

KENYA WEBSITE SEARCH ENGINE OPTIMIZATION (SEO) SERVICES

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KENYA WEBSITE SEARCH ENGINE OPTIMIZATION (SEO) SERVICES

What Kenya Website Will Do

Kenya Website will offer SEO services for your website which will involve getting the signals that Google's algorithm uses to rank key words to appear on your website.

Our Search Engine Optimization Process

1.0 The Client Meeting

Kenya Website is dedicated to providing you with the results you need to gain online visibility. We will conduct a thorough investigation to find out everything there is to know about your target audience and how we can



utilize your website's content to drive traffic and turn your visitors into paying customers. By listening to you and determining your business needs, we will put together a successful plan that will help you accomplish your goals and change the way you do business online.

1.1 Auditing Your Website

The first steps in auditing your website for SEO will be to learn your current rank, review your website's analytics and determine the keywords that will set you apart.

1.2 Crawling and Indexing

We will then make sure search engines are crawling your website.

Search Engines have automated robots called crawlers that use links to scour the internet, find web pages, and decipher page data that are indexed to be included in search engine results.

1.3 Ranking Factors

Each search engine has different ranking factors, but they all have a few factors in common: keywords, content and links.

Keywords and content are arguably two of the most important factors that search engines look for when ranking pages.

Because of this, we will know what keywords are in highest demand within your market and incorporate those keywords into the content on your website. All of your website's content will naturally create a collection of links.

This will enable search engines to find the sources, numbers and anchor texts of links in your website to help determine their relevance in search queries.

2.0 Analysis and Strategy

A successful SEO strategy is about building a company's online presence. Kenya Website's first step will be to audit your current website and SEO tactics to determine what you are currently doing right and what we need

to do to improve upon your program. During the audit, we look at the following:

2.1 Analytics and Keywords

The first step is to determine how your website is currently ranked. We search keywords that are associated with your business and find out how your website stacks up against your competition.

2.2 Your Website's Accessibility and Indexing

For your website to be visible in search results, search engines actually have to be able to find it. They do this by crawling the web and looking for relevant and indexable content, such as link structures and HTML features like alt tags for images. We find out whether your website is accessible to google bots for crawling and indexing.

2.3 Ranking Factors

Once we determine that your website is being found by search engines and is being properly indexed, we can begin looking further to improve your ranking. The different factors that we will be looking at are content to make sure that it is relevant and utilizes keywords without being duplicated on multiple pages, keywords and HTML markup to make sure that your source code is relevant to crawlers.

2.4 Competitive Analysis

Once we have audited your website, we run a competitive analysis to compare your content and other SEO factors against those of your competitors. This will help us come with a plan for deliverable items that we can then present to you and implement on your website to improve your rank and drive more visitors to your site.

3.0 On-Site Search Engine Optimization

Also known as on-Page Search Engine Optimization, this starts from inside the website itself. To this end we will evaluate each page on your website to determine whether the relevant key words we come up with are being utilized sufficiently to drive traffic. This may entail a complete overhaul of your website content to ensure each page is optimized for search engines.

One way we improve rankings with onsite SEO is by adding more pages to your site. This is where blogging comes into play. Every time you publish a



new blog post, you are giving your site a new indexable and searchable page.

Kenya Website's On-site SEO will focus on ensuring that:

- Content is high-quality, relevant, fresh and at least 500 words in length.
- Target search phrase is included in page headline.
- Target search phrase is included in at least one sub-headline.
- Target search phrase is repeated three to 10 times within body copy. We do not over-do it, or the page may get downgraded as spam. We keep the reader in mind as we work with the target search phrase. Your content will always be reader-friendly.
- Page includes relevant images and/or graphics that help illustrate the target search phrase.
- Captions for images and/or graphics include the target search phrase.
- Content and/or tools and resources on the page are so good that visitors will want to share your link with others and post your link elsewhere.
- Location: If you are optimizing for specific country, state, city or regional names, we ensure they are in your copy and perhaps in a page footer.
- No misspellings or poor grammar. Yes, the search engines downgrade for either.
- Inclusion of social media links and / or user discussion or reviews. Pages with active visitor interaction are scored higher than static pages.

4.0 Off-Site Search Engine Optimization

Also known as off-page Search Engine Optimization, this refers to actions taken outside of your own website to impact your rankings within search engine results pages (SERPs).

Optimizing for off-site ranking factors will involve improving search engine and user perception of your site's popularity, relevance, trustworthiness and authority. This is accomplished by other reputable places on the Internet (pages, sites, people, etc.) linking to or promoting your website and effectively 'vouching' for the quality of your content.

If a lot of sites want to link to your site, then you must have good content.

So, if AMAZON.com and EBAY.com think your site is worth linking to, then the search engines give that high marks.

Kenya Website's On-site SEO will involve creating quality backlinks through using at least one of the following off-site SEO techniques depending on the SEO strategy for your website.

4.1 Consumer review sites

We make sure you let your clients know that you have a Google My Business or Yelp Business accounts so they can leave you reviews.

4.2 Website Content Creation

We generate content that will make people want to visit your site. By being helpful and providing solutions, we will build your brand and position as an industry leader.

4.3 Directory Submissions

We will submit to trusted and quality directories that go through editorial reviews.

4.4 Guest Blogging

We will offer guest blogging to sites that are well-trafficked and offer high-quality content that's overseen and reviewed by experienced editors.

4.5 Info-graphic Directories

We will create beautiful and informative Info-graphics and submit them to High-Quality Info-graphic Directories. Info-graphics are great for building traffic, links, social followers and brand authority!

4.6 Link Building

We will submit articles to trusted and quality websites that go through an in-depth editorial review.



4.7 No-Follow and Do-Follow backlinks

We will create both no-follow and do-follow backlinks. This is because having only do-follow backlinks is a sign of spamming.

4.8 Question and Answer Sites

We will answer user questions clearly and accurately to build professional authority and get your name out there. We will identify your website clearly, link to your site whenever possible, use your own tutorials and articles to source your responses.

This will serve as an informed authority for public Q&A sites like Yahoo Answers, Quora and eHow.

5.0 Internet Marketing

We will make sure your website's key words are active on web 2.0 sites and social sites and build your brand, network, and friends list. We will share, follow and tweet your way to popularity and success.

The following internet marketing strategies will be implemented to help get your site key words rank on search engines.

5.1 Live Streaming

We will use live streaming where required. Live streaming is the new video. Whether it's Facebook, YouTube or Instagram! When you will do anything live, it will be streamed to allow your audience to easily interact with your website instantly and gives the opportunity to show your personality in real-time; which is very important when it comes to your brand

authenticity. We do this to make your brand relatable to your target audience for them to also endorse and legitimize your brand.

5.2 Chatbot's and Live Chat Marketing

We will use live chat marketing, which is the new email marketing, to market your website's key words. Facebook messenger will be used. Smart brands are taking full advantage of it - while realizing it's a great tool to use when connecting with existing and future customers in real time.



We will use Chatbot's to give customers the opportunity to get answers and/or interaction quickly which feels very personal as opposed to contact forms.

5.3 Ephemeral Content Marketing

We will use Ephemeral content (rich media, primarily images and videos, that are only accessible for a brief period. As a marketing strategy, it is temporary content that takes advantage of the fear of missing out (FOMO) and is designed to elicit an immediate response from the user) on your social media platforms.

We will use viral marketing to find the constant stream of buzzwords and trends i.e ephemeral content. This will allow the key words we are marketing to be more authentic, as the content we post will be real-time content.

5.4 Online Reviews

Nowadays people rely heavily on online reviews prior to purchasing a specific product or service. We will use strategies at our disposal to ensure your brand is receiving regular positive reviews on social media platforms, for your relevant key words. This will be done to contribute to your popularity and likability for your particular key word online.

We will do this through incentives like discounts to get people to leave brand reviews on social media platforms.

5.5 Video Marketing

We will post tutorials and other useful information on YouTube, Vimeo, Dailymotion and Metacafe. These tutorials will be relevant to your key words and will identify your website clearly, provide high-quality content and link back to your own site so people can find you.

6.0 Continuous Technical Support

Kenya Website will be regularly checking on the website and readjusting the strategies with the goal of fine-tuning the SEO process. All this is done with the aim of finding out what works for your specific website needs. Additionally, a progress report will be forwarded to you at the end of every contract period.



7.0 Implementation Timeline

Kenya Website guarantees that we will do quality work to improve your website ranking in the search engines and online in general over time. The website owner (client) and SEO service provider (Kenya Website) don't hold all of the power to determine the ranking of the website. Kenya Website implements white hat SEO campaigns to achieve your desired outcome. Notice has to be given to the client of seo factors completely beyond Kenya Website's control which includes but are not limited to:

- Competition
- Age of site
- Search engine unpredictability

The table below breaks down the timeline and pricing to accomplish the seo tasks properly and ensure that Kenya Website has done quality work to improve your website ranking in the search engines and online in general over time.

SEO Service	Timeline
Analytics and Keywords Analysis	1 month
Accessibility and Indexing Analysis	1 month
Ranking Factors Analysis	1 month
Competitive Analysis	1 month
On-Site SEO	6 months
Off-Site SEO	6 months
Internet Marketing	6 months

8.0 Deliverables

Once the initial audit has been completed (Analytics and Strategy), Kenya Website will provide you with recommendations, tactics, and steps that are to be taken to improve your search engine ranking and help you achieve your goals. This information (The strategy) is only provided once you have

contracted and therefore fully paid Kenya Website to offer the SEO service for your website and not before. The **SEO services** are interdependent and therefore concurrent (they all start running together and at the same time) at the execution of this contract, not individually.

8.1 Price Quotation

Service	Price	QTY	Timeline	Subtotal
On-Site SEO	KSh. 10,000.00	6	6 months	KSh. 60,000.00
Off-Site SEO	KSh. 10,000.00	6	6 months	KSh. 60,000.00
Internet Marketing	KSh. 10,000.00	6	6 months	KSh. 60,000.00

Subtotal: KSh. 60,000.00

Total: KSh. 180,000.00

9.0 Terms

This Proposal forms part of the Agreement/Standard form contract which shall not be amended prior to contractual agreement between KENYA WEBSITE and CLIENT.

10.0 Payment

Client agrees to submit the full payment at the signing of this Agreement in order for KENYA WEBSITE to perform the SEO work. The contract period runs for a limited period of 6 months from the day the payment is made. Client has the option of renewal of the said services upon expiry.

11.0 Warranty

KENYA WEBSITE warrants that all work will be performed in a professional manner and that all work performed under this agreement will be the original work of KENYA WEBSITE and not plagiarized or in violation of any copyright or infringement laws.

12.0 Termination

Should either KENYA WEBSITE or CLIENT elect to terminate this contract, KENYA WEBSITE reserves the right to retain any payment made before termination of the said contract. Payments once made are not refundable.

13.0 Agreement

By signing, CLIENT agrees to accept this Proposal and enter into a contractual agreement with KENYA WEBSITE beginning on the date of payment.