



# 360 Degree Online Marketing Plan

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# Search Engine Optimization



## Custom Keyword Selection & Analysis

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**20 Keywords**



# Onsite Optimization

# Onsite Optimization



Title Tag Optimization



Meta Tags Optimization



ALT Tags Optimization



Hyperlink Optimization



Sitemap Generation



XML Sitemap Generation



Making URLs friendly



Proper Linking Structure



Right Keyword Density



# Offsite Optimization

# Offsite Optimization



100 New 1-way Incoming Links



XML Sitemap Submission in Google



Sitemap Submission in Yahoo



Sitemap Submission in Bing



# Blogging (Content Marketing)



# Blogging (Content Marketing)



**1** Blog setup on wordpress.com

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**2** Blog entries (100 words each) monthly





# RSS

# RSS



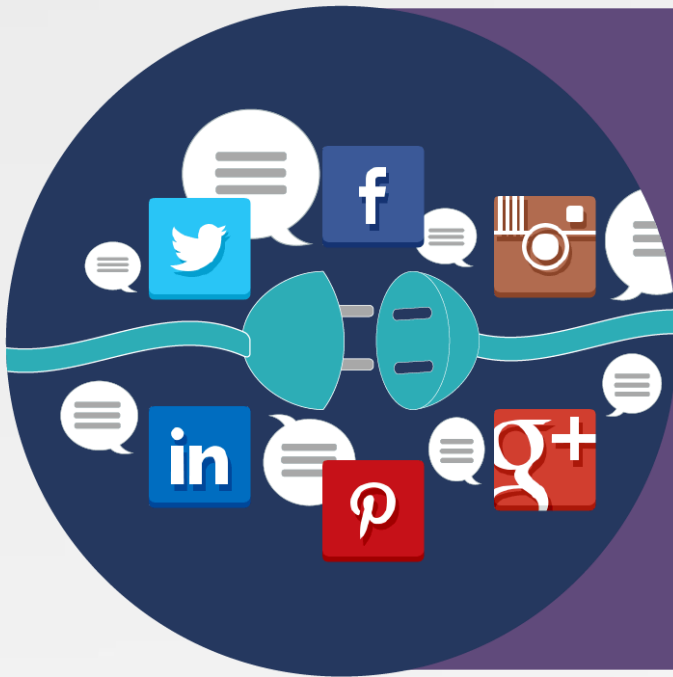
**05**

RSS submission per moth



# Social Media Marketing

# Social Media Marketing



**15**

**Social Bookmarking Links**

**15**

**Social Media Links**



# Press Release Marketing

# Press Release Marketing



Press Release (500 words)



**15** Press Release Submissions



# Article Marketing



# Article Marketing



**500** words article writing

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**15** Article Submissions monthly



# Local Marketing

# Local Marketing



**Business Name, Address,  
Phone, URL, Desc**

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**10 Local Directories  
Submissions monthly**



# Reports

# Reports



- Ranking Report in every 15 Days
- Monthly Linking Report
- Google Analytics
- Google Webmaster
- Bing Webmaster
- Yahoo Site Explorer
- Monthly Blogging Report
- Monthly Social Media Report
- Monthly Press Release Submissions Report
- Monthly Article Submissions Report
- Monthly RSS Submission Report
- Monthly Local Marketing Report