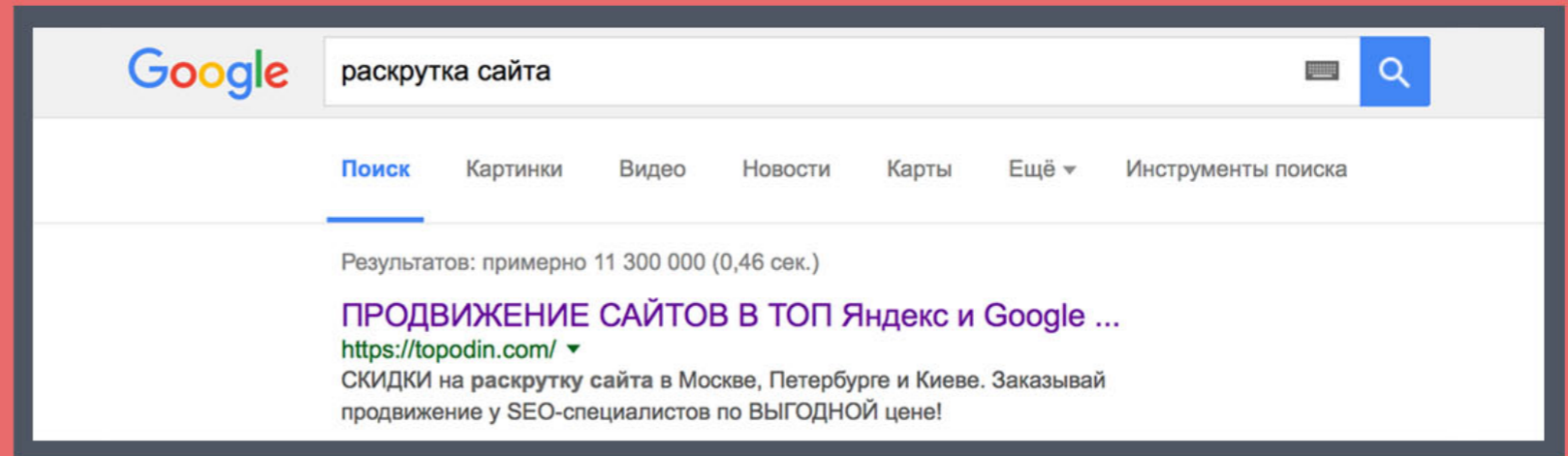




topqdin
seo, web promotion

Collaboration
proposal

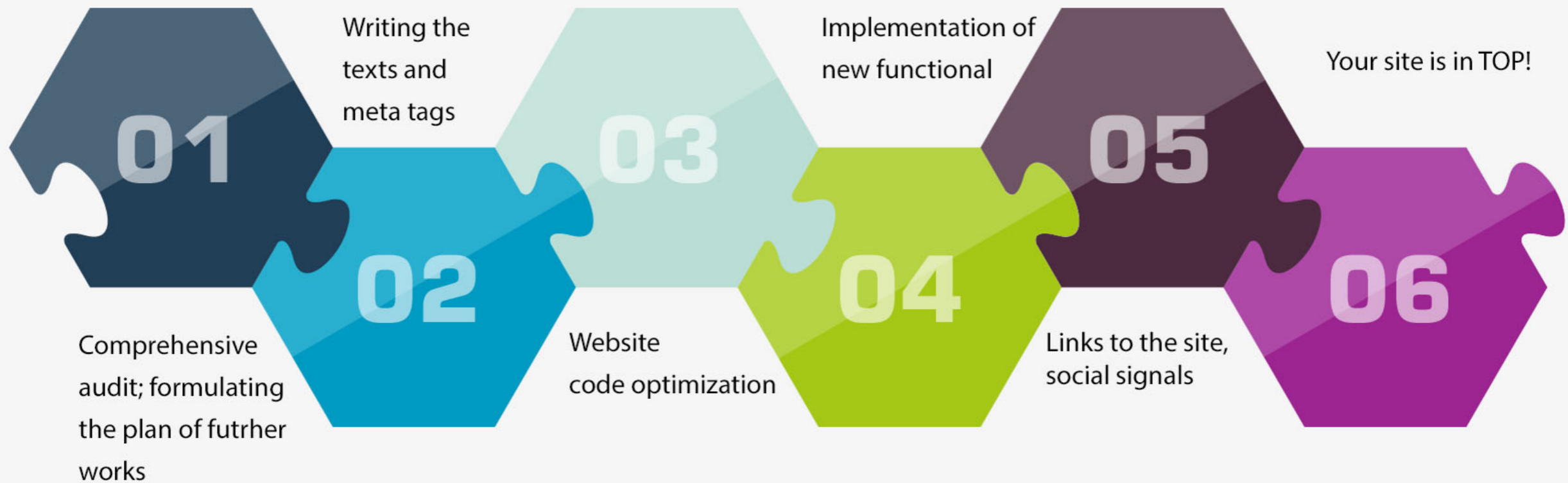
You've found us in the Internet



Now we will help your clients to find you

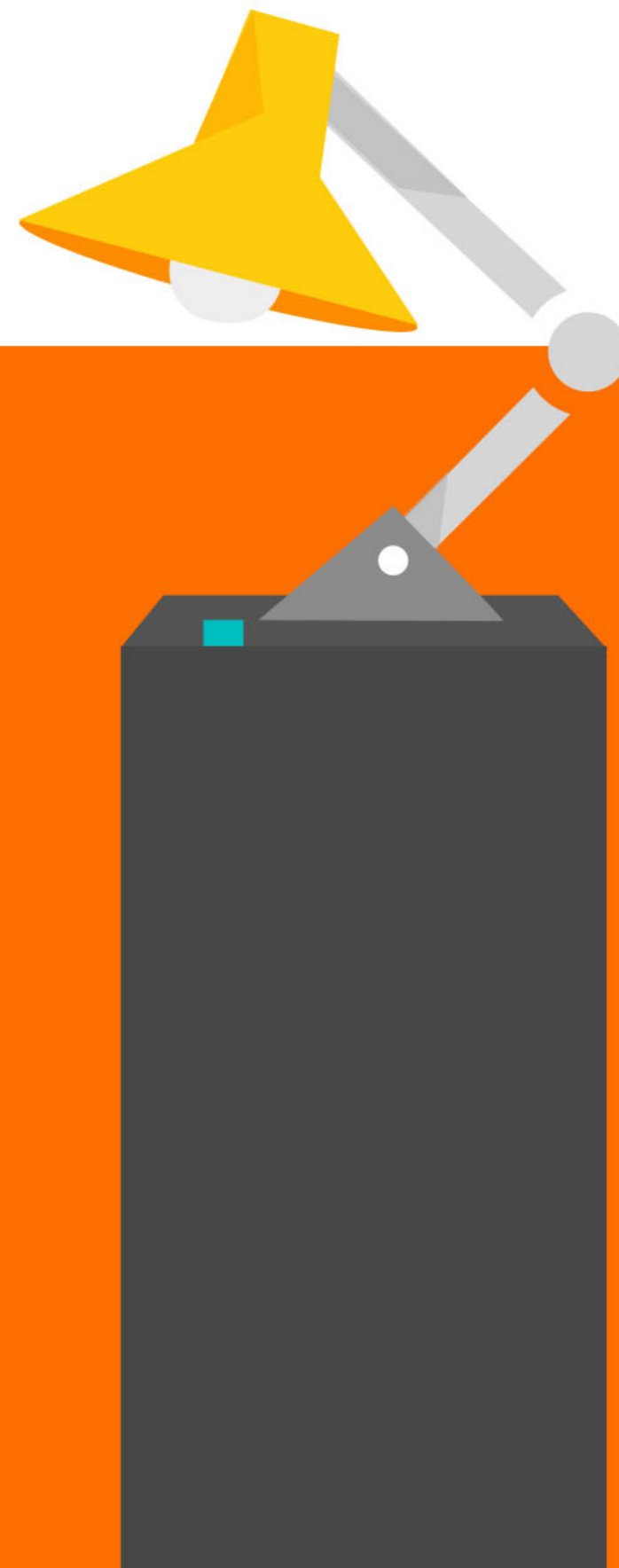
SEO is a process of comprehensive website improvement, the result of which is a decision of some search system to show exactly your website first as a user search result.

Promotion stages



The time of full cycle of getting to the TOP: 4-6 months

The first month of our work



We will perform a full comprehensive audit of technical state of your website. The main problems of your website will be found, a custom technical task for revision will be prepared, fixing of bugs will be started.



We will analyse current ranking of your website, set the analytical systems to collect the information, start monitoring the positions of your website, find the basic business competitors.

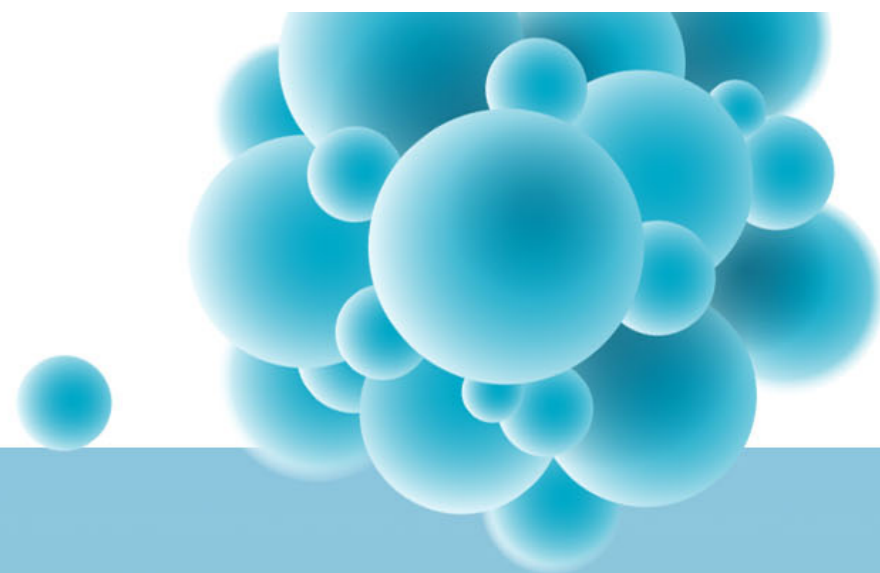


We will fix the major technical bugs, which harm effective promotion badly, increase the loading speed, write meta tags and texts for the key pages.



We will start placing eternal backlinks and social signals on the key pages of your website in the first month of promotion!

The second month of our work



We will check your website for brittleness, test the possibility of unwanted access and study side codes, links and scripts



We will work on your website appearance in social networks. At the moment, social networks and popularity of the website in them is one of the factors of ranking by the search systems.



We will apply a significant amount of backlinks with the necessary anchors (texts of the links) from highly rated resources. All the links are placed forever.



We will organize correct work of the website on any devices, reduce the percent of denials, increase the loyalty of your website auditorium, and improve conversion.



The third month of our work

1

2

3

4

5

6

We will propose the increase of link mass. We always perform natural and safe link profile, which will be positively ranked by a search system.

We will widen the list of search requests for promotion, improve the results for search requests, which are not yet in TOP-10, and fix the results for the search requests, which are already on the first page of search.



We will add a new and interesting content for the users and improve its visibility in search by the related search requests.

We will analyse the behavior of users of your website and its influence on behavioral metrics of the website from the search point of view. We will carry on the works on improving the behavioral factors of your website's visitors.

The fourth month of our work



We will analyse and distribute statistical weight among the pages with the maximal effectiveness with a help of relinking in order to increase the positions for search requests, which are not yet in TOP.

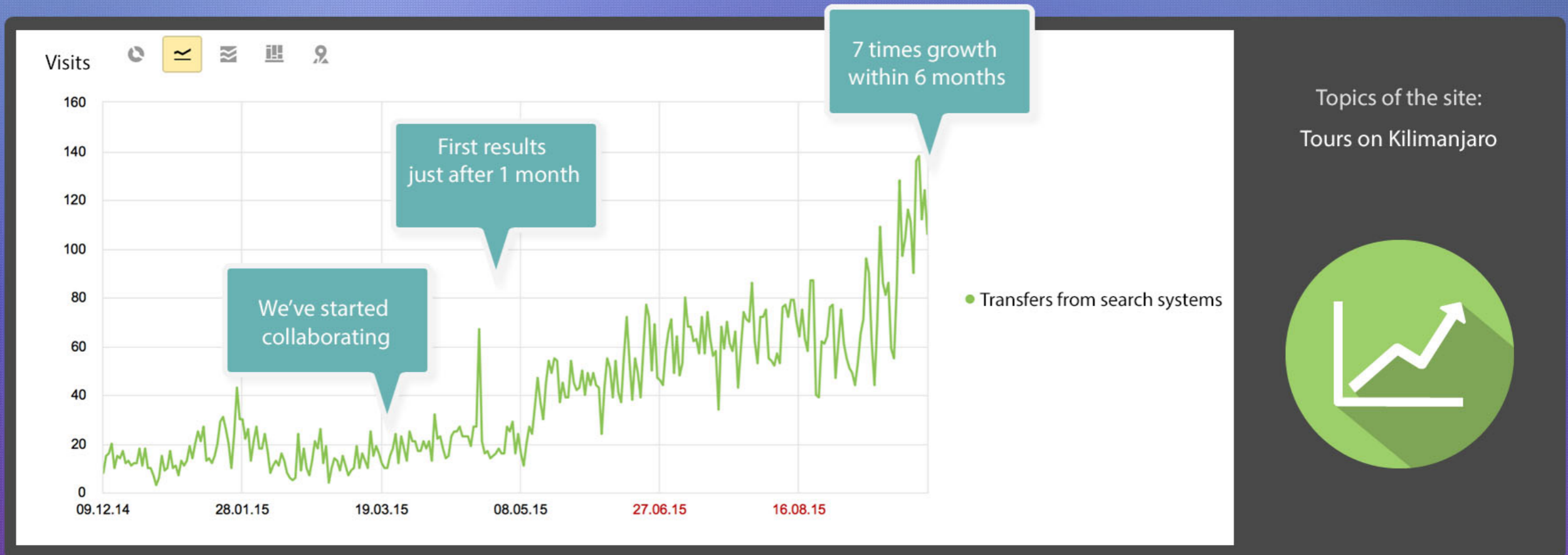
We will perform the analysis of direct competitors for the promoted website. We will compile a list of advantages and disadvantages, which have to be taken in account during the further work.

We will improve the conversion of your visitors in your customers, so that the maximal percent of those who have visited your site performs purposeful actions.

We will find and propose you the further ways for your website development and increasing its visibility in the web by the search results you are interested in.

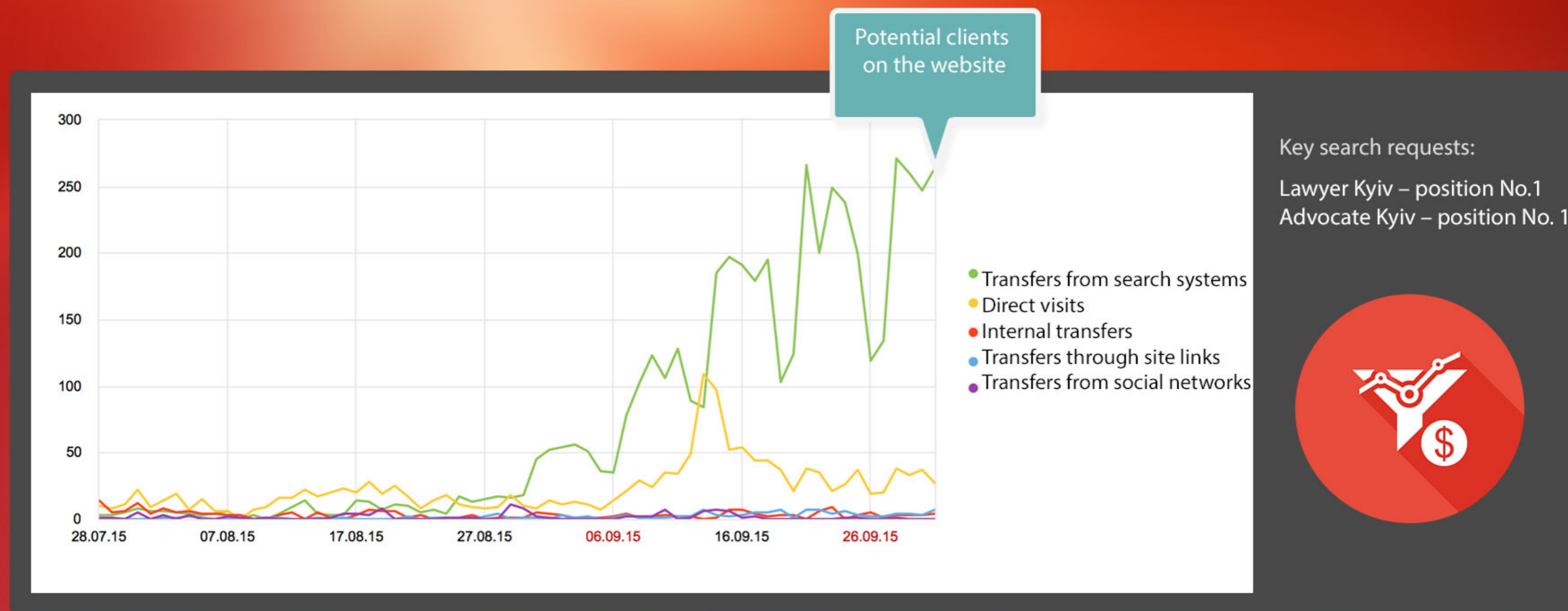


When will you get a result?



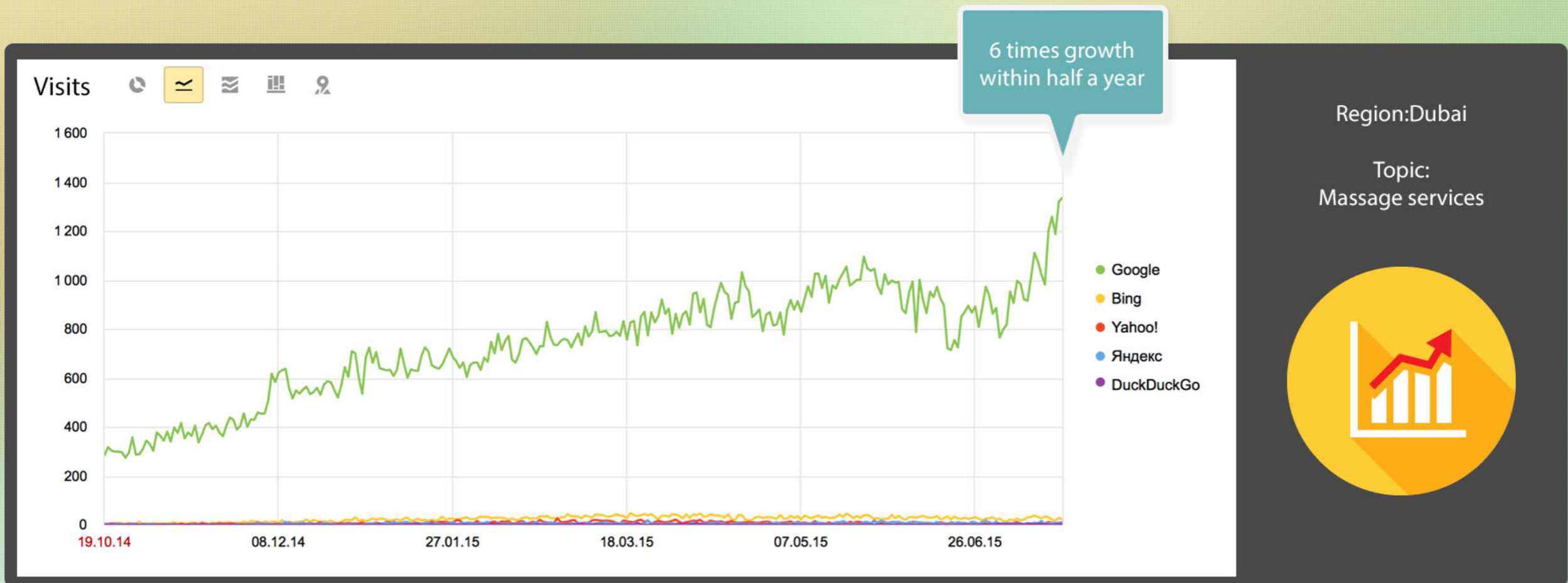
The effectiveness of our work and the speed of reaching the best results is easiest to show on examples, such as the websites of our clients. See the screenshot from Yandex Metrics of our client above; the site has reached the tops of web search within half a year.

Becoming TOP-1 within 2 months



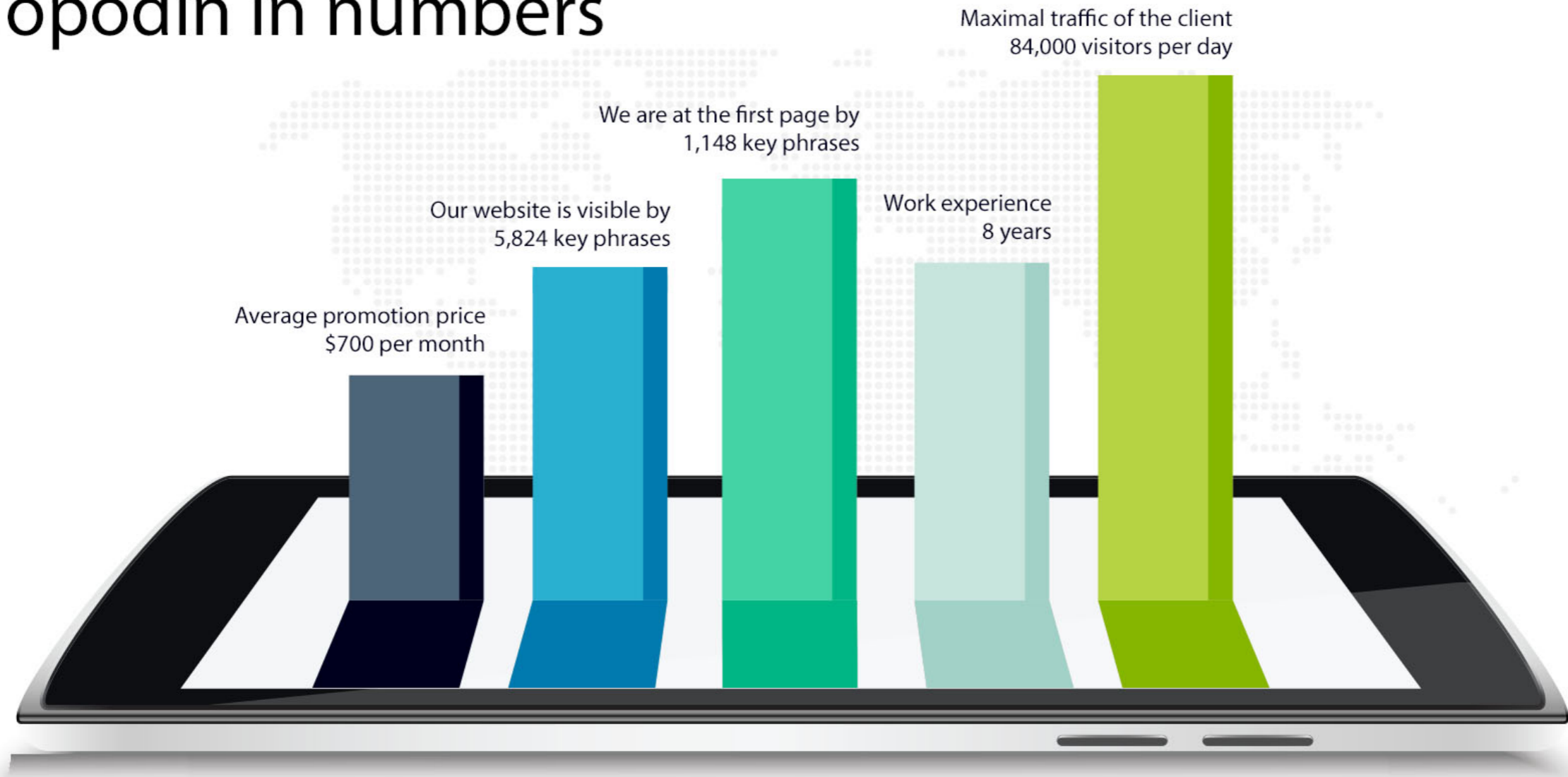
In some cases it is possible to bring the website on the first place in search within only 2 months, if to apply certain efforts correctly. See the screenshot from Yandex Metrics with a growth of visitors on the website within 2 months of promotion. Topic: juridical services.

Growth with no limits



When the work has to be done in some wide topic, where the growth of visitor activity constantly leads to the growth of client's income, and where there is a great number of requests, by which target visitors can be attracted, it is possible to constantly increase the amount of visitors on the website, and their flow.

Topodin in numbers



We are one of the most visible companies in runet. Real estate companies, manufacturers, political parties, and Internet shops are our clients. We know how to bring interested visitors on your website in the most effective way.

«White» SEO guarantee

We will improve and develop your website during promotion, so that it'll be highly rated by the search systems. Modern SEO is first of all a comprehensive development and improvement.



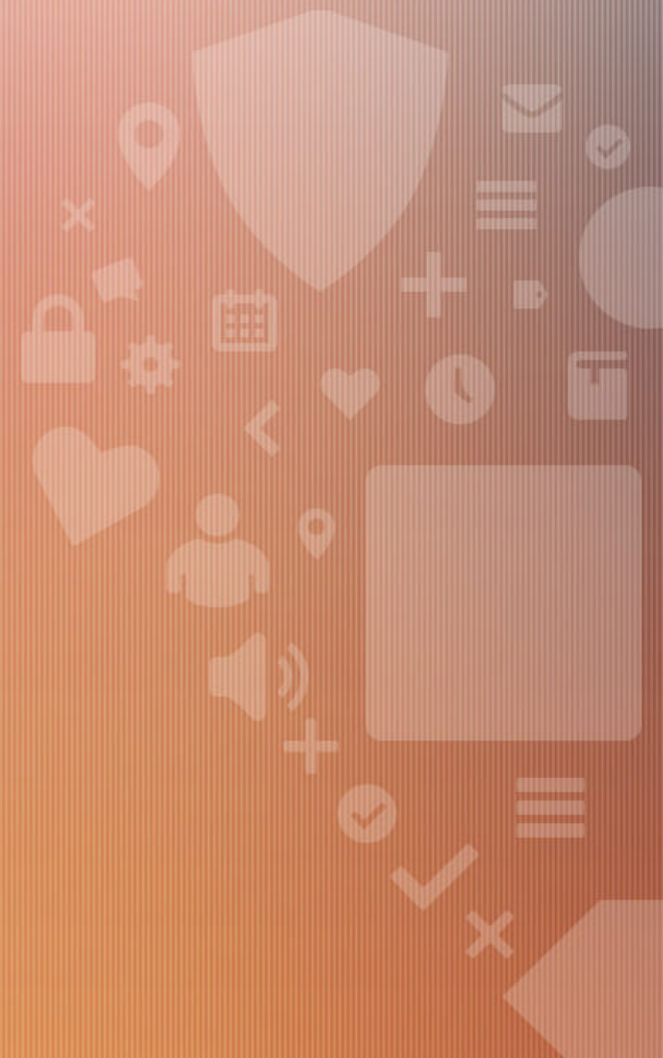
Natural profile of links, built up without using linkbrokers and link renting stocks. Zero monthly rent fee for the links.



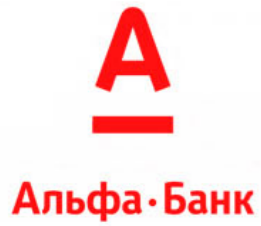
Natural texts, which are easy and comfortable to read, will be highly rated by the search systems from the relevance point of view, as well as from the point of view of quality.



Improving the usability of the website and natural growth of behavioral user factors on your website.



Our clients



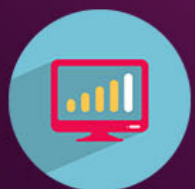


Volume of your investments



Promotion services have to be paid in the beginning of every month.
In the end of every month you get the report on the performed work and on the reached results.

Promotion stage	1st month	2nd month	3rd month	4th month
Programming	100	50	0	0
Links	200	200	250	250
Content	50	50	50	50
Optimization	150	200	200	200
Total:	500	500	500	500



The price is in USD, no taxes included.
For the works by the contract, additional VAT in the amount of 18% has to be paid .



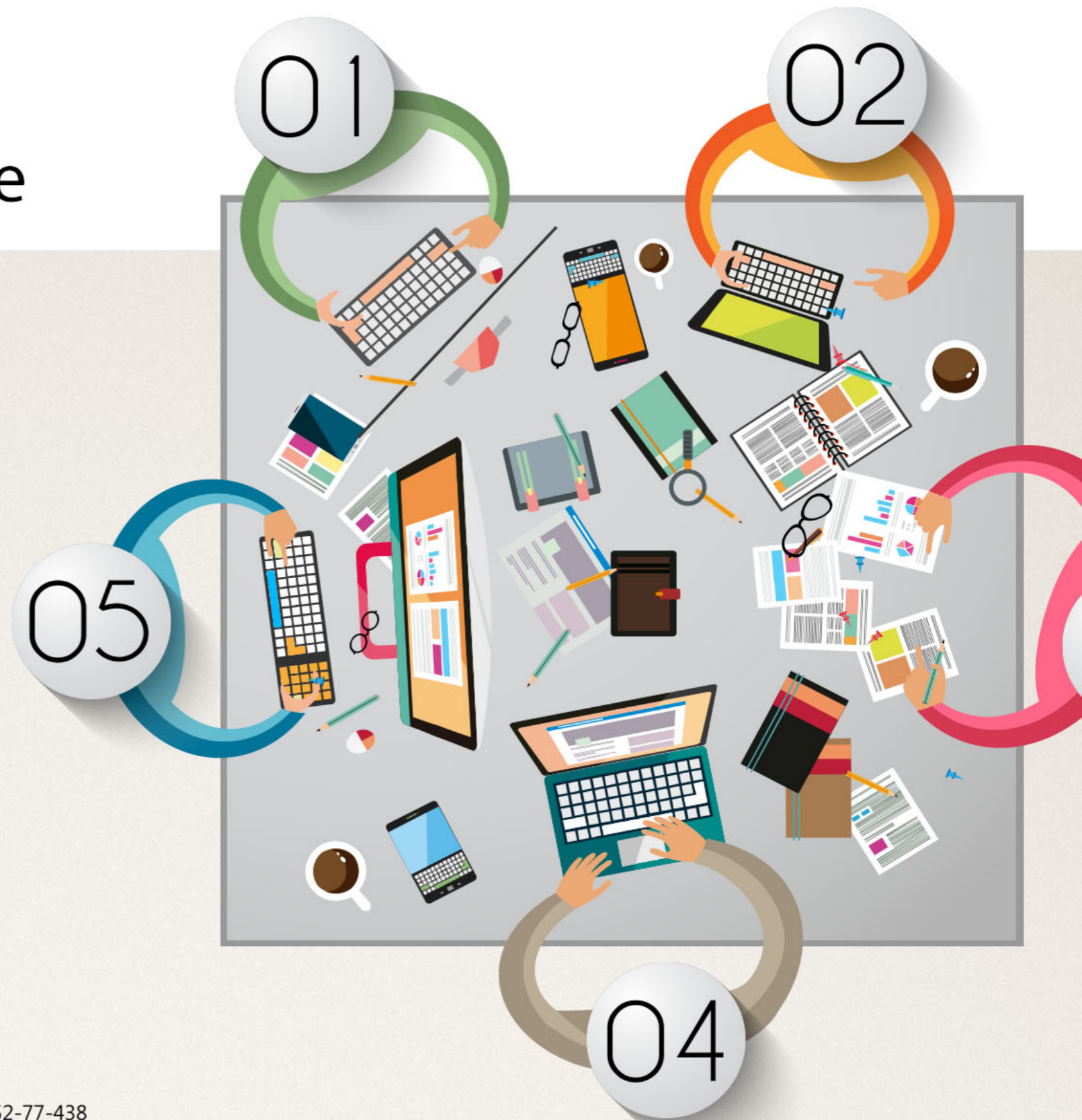
What makes the budget

Audit and analysis	Yes, full audit
Layout, code fixing	Yes
Placing the links	Yes, eternal placing
Texts to the website	Yes, on the target pages
SEO-optimization	Yes, website code and text
Social signals	Yes, likes/reposts
Reputation management in the web	No
Working with the feedbacks	No

As a result of collaboration with us, you will get a flow of interested visitors to your website, who will become your clients. SEO is the best investment in your business.

Works on your website

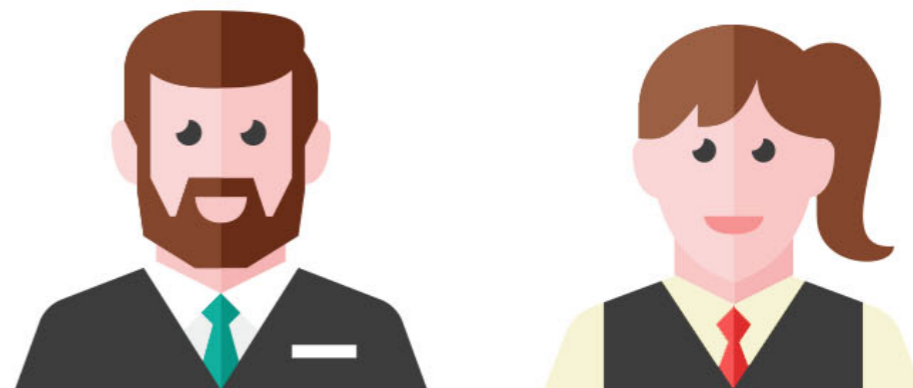
- Audit, compiling semantic core, clasterization
- Ya/G webmaster, metrics, webvisor.
- Assigning the region
- Removing broken links for the website
- Setting answer codes 200, 404, 301
- robots.txt and sitemap.xml, favicon.ico
- Fixing the mirrors with and without "www"
- Hiding trash pages
- Optimizing the size of JS, CSS
- Search of XSS, SQL brittlenesses
- Internal relinking
- Structure optimization
- Texts optimization on the website
- IMG atributes alt and title
- Introduction of microlayout shema.org





Tariffs

Tariff	Maximum	100% SEO	Basic
Links to the site	+	+	+
Social signals	+	+	+
Recommendations on revision	+	+	+
Texts writing	+	+	
Reputation management	+		
Optimization	150	200	200
Price per month:	\$1,200	\$700	\$300



We will be glad to collaborate with you

If you have any questions you'd like to discuss with us, please, contact us using contact information mentioned below.

Topodin specialists will help you to solve any tasks regarding the development and promotion of your website in the Internet with the maximal effectiveness.

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