



Presenting

Enterprise SEO vs 360 Degree SEO

360 Degree SEO vs Enterprise SEO

Benefits	360 Degree Package	Enterprise Package
✓ Pro-active strategies	✗	✓
✓ AI-Driven SEO	✗	✓
✓ Dedicated Support	✗	✓
✓ Customized SEO Strategy	✗	✓
✓ Custom Page-Wise Optimisation	✗	✓
✓ Up-to-date with changing algorithms	✗	✓
✓ Competitive driven strategies	✗	✓
✓ Gap based strategies	✗	✓
✓ Utilization of Business Intelligence	✗	✓
✓ Well suited for Websites with lots of pages	✗	✓
✓ Advanced SEO mechanisms	✗	✓
✓ Advanced backlink mechanisms	✗	✓
✓ Data-driven SEO practices	✗	✓
✓ CRO Strategies	✗	✓
✓ Recovery Management	✗	✓
✓ Reputation Management	✗	✓
✓ Faster Support and SLA	✗	✓
✓ Detailed reporting	✗	✓
✓ Performed by Industrial leading experts	✗	✓
✓ Support from Director as well	✗	✓



\$1000 USD Deliverables
With
25 Keywords

25 Keywords Deliverables

Retainer: \$1000 USD/Monthly

✓ Number of keywords to target	→	25
✓ Product / Cat / Service Pages Optimization	→	25
✓ Weekly Performance Reports	→	Yes = 1 Report
✓ Architectural Fixes	→	No
✓ Screaming Frog Fixes	→	Upto 100 Pages
✓ Gtmetrix Fixes	→	G score only
✓ PSI Fixes Mobile + Desktop	→	Desktop only
✓ TTFB Fixes	→	NO
✓ Pingdom Fixes	→	NO
✓ Complete On-page SEO https://thatware.co/on-page-audit/	→	4 segments
✓ ThatWare's Advanced SEO Exclusive https://thatware.co/advanced-seo	→	Upto 2Modules out of 73
✓ AI Based SEO Exclusive https://thatware.co/semantic-seo/	→	Upto 1
✓ Daily Updates	→	NO

25 Keywords Deliverables

✓ Gap Analysis Practices	→	Upto 2 competitor's
✓ ThatWare's Advanced Link Building Exclusive https://thatware.co/advanced-link-building	→	Upto 2 modules
✓ High DA Backlinks	→	40
✓ High DF Backlinks	→	10
✓ NAPs Building	→	10
✓ GMB Optimisation	→	No
✓ Algorithm Updates	→	No
✓ Content Optimisation	→	Upto 2 main pages
✓ Graphic submissions (Image / Info-graphic)	→	3
✓ PPT Submission	→	3
✓ PDF Submission	→	3
✓ Podcast Submission	→	1
✓ WEB 2.0 Submission	→	1/week
✓ Competitor Backlinks	→	No
✓ Social Posting	→	No
✓ Search Console Optimisation	→	No
✓ Structured Data Implementation : Normal	→	Upto 3 main pages
✓ Structured Data Implementation : Advanced	→	Yes

● Estimated Projection with \$1000 USD Retainer

You can expect the following KPIs to be improved after our extensive SEO strategy implementation:

- ✓ Organic traffic will likely to increase up to 5-10 %
- ✓ Organic keywords will likely to increase up to 7-10%
- ✓ You will notice keyword rankings growth by 15-20%
- ✓ The existing backlink profile will improve by 20-30%
- ✓ Overall website authority will increase with the flow of the SEO journey



\$2000 USD Deliverables
With
55 Keywords

55 Keywords Deliverables

Retainer: \$2000 USD/Monthly

✓ Number of keywords to target	→	55
✓ Product / Cat / Service Pages Optimization	→	55
✓ Weekly Performance Reports	→	Yes = 1 Report
✓ Architectural Fixes	→	Internal links
✓ Screaming Frog Fixes	→	Upto 150 Pages
✓ Gtmetrix Fixes	→	G Score + Y Slow Score
✓ PSI Fixes Mobile + Desktop	→	Desktop only
✓ TTFB Fixes	→	NO
✓ Pingdom Fixes	→	Yes
✓ Complete On-page SEO https://thatware.co/on-page-audit/	→	8 segments
✓ ThatWare's Advanced SEO Exclusive https://thatware.co/advanced-seo	→	Upto 5 Modules out of 73
✓ AI Based SEO Exclusive https://thatware.co/semantic-seo/	→	Upto 3
✓ Daily Updates	→	NO

55 Keywords Deliverables

✓ Gap Analysis Practices	→	Upto 3 competitor's
✓ ThatWare's Advanced Link Building Exclusive https://thatware.co/advanced-link-building	→	Upto 3 modules
✓ High DA Backlinks	→	100
✓ High DF Backlinks	→	25
✓ NAPs Building	→	25
✓ GMB Optimisation	→	No
✓ Algorithm Updates	→	No
✓ Content Optimisation	→	Upto 4 main pages
✓ Graphic submissions (Image / Info-graphic)	→	6
✓ PPT Submission	→	6
✓ PDF Submission	→	6
✓ Podcast Submission	→	2
✓ WEB 2.0 Submission	→	2/week
✓ Competitor Backlinks	→	20
✓ Social Posting	→	No
✓ Search Console Optimisation	→	Yes
✓ Structured Data Implementation : Normal	→	Upto 6 main pages
✓ Structured Data Implementation : Advanced	→	Yes

● Estimated Projection with \$2000 USD Retainer

You can expect the following KPIs to be improved after our extensive SEO strategy implementation:

- ✓ Organic traffic will likely to increase up to 10-20 %
- ✓ Organic keywords will likely to increase up to 15-25%
- ✓ You will notice keyword rankings growth by 25-30%
- ✓ The existing backlink profile will improve by 30-40%
- ✓ Overall website authority will increase with the flow of the SEO journey



\$4000 USD Deliverables
With
80 Keywords

80 Keywords Deliverables

Retainer: \$4000 USD/Monthly

✓ Number of keywords to target	→	80
✓ Product / Cat / Service Pages Optimization	→	80
✓ Weekly Performance Reports	→	Yes = 1 Report
✓ Architectural Fixes	→	In-links + Internal links
✓ Screaming Frog Fixes	→	Upto 200 Pages
✓ Gtmetrix Fixes	→	G Score + Y Slow Score + Water fall fixes
✓ PSI Fixes Mobile + Desktop	→	Desktop only
✓ TTFB Fixes	→	NO
✓ Pingdom Fixes	→	Yes
✓ Complete On-page SEO https://thatware.co/on-page-audit/	→	12 segments
✓ ThatWare's Advanced SEO Exclusive https://thatware.co/advanced-seo	→	Upto 8 Modules out of 73
✓ AI Based SEO Exclusive https://thatware.co/semantic-seo/	→	Upto 5
✓ Daily Updates	→	NO

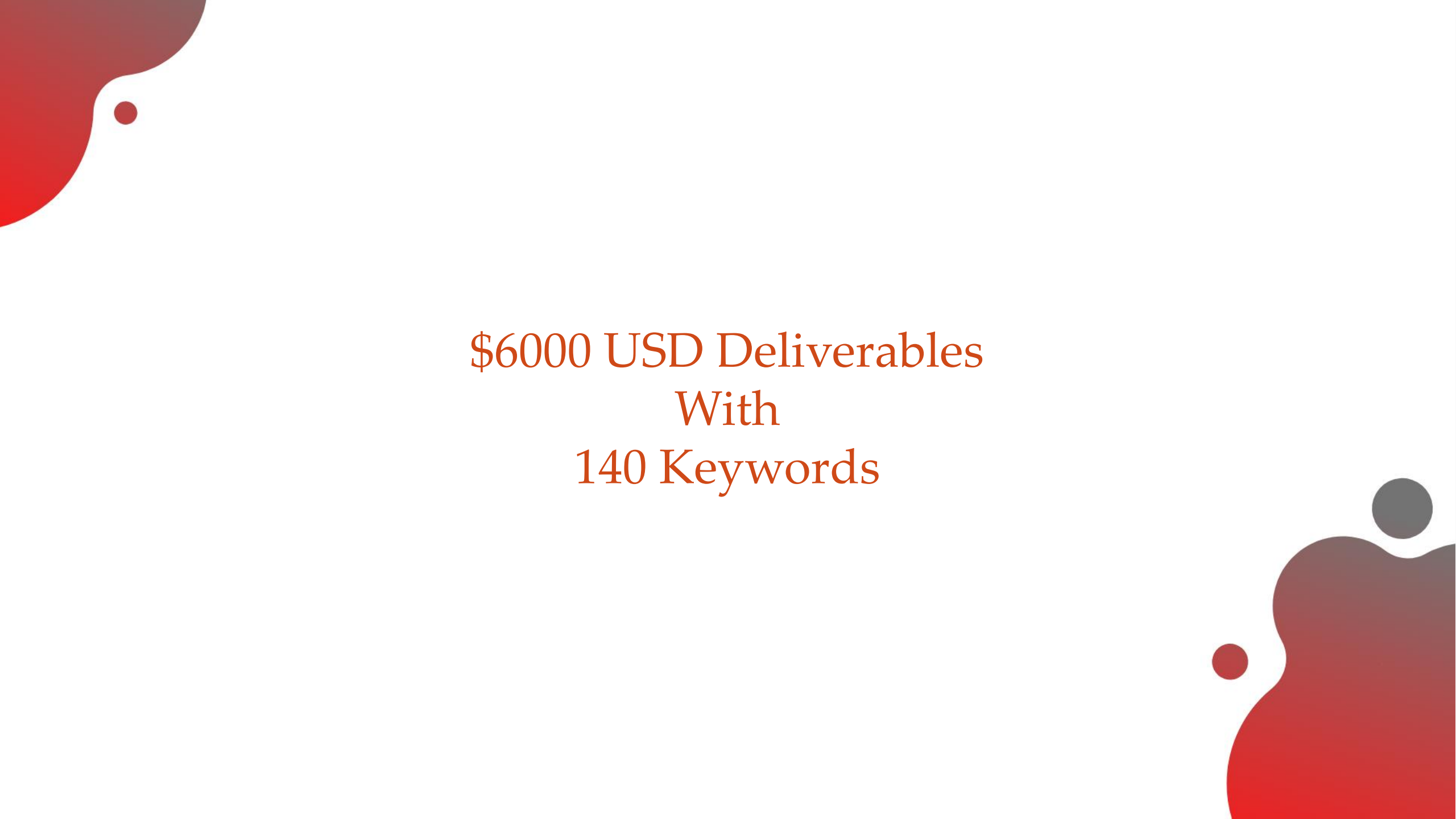
80 Keywords Deliverables

✓ Gap Analysis Practices	➡	Upto 5 competitor's
✓ ThatWare's Advanced Link Building Exclusive https://thatware.co/advanced-link-building	➡	Upto 5 modules
✓ High DA Backlinks	➡	250
✓ High DF Backlinks	➡	40
✓ NAPs Building	➡	40
✓ GMB Optimisation	➡	Yes
✓ Algorithm Updates	➡	1/Month
✓ Content Optimisation	➡	Upto 8 main pages
✓ Graphic submissions (Image / Info-graphic)	➡	10
✓ PPT Submission	➡	10
✓ PDF Submission	➡	10
✓ Podcast Submission	➡	3
✓ WEB 2.0 Submission	➡	3/week
✓ Competitor Backlinks	➡	30
✓ Social Posting	➡	No
✓ Search Console Optimisation	➡	Yes
✓ Structured Data Implementation : Normal	➡	Upto 10 main pages
✓ Structured Data Implementation : Advanced	➡	Yes

● Estimated Projection with \$4000 USD Retainer

You can expect the following KPIs to be improved after our extensive SEO strategy implementation:

- ✓ Organic traffic will likely to increase up to 15-25 %
- ✓ Organic keywords will likely to increase up to 25-35%
- ✓ You will notice keyword rankings growth by 35-45%
- ✓ The existing backlink profile will improve by 40-50%
- ✓ Overall website authority will increase with the flow of the SEO journey



\$6000 USD Deliverables
With
140 Keywords

140 Keywords Deliverables

Retainer: \$6000 USD/Monthly

✓ Number of keywords to target	➡	140
✓ Product / Cat / Service Pages Optimization	➡	140
✓ Weekly Performance Reports	➡	Yes = 2 Reports
✓ Architectural Fixes	➡	In-links + Internal links + Silo
✓ Screaming Frog Fixes	➡	Upto 250 Pages
✓ Gtmetrix Fixes	➡	Entire Gtmetrix Across 3 test locations
✓ PSI Fixes Mobile + Desktop	➡	Desktop only
✓ TTFB Fixes	➡	Yes
✓ Pingdom Fixes	➡	Yes
✓ Complete On-page SEO https://thatware.co/on-page-audit/	➡	15 segments
✓ ThatWare's Advanced SEO Exclusive https://thatware.co/advanced-seo	➡	Upto 12 Modules out of 73
✓ AI Based SEO Exclusive https://thatware.co/semantic-seo/	➡	Upto 12
✓ Daily Updates	➡	NO

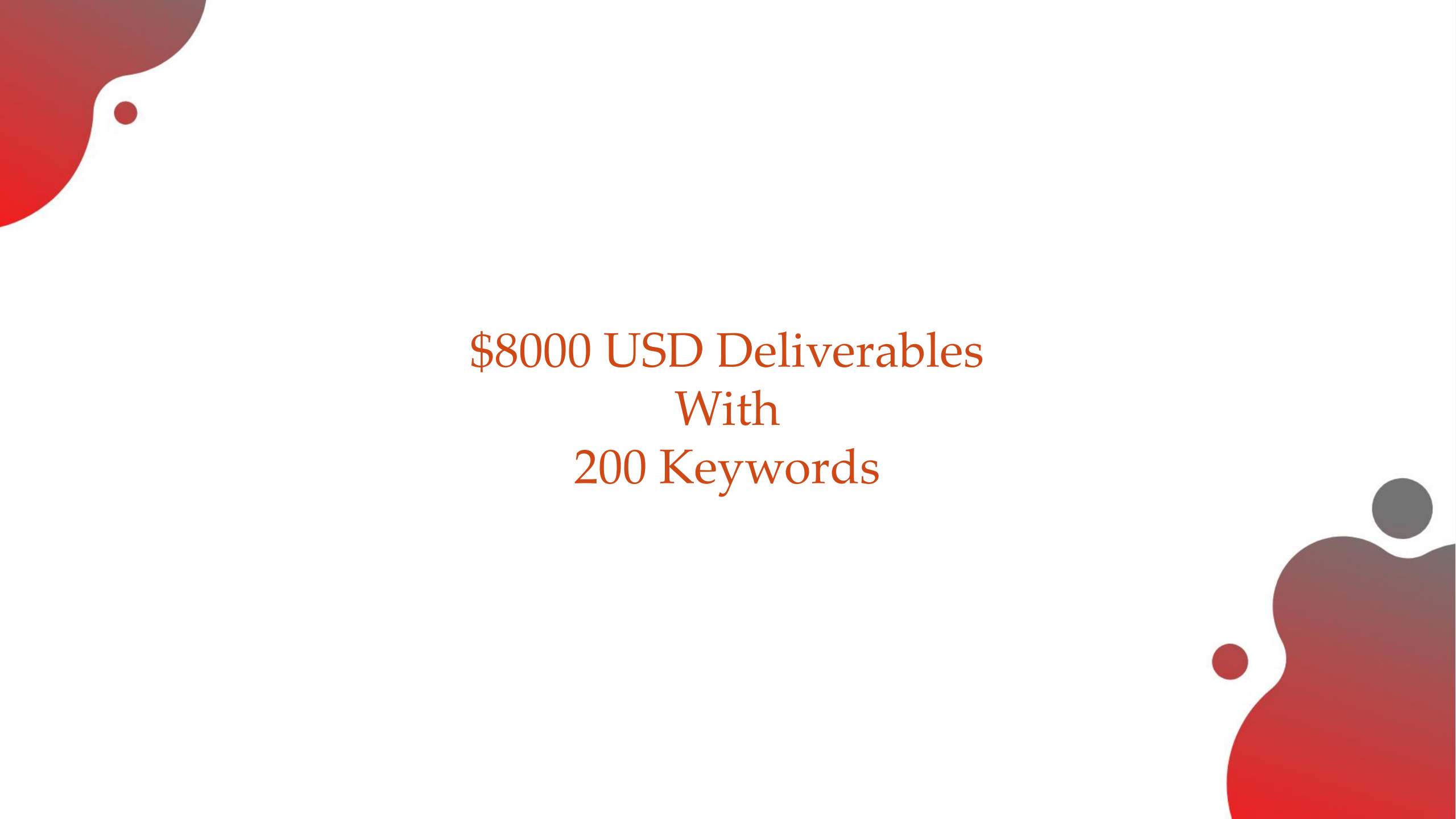
140 Keywords Deliverables

✓ Gap Analysis Practices	➡	Upto 8 competitor's
✓ ThatWare's Advanced Link Building Exclusive https://thatware.co/advanced-link-building	➡	Upto 8 modules
✓ High DA Backlinks	➡	450
✓ High DF Backlinks	➡	80
✓ NAPs Building	➡	60
✓ GMB Optimisation	➡	Yes
✓ Algorithm Updates	➡	3/Month
✓ Content Optimisation	➡	Upto 12 main pages
✓ Graphic submissions (Image / Info-graphic)	➡	15
✓ PPT Submission	➡	15
✓ PDF Submission	➡	15
✓ Podcast Submission	➡	5
✓ WEB 2.0 Submission	➡	5/week
✓ Competitor Backlinks	➡	40
✓ Social Posting	➡	1/week
✓ Search Console Optimisation	➡	Yes
✓ Structured Data Implementation : Normal	➡	Upto 30 main pages
✓ Structured Data Implementation : Advanced	➡	Yes

● Estimated Projection with \$6000 USD Retainer

You can expect the following KPIs to be improved after our extensive SEO strategy implementation:

- ✓ Organic traffic will likely to increase up to 25-40 %
- ✓ Organic keywords will likely to increase up to 40-65%
- ✓ You will notice keyword rankings growth by 45-55%
- ✓ The existing backlink profile will improve by 55-70%
- ✓ Overall website authority will increase with the flow of the SEO journey



\$8000 USD Deliverables
With
200 Keywords

200 Keywords Deliverables

Retainer: \$8000 USD/Monthly

✓ Number of keywords to target	→	200
✓ Product / Cat / Service Pages Optimization	→	200
✓ Weekly Performance Reports	→	Yes = 2 Reports
✓ Architectural Fixes	→	In-links + Internal links + Silo
✓ Screaming Frog Fixes	→	Upto 300 Pages
✓ Gtmetrix Fixes	→	Entire Gtmetrix Across 4 test locations
✓ PSI Fixes Mobile + Desktop	→	Desktop + Mobile
✓ TTFB Fixes	→	Yes
✓ Pingdom Fixes	→	Yes
✓ Complete On-page SEO https://thatware.co/on-page-audit/	→	15 segments
✓ ThatWare's Advanced SEO Exclusive https://thatware.co/advanced-seo	→	Upto 18 Modules out of 73
✓ AI Based SEO Exclusive https://thatware.co/semantic-seo/	→	Upto 18
✓ Daily Updates	→	Yes

200 Keywords Deliverables

✓ Gap Analysis Practices	➡	Upto 12 competitor's
✓ ThatWare's Advanced Link Building Exclusive https://thatware.co/advanced-link-building	➡	Upto 12 modules
✓ High DA Backlinks	➡	800
✓ High DF Backlinks	➡	120
✓ NAPs Building	➡	80
✓ GMB Optimisation	➡	Yes
✓ Algorithm Updates	➡	5/Month
✓ Content Optimisation	➡	Upto 16 main pages
✓ Graphic submissions (Image / Info-graphic)	➡	20
✓ PPT Submission	➡	20
✓ PDF Submission	➡	20
✓ Podcast Submission	➡	7
✓ WEB 2.0 Submission	➡	8/week
✓ Competitor Backlinks	➡	50
✓ Social Posting	➡	2/week
✓ Search Console Optimisation	➡	Yes
✓ Structured Data Implementation : Normal	➡	Upto 40 main pages
✓ Structured Data Implementation : Advanced	➡	Yes

● Estimated Projection with \$8000 USD Retainer

You can expect the following KPIs to be improved after our extensive SEO strategy implementation:

- ✓ Organic traffic will likely to increase up to 40-50 %
- ✓ Organic keywords will likely to increase up to 50-70%
- ✓ You will notice keyword rankings growth by 55-65%
- ✓ The existing backlink profile will improve by 60-75%
- ✓ Overall website authority will increase with the flow of the SEO journey



\$10000 USD Deliverables
With
250 Keywords

250 Keywords Deliverables

Retainer: \$10000 USD/Monthly

✓ Number of keywords to target	→	250
✓ Product / Cat / Service Pages Optimization	→	250
✓ Weekly Performance Reports	→	Yes = 3 Reports
✓ Architectural Fixes	→	In-links + Internal links + Silo + Gephi
✓ Screaming Frog Fixes	→	Upto 350 Pages
✓ Gtmetrix Fixes	→	Entire Gtmetrix Across 5 test locations
✓ PSI Fixes Mobile + Desktop	→	Desktop + Mobile
✓ TTFB Fixes	→	Yes
✓ Pingdom Fixes	→	Yes
✓ Complete On-page SEO https://thatware.co/on-page-audit/	→	23 segments
✓ ThatWare's Advanced SEO Exclusive https://thatware.co/advanced-seo	→	Upto 23 Modules out of 73
✓ AI Based SEO Exclusive https://thatware.co/semantic-seo/	→	Upto 20
✓ Daily Updates	→	Yes

250 Keywords Deliverables

✓ Gap Analysis Practices	➡	Upto 15 competitor's
✓ ThatWare's Advanced Link Building Exclusive https://thatware.co/advanced-link-building	➡	Upto 15 modules
✓ High DA Backlinks	➡	1500
✓ High DF Backlinks	➡	180
✓ NAPs Building	➡	160
✓ GMB Optimisation	➡	Yes
✓ Algorithm Updates	➡	8/Month
✓ Content Optimisation	➡	Upto 20 main pages
✓ Graphic submissions (Image / Info-graphic)	➡	35
✓ PPT Submission	➡	35
✓ PDF Submission	➡	35
✓ Podcast Submission	➡	10
✓ WEB 2.0 Submission	➡	12/week
✓ Competitor Backlinks	➡	100
✓ Social Posting	➡	3/week
✓ Search Console Optimisation	➡	Yes
✓ Structured Data Implementation : Normal	➡	Upto 50 main pages
✓ Structured Data Implementation : Advanced	➡	Yes

● Estimated Projection with \$10000 USD Retainer

You can expect the following KPIs to be improved after our extensive SEO strategy implementation:

- ✓ Organic traffic will likely to increase up to 50-60 %
- ✓ Organic keywords will likely to increase up to 60-70%
- ✓ You will notice keyword rankings growth by 65-75%
- ✓ The existing backlink profile will improve by 70-85%
- ✓ Overall website authority will increase with the flow of the SEO journey

How Have We Done...



This is
one of our
Enterprise SEO
clients for whom we have achieved great result

Business Objective

The sole objective of the project is to help in traffic acquisition and help in extreme brand exposure. Sole objective is to acquire up to 200K monthly sessions with vast SERP exposure with high conversion rate.

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How Have We Done...



Solutions

- » Technical SEO check-up & fixes
- » On-page SEO check-up & fixes
- » Content Optimization to 200K monthly
- » Sitemap set up with proper protocol
- » Internal linking strategy formations
- » Increment in backlinks count

[View Full Case Study](#)

How Have We Done...



		Acquisition			Behavior			Conversions			eCommerce
Source / Medium		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue	
		95,813 % of Total 100.00% (95,813)	96,615 % of Total 100.00% (96,615)	121,734 % of Total 100.00% (121,734)	66.85% Avg for View: 66.85% (0.00%)	2.36 Avg for View: 2.36 (0.00%)	00:01:57 Avg for View: 00:01:57 (0.00%)	1.16% Avg for View: 1.16% (0.00%)	1,412 % of Total 100.00% (1,412)	\$136,255.80 % of Total: 100.00% (\$136,255.80)	
<input type="checkbox"/>	1. google / cpc	49,390 (51.55%)	47,957 (49.84%)	58,174 (47.79%)	74.95%	1.81	00:00:52	1.30%	755 (53.47%)	\$43,800.97 (31.80%)	
<input type="checkbox"/>	2. google / organic	21,080 (21.97%)	20,507 (21.23%)	25,868 (21.29%)	61.00%	2.58	00:02:28	0.82%	218 (15.49%)	\$29,428.50 (21.60%)	
<input type="checkbox"/>	3. (direct) / (none)	20,617 (21.51%)	20,715 (21.44%)	26,140 (21.47%)	59.84%	3.06	00:03:21	1.27%	331 (23.44%)	\$32,150.19 (23.57%)	
<input type="checkbox"/>	4. bing / organic	1,589 (1.66%)	1,544 (1.59%)	1,731 (1.42%)	55.38%	2.88	00:01:48	0.81%	14 (1.00%)	\$1,169.99 (0.86%)	
<input type="checkbox"/>	5. Springbot / Web	1,085 (1.13%)	556 (0.57%)	1,499 (1.23%)	61.44%	2.15	00:01:20	0.53%	8 (0.57%)	\$671.76 (0.49%)	
<input type="checkbox"/>	6. m.facebook.com / referral	959 (0.99%)	938 (0.97%)	1,265 (1.04%)	63.11%	2.30	00:00:56	0.32%	4 (0.28%)	\$208.85 (0.15%)	
<input type="checkbox"/>	7. pinterest.com / referral	758 (0.79%)	740 (0.77%)	794 (0.65%)	75.05%	1.57	00:00:28	0.00%	0 (0.00%)	\$0.00 (0.00%)	
<input type="checkbox"/>	8. yahoo / organic	595 (0.62%)	580 (0.60%)	678 (0.56%)	51.18%	3.04	00:02:16	1.03%	7 (0.50%)	\$939.15 (0.69%)	
<input type="checkbox"/>	9. duckduckgo / organic	488 (0.51%)	475 (0.49%)	570 (0.47%)	51.75%	3.02	00:02:01	1.23%	7 (0.50%)	\$636.36 (0.47%)	
<input type="checkbox"/>	10. treepodia carousel / cpc	369 (0.38%)	359 (0.37%)	370 (0.30%)	95.76%	1.03	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)	

Result

The amount of user they have and also the amount of sessions has been increased from the previous year. The revenue they are generating now has also been increased.

[View Full Case Study](#)

How Have We Done...



Result

- » Conversion rate has been optimized
- » 24K to 35K sessions a month
- » Good growth of referring domains
- » Huge exposure on SERP visibility

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How Have We Done...

iNCREDIWEAR

This is
one of our
Enterprise SEO
clients for whom we have achieved great result

Business Objective

The client need good amount of traffic and unique user in the website and most importantly the keyword rankings in 1st page.

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How Have We Done...

iNCREDIWEAR

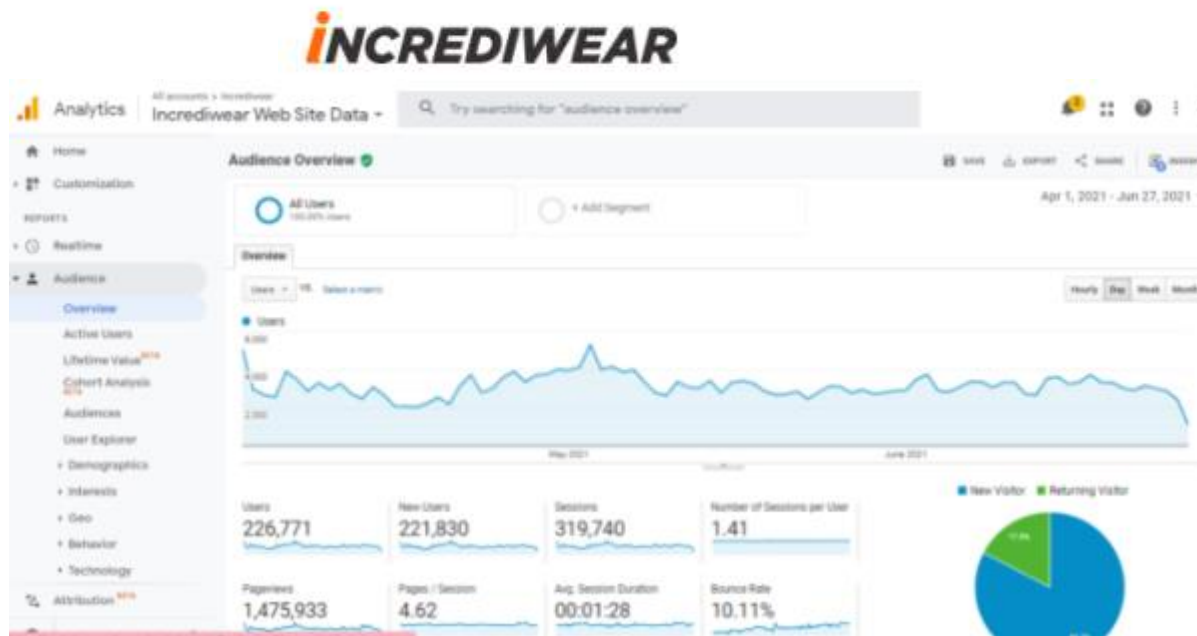
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Difficulties We Faced:

1. SERP visibility was none
2. Sessions in a month are very poor
3. Referring Domain score is very low
4. Less traffic
5. No quality content

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How Have We Done...



Result

The amount of user and also the amount of sessions has been drastically increased from the previous stats. The visitors they have now is lot more than before and also this site is performing well in SERP compare to its competitors.

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How Have We Done...

iNCREDIWEAR

Result

- » Improvement in 100+ keywords
- » Improved CTR
- » Increase in traffic
- » 1st Page SERP visibility
- » Better brand exposure

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[Read More Case Studies](#)



Our Process To Work

» Client Meeting

Overview of the project and the goals

» Analysis

Detailed surgery of case presented

» Ideas & Plan

Presenting the strategy and planning

» Discussion

Discussing and adjusting the strategy

» Preparation

Preparing the project framework

» Execution

Working on the project in accordance with the plan

» Management

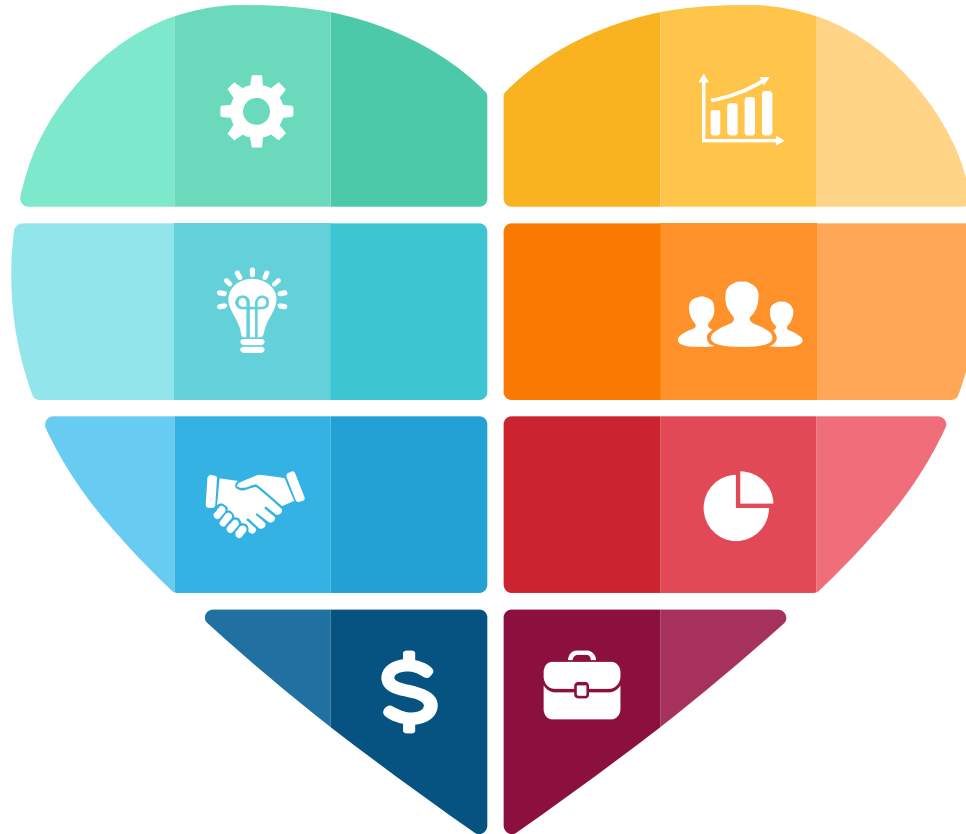
Managing and supervising the project

» Improvement

Focus on the most efficient strategies



We Love



What We Do



Thank You