



SEO Services

Complete White Paper

E-Commerce · On-Page · Off-Page · Content · Local · Multilingual SEO

Rank Higher. Drive Traffic. Grow Your Business.

India's leading data-driven SEO agency | Based in Chennai | Serving clients globally

E-Commerce SEO

On-Page SEO

Off-Page SEO

Content SEO

Local SEO

Multilingual SEO

Grow Your Store with Organic Search Traffic

Our E-Commerce SEO services help your store rank higher, attract targeted traffic, and generate more sales organically — without depending on expensive paid ads. We optimise product and category pages with buyer-intent keywords, generate consistent ecommerce sales through organic rankings, and deliver sustainable visibility for your store.

Higher Google Rankings Improve product and category visibility on Google with ecommerce SEO strategies.	Targeted Buyer Traffic Attract shoppers actively searching for your products with high-converting SEO.	Increase Sales Organically Generate consistent ecommerce sales through organic rankings, no ad spend needed.	Long-Term SEO Growth Sustainable visibility and long-term growth with proven ecommerce SEO strategies.
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Why Choose SEOAD for E-Commerce SEO?

India's Leading Ecommerce SEO Trusted ecommerce SEO experts in Chennai helping brands achieve first-page rankings.	Transparent Reporting Detailed monthly PDF reports, ranking updates and affordable packages with zero hidden charges.	White-Hat with Guaranteed Growth Google Panda & Penguin-compliant SEO methods focused on sustainable rankings and authority.	Custom SEO Plans Tailored SEO strategy, conversion-focused optimization, and 24/7 dedicated support team.
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E-Commerce Growth Framework

PHASE 01	Ecommerce SEO Audit & Research • Complete technical and SEO audit of your online store • Keyword research for high-converting buyer-intent searches • Identify crawl issues, duplicate content, and broken links • Competitor analysis to discover ranking opportunities
PHASE 02	Product & Category Page SEO • Optimise product titles, meta descriptions, and URLs • Internal linking for page authority • Image optimisation and schema markup
PHASE 03	Technical SEO Optimisation • Site speed and Core Web Vitals • Mobile-first crawl setup • Structured data and canonical tags
PHASE 04	Content Marketing & Link Building • SEO blog content and buying guides • High-DA backlink acquisition • Anchor text strategy
PHASE 05	Conversion-Focused SEO Growth • Landing page CRO improvements aligned with SEO • A/B testing support • Monthly performance reporting

E-Commerce SEO Pricing

STARTER

E-Commerce SEO Starter

Best for small online stores

■ **1,000/mo**

- ✓ Store SEO audit & keyword research
- ✓ Product & category page optimization
- ✓ Technical SEO setup
- ✓ Monthly SEO performance report

GROWTH

E-Commerce SEO Growth

Best for growing online brands

■ **2,000/mo**

- ✓ Everything in Starter Plan
- ✓ Content optimisation & collections
- ✓ Competitor & keyword gap research
- ✓ Bi-weekly strategy reporting

ENTERPRISE

E-Commerce SEO Enterprise

Best for large stores & marketplaces

■ **4,000/mo**

- ✓ Everything in Growth Plan
- ✓ Advanced technical SEO management
- ✓ Customised E-Commerce SEO manager
- ✓ Custom growth roadmap & support

Rank Higher with On-Page SEO That Works

On-Page SEO is the practice of optimising individual web pages so they rank higher and attract more relevant traffic from search engines like Google, Yahoo, and Bing. Unlike Off-Page SEO, On-Page focuses entirely on elements within your own website: content quality, HTML tags, site structure, and user experience.

Right Queries, Right Audience Your pages appear exactly where the right people are searching.	Crawlable & Indexable Search engines can read, understand, and index every page with confidence.	Fast, Relevant, Trustworthy Users get a seamless experience with real-time, clear content and real value.	Reduce Ad Spend Generate consistent free organic traffic instead of paying for every click.
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On-Page SEO Optimisation Framework

PHASE 01	Keyword Research, Planning & Content Strategy - Identify right keywords your customers actively search - Title tag optimisation — keyword-rich, click-worthy under 60 chars - Meta descriptions that improve CTR - Proper heading hierarchy (H1–H6) for crawlability
PHASE 02	Image, URL, Internal Linking & Canonicalisation - Compress and alt-tag images - Clean permalink structure - Internal link architecture
PHASE 03	Schema Markup, Page Speed, Mobile & Crawl Setup - Structured data for rich results - Core Web Vitals optimisation - Mobile-first indexing compliance
PHASE 04	Webmaster Tools, Analytics & Duplicate Content Fixes - Google Search Console integration - GA4 goal setup - Duplicate content resolution
PHASE 05	Penalty Recovery, Reporting & Ongoing Refinement - Manual penalty removal - Monthly ranking reports - Continuous SEO optimisation

On-Page SEO Pricing

ESSENTIAL Essential On-Page SEO Best for small businesses & local websites 1,000/mo ✓ Complete on-page SEO audit ✓ Title tags & meta descriptions ✓ Heading structure review ✓ Monthly content performance report	ADVANCED Advanced On-Page SEO Best for growing ecommerce stores 2,000/mo ✓ Everything in Essential plan ✓ Content optimisation & meta ✓ Schema markup & redirects ✓ Monthly SEO performance reporting	ENTERPRISE Enterprise On-Page SEO Best for large websites & enterprise brands 4,000/mo ✓ Everything in Growth Plan ✓ 300+ URLs / topic authority ✓ Identity strategy & optimisation management
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Build Authority Beyond Your Website

Off-Page SEO refers to all activities done outside your website to improve your search engine rankings. While On-Page SEO optimises your content and structure, Off-Page SEO builds your website's trust, authority, and reputation across the web. We follow Google Panda- and Penguin-compliant strategies that help businesses achieve long-lasting first-page rankings on Google, Bing, and Yahoo.

Build Online Authority Improve your website's trust and reputation across search engines and digital platforms.	Quality Backlink Profile Earn high-quality backlinks from trusted websites to increase rankings and credibility.	Brand Mentions & Signals Strengthen your digital presence with social signals and brand mentions across the web.	DA & PA Improvement Boost Domain Authority and Page Authority for stronger visibility and higher rankings.
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Off-Page SEO Authority Framework

PHASE 01	Link Building & Article Submissions	- Acquire high-authority backlinks from trusted and niche-relevant domains - Publish keyword-optimised articles on high-DA article directories - White-hat outreach campaigns for long-term SEO authority
PHASE 02	PR Submissions & Guest Blog Outreach	- Press release distribution - Guest posting on niche blogs - HARO link building
PHASE 03	Social Bookmarking & Local Citations	50+ social bookmarks monthly - Local citation building for maps - NAP consistency
PHASE 04	Media Sharing & Web 2.0 Promotion	- Infographic submissions - Video SEO & descriptions - Web 2.0 content properties
PHASE 05	Competitor Analysis & Reputation Management	- Backlink gap analysis - Negative SEO monitoring - Review & reputation strategy

Off-Page SEO Pricing

STARTER Off-Page SEO Starter Best for local businesses & startups 750/mo ✓ High-quality backlink building ✓ Business directory submissions ✓ Local citation creation & management ✓ Monthly performance reporting	GROWTH Growth Off-Page SEO Best for growing businesses 1,500/mo ✓ Everything in Starter plan ✓ Branded backlink outreach ✓ Guest posting on prime sites ✓ Advanced competitor analysis	ENTERPRISE Enterprise Off-Page SEO Best for national & global brands 3,000/mo ✓ Everything in Growth plan ✓ Premium authority link building ✓ Global SEO account manager ✓ Comprehensive monthly reporting
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Content Strategies That Rank & Convert

At SEOAD, we go beyond keyword stuffing. Our Content SEO approach combines deep keyword research, strategic topic planning, on-page optimisation, and compelling writing that turns visitors into customers. Whether you run a small business in Chennai or operate nationally, content is the engine behind every page-one ranking.

SEO Content Writing Create high-quality, keyword-focused content that improves rankings while engaging visitors.	Strategic Keyword Research Target the right search terms your customers actively use to discover your services.	Competitive Content Analysis Identify content gaps and outperform competitors with smarter SEO content strategies.	Rich Results Optimisation Implement schema markup and structured SEO elements to improve visibility and CTR.
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Content SEO Growth Framework

STEP 01	Website & Content Audit	- Analyse existing content, thin pages, duplicate content & missing keywords - Identify content gaps affecting rankings and traffic - Identify underperforming pages for improvement opportunities
STEP 02	Keyword & Competitive Research	- High-volume, low-competition keyword mapping - Topic cluster strategy - Search intent alignment
STEP 03	Content Strategy & Planning	- Editorial calendar creation - Topic pillar mapping - Content brief development
STEP 04	SEO Content Creation	- Long-form blog writing - Product & category descriptions - Landing page copy
STEP 05	On-Page Optimisation	- Title, meta, and heading optimisation - Internal linking strategy - Image alt optimisation
STEP 06	Content Publishing & Submission	- CMS publishing support - Social sharing setup - Google News submission
STEP 07	Performance Tracking & Reporting	- Keyword ranking tracking - Traffic and engagement analysis - Monthly content report

Content SEO Pricing

STARTER

Content SEO Starter

Best for local businesses & startups

■ **750/mo**

- ✓ Keyword research & content planning
- ✓ 4 SEO-optimised blog articles
- ✓ Content optimisation for titles & descriptions
- ✓ Monthly content performance report

GROWTH

Growth Content SEO

Best for growing businesses

■ **1,500/mo**

- ✓ Everything in Starter plan
- ✓ 8 SEO-optimised articles per month
- ✓ Competitor gap analysis
- ✓ Landing page content

ENTERPRISE

Enterprise Content SEO

Best for national & enterprise brands

■ **3,000/mo**

- ✓ Everything in Growth plan
- ✓ Comprehensive content marketing strategy
- ✓ Topic authority & pillar pages
- ✓ Detailed content strategy reporting

Get Found Near You with Local SEO in Chennai

Local SEO is the process of optimising your online presence so your business appears in location-based searches — like 'SEO company in Chennai' or 'best preschool near Guindy.' Unlike generic SEO, Local SEO targets customers within your city, locality, or region who are nearby and ready to take action. Over 46% of all Google searches are looking for local information, making Local SEO essential.

Local Visibility Boost Appear in Google Maps and 'near me' searches where customers are actively looking.	Targeted Local Traffic Attract users searching with your exact location and service area in mind.	More Reviews & Trust Build credibility with strong Google reviews and positive reputation signals.	Higher Conversion Rate Local search users are more ready to act — more calls, visits, and enquiries.
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Local SEO Growth Framework

STEP 01	Local Audit & Analysis	• Complete review of website, SEO health, and current performance • Competitor ranking analysis in your local area • Google Business Profile & citation audit • Identify gaps and growth opportunities
STEP 02	Keyword & Location Research	• Local keyword mapping • Geo-targeted content planning • Service area definition
STEP 03	Google Business Profile Optimisation	• GMB setup & verification • Category and attribute optimisation • Photo & post strategy
STEP 04	On-Page Local SEO	• Location pages • NAP consistency • Local schema markup
STEP 05	Local Citation & Directory Listing	• 50+ local directories • Bing Places & Apple Maps • Industry-specific citations
STEP 06	Review & Reputation Management	• Review generation strategy • Response templates • Rating improvement
STEP 07	Monthly Reporting & Refinement	• Maps ranking reports • Call tracking • Continuous local strategy adjustment

Local SEO Pricing

STARTER

Local SEO Starter

Best for single-location companies

■ **750/mo**

- ✓ Google Business Profile optimisation
- ✓ Local keyword research & targeting
- ✓ Local citation creation & management
- ✓ Monthly local SEO reporting

GROWTH

Growth Local SEO

Best for growing multi-location businesses

■ **1,500/mo**

- ✓ Everything in Starter Plan
- ✓ Conversion landing page optimisation
- ✓ Competitor ranking & GMB analysis
- ✓ Google Maps ranking optimisation

ENTERPRISE

Enterprise Local SEO

Best for franchises & enterprise brands

■ **3,000/mo**

- ✓ Everything in Growth Plan
- ✓ Multi-location SEO management
- ✓ Dedicated local SEO manager
- ✓ Comprehensive monthly reporting

Rank Globally with Multilingual SEO Strategies

In today's global digital economy, your customers speak different languages — and so should your website. Multilingual SEO is the process of optimising your website's content, structure, and technical elements to rank on search engines in multiple languages and regions. At SEOAD, we bring over a decade of search-engine expertise to help Indian and global businesses capture multilingual markets — targeting Tamil, Hindi, Arabic, French, German, Spanish, or any language.

Global Visibility Reach customers across different countries and languages with optimised content.	Language Optimisation Target keywords in native languages for higher relevance and rankings.	Cultural Relevance Content tailored to local culture, behaviour, and search intent.	International Growth Expand your brand presence into new global markets effectively.
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Multilingual SEO Growth Framework

STEP 01	Target Market & Language Analysis	- Identify high-potential languages and regions for your business - Understand user behaviour across different regions - Analyse search volume and competition per market - Select priority countries and language segments
STEP 02	Multilingual Keyword Research	- Native keyword research per language - Search intent mapping per region - Localised keyword clustering
STEP 03	Website Structure & Hreflang Setup	- Subdomain or subfolder strategy - Hreflang tag implementation - Canonical tag management across languages
STEP 04	Localised Content Creation & Optimisation	- Native-language content writing - Cultural adaptation of messaging - Local schema and metadata
STEP 05	Off-Page SEO & Regional Link Building	- Country-specific link acquisition - Regional directory citations - International PR outreach
STEP 06	Monitoring, Reporting & Optimisation	- Keyword ranking per language - Traffic analytics by region - Monthly multilingual performance report

Multilingual SEO Pricing

STARTER

Multilingual SEO Starter

Best for businesses targeting 2–3 languages

■ **750/mo**

- ✓ Multilingual keyword research
- ✓ Website structure improvement guidelines
- ✓ SEO optimisation for up to 25 pages
- ✓ International SEO audit (monthly)

GROWTH

Growth Multilingual SEO

Best for expanding international businesses

■ **1,500/mo**

- ✓ Everything in Starter Plan
- ✓ SEO optimisation for up to 75 pages
- ✓ Country-specific keyword targeting
- ✓ Content localisation recommendations
- ✓ Monthly strategy consultation

ENTERPRISE

Enterprise Multilingual SEO

Best for global brands & enterprises

■ **3,000/mo**

- ✓ Everything in Growth Plan
- ✓ Unlimited language SEO management
- ✓ Global SEO strategy & implementation
- ✓ Dedicated international SEO manager
- ✓ Comprehensive monthly reporting

Ready to Dominate Search Results?

SEOAD is India's leading SEO agency. We combine data-driven strategies with white-hat techniques to deliver measurable, long-term results across all SEO services.

Get your free SEO audit today:

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