Building (Replace dead links)	X	✓	✓		✓		✓	✓	✓
22	Competition Backlinks (Replicate strong links)	X	✓	✓		✓		✓	✓	✓
23	Guest Posts (Articles on external sites)	X	X	X		5 / 10		12	25	70 Inc x5 Edu Links
24	Skyscraper Technique (Outdo competitor content)	X	X	X		✓		✓	✓	✓
25	Scholarship Links (Links from .edu domains)	X	X	X		✓		✓	✓	✓
26	Press Releases (News-based backlinks)	X	X	X		X		✓	✓	✓
27	HARO Backlinks (Links via journalist requests)	X	X	X		X		✓	✓	✓
	Conversion Rate Optimisation									
28	Call To Action Optimisation (Improve buttons/prompts)	✓	✓	✓		✓		✓	✓	✓
29	Google Analytics Goals (Track key actions)	X	✓	✓		✓		✓	✓	✓
30	Thank You Page Tracking (Track completed goals)	X	✓	✓		✓		✓	✓	✓
31	Event Tracking (Measure user interactions)	X	✓	✓		✓		✓	✓	✓
32	Hotjar Implementation (User behavior heatmaps)	X	✓	✓		✓		✓	✓	✓
33	UTM Tracking (Track campaign performance)	X	X	X		✓		✓	✓	✓
34	Call Rail Implementation (Track phone call leads)	X	X	X		✓		✓	✓	✓
	Local SEO (Search Engine Optimisation)									
35	Custom GMB Map Posts (Designed with rankability in mind)	5	X	2		4		6	8	12
36	Local Schema (Coding optimisation improving relevancy)	✓	✓	✓		✓		✓	✓	✓
37	Citation Building (List on directories)	✓	✓	✓		✓		✓	✓	✓
38	GMB Optimisation (Improve Google profile)	✓	X	✓		✓		✓	✓	✓
39	Knowledge Graph (Enhance business info box)	X	✓	✓		✓		✓	✓	✓
40	Google Maps Optimisation (Rank higher on Maps)	X	X	✓		✓		✓	✓	✓
41	Multi Location Optimisation (Manage multiple branches)	X	X	✓		✓		✓	✓	✓
42	Monthly Progress Reporting (Detailed reports of ongoing works)	X	X	✓		✓		✓	✓	✓