

## PHASE -2, Execution Process/Timelines

Search Engine Marketing- maximize the site for maximum visibility make the website work , Internet banners, link exchange, Google as words, Text linking, Directory submissions, E-mails, e- newsletters, subscriptions, Blogs, Data capturing mechanism, Article directory submission; Social bookmarking, Press release submission;- Search engine submission; Forum posting; Link exchange with topic related sites,, participating in Q & A relevant to the industry to promote the website link (PR)

6 months

Search Engine Optimization – HTML coding, Page validation/optimization, content optimization, Keyword list generation from the client for SEO and SEM, Feasibility study and analysis of all the keywords, Competitive research in respect with the keywords on a priority basis, Site optimization in respect with Keywords (SEO process begins), Meta tags and Keywords incorporation on the site, Gestation period for around 3 months.(SEO for more keywords to be done parallelly)..

3 months

Website Design- Defining the need, Research the existing site , Competition Study, Analyze problem areas, Freeze the architecture and broad areas , Freeze navigation, initial coding and integration, content writing ,Image selection, Freeze look & Feel

2 months