



Meridian Solutions Inc  
India - UAE - Qatar

# Search Engine Optimization

Kerala Travels  
Ernakulam

Document Powered By Meridian Solutions Inc

1st Floor, Joy Square Building, Ayyapankavu, Ernakulam  
Tel : 0484 3236569, 311044, Email: [support@meridian.net.in](mailto:support@meridian.net.in)



**To**

Mr. Sreekumar N.  
Kerala Travels, Ernakulam

Ref: P/MSI/Cochin/SEO/18 - 98  
3<sup>rd</sup> March 2018

**SEO Program Specification**

Meridian SEO Program is designed to address search engine algorithms of major search engines like google.com, yahoo and Bing. The scope of the SEO Program is customized according to the needs of the website, the target audience it addresses and the online competition associated with it.

**Advanced Packages:**

Number of Keywords	Charges for One Month	Duration
6 - 8 Keywords	Rs. 8,000	One year
10 - 15 Keywords	Rs. 10,000/-	One year

**SEO process stages:**

- o Evaluation & Planning      o Execution & Implementation      o Monitoring.

Process	Deliverables	Timelines
Current Site Status recording	Internet Marketing Analysis report	2 Days
Keyword Research (Draft)	Technical Specification sheet	6 Days



Keyword Finalization	Technical specification sheet (FINAL)	6 Days
Pre Optimization & Search Rank Recordings	Baseline Report*	Prior to start of the project
Onsite Optimization**		Within 10 days from the start of the project
Offsite optimization***		Starts from day 2
Progress Report		Monthly

### **When can you see Rankings?**

Organic or Natural Search Engine rankings are achieved due to a combination of both On-Page optimization (SEO) and Off-Page Optimization (Link Building). Realistically, you can expect to see results for some keywords starting 6-8 weeks from the start of the project. Rankings usually stabilize after about two months. However, your traffic rises continuously since more and more search engines index more and more optimized pages of your website. Search Engines are increasingly more importance to the off-page factors (external links) in final organic rankings. You will need to invest in a suitable link building campaign for your website (depending on the kind of keywords you wish to rank for) before you can expect to see visible improvement in rankings. We bring websites within 1-5 pages of Google within 4-6 months, Yahoo/Bing in 2-6 months.

### **Guarantees**

- We will include all keywords given by the client in the optimization.
- The SEO techniques used to optimize the site will help make your website Search Engine Crawler Friendly
- Unethical SEO techniques will not be used in our SEO.
- None of the SEO techniques used by us will get our client's website banned
- We will not carry out any changes on your website without prior approval
- We do not give false ranking guarantees.



It is not possible for anyone to guarantee you a particular ranking on any search engine. Google and most other search engines clearly state this on their website.

See - <http://www.google.com/webmasters/seo.html>

### **Payment Structure**

- Quarterly advance payment on confirmation.
- Additional work charges, invoiced upon delivery of working application. All invoices are Net 7 Days.
- All payments are to be drawn in favor of M/s. Meridian Solutions Inc. We are not responsible for payments drawn in any other name or location. Payments are accepted only in the form of crossed Demand Drafts, Cheque.
- 18% GST as applicable

Schedule: Work will begin within one week of signing of contract and receipt of advance payment.

Should you need any clarification, Please do not hesitate to call the undersigned.

#### **Mr. Athira P.V**

Business Development Executive  
43/149/E, 1<sup>st</sup> Floor  
Joy Square, Ayyappankavu, Cochin -18  
hp: +91 9349 522 601  
E: [athirapv@meridian.net.in](mailto:athirapv@meridian.net.in)

#### **Mr. Sunandh Sivaraman**

Regional Manager  
1<sup>st</sup> Floor , P.K. Commercial Complex,  
Cherooty Road, Calicut  
hp: +91 9645 392515  
E: [sunandh@meridianinc.biz](mailto:sunandh@meridianinc.biz)