



Arsha

Digital Marketing Agency

Facility Comparison Table

kind of service	Start	Business	Professional
Base keyword	25	50	80
Intermediate keyword	5	9	15
Hard keyword	✗	2	5
Very hard keyword	✗	✗	1
Searching about the keywords of your business	✓	✓	✓
Defining the strategy of content production	✓	✓	✓
Defining the titles of content production	✓	✓	✓
Text content production	2	5	10
Post content production for weblog	2	5	10
Podcast content production for website	1	3	5
Motion graphic production for website	✗	✗	1
ON page SEO- tag and description	✓	✓	✓
ON page SEO- titles, headings and main content of site	✓	✓	✓
ON page SEO- lowering the volume of images	✗	✓	✓
ON page SEO- increasing the speed of website	✗	✓	✓
ON page SEO- adding SSL	✗	✓	✓
ON page SEO- mobile friendly setting of the site	✗	✗	✓
ON page SEO- doing SEO on the internal links of website	✓	✓	✓
ON page SEO- reforming Robots.txt	✗	✓	✓
OFF Page SEO-registration of the site in valid directory	✓	✓	✓
OFF Page SEO-social networks SEO (Facebook, Instagram, LinkedIn, Google plus, Twitter and YouTube)	✗	✓	✓
OFF Page SEO-registration in search engines	✓	✓	✓
OFF Page SEO- inserting the ad in the influencer's page	✗	✗	✓



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	5	8	15
OFF Page SEO- inserting the reportage in the pages with high authority and domain of authority			
Creating the panel of Google search console	✓	✓	✓
Creating the panel of Google analytics	✓	✓	✓
Reforming the format of site in terms of SEO	✗	✗	✓
Reforming the coding in the site architecture	✗	✗	✓