

# SEO Commercials

Service Scope	Base Level	Intermediate Level	Advanced Level
<b>When Two99 Handles Tech Work</b>			
Technical SEO	Included	Included	Included
On-Page Optimization	Included	Included	Included
Keyword Research	Focus on 50 terms	Focus on 100 terms	Focus on 200-250 terms
Analytics Setup	Basic insights provided	Intermediate insights with recommendations	Advanced insights with actionable strategies
Content Strategy	Blogs and Guides for 10 locations	Blogs, Guides, and Videos [submissions] for 25 locations	Full suite (Blogs, Videos [submissions], Guides, Brand Stories for 50 locations)
Off-Page Strategy	Local directories and 10 backlinks	25 Backlinks with local SEO	50+ Backlinks, Brand Mentions, and Influencer Outreach
Reporting & Analytics	Monthly Reporting	Bi-weekly Reporting	Weekly Reporting with Advanced Insights
Cost (₹)	1,95,000	2,73,000	4,55,000
<b>When Client's Vendor Handles Tech Work</b>			
On-Page SEO	Partial support (as guided)	Comprehensive guidelines shared	Full supervision over implementation
Keyword Strategy	50 terms with coordination	100 terms with regular reviews	200-250 terms with alignment and oversight
Content Optimization	Blogs and Guides for 10 locations	Blogs, Guides, and Videos [submissions] for 25 locations	Full suite (Blogs, Videos [submissions], Guides, Brand Stories for 50 locations)
Analytics Reporting	Basic insights provided	Intermediate insights with recommendations	Advanced insights with actionable strategies
Off-Page SEO	Local directories and 10 backlinks	25 Backlinks with local SEO	50+ Backlinks, Brand Mentions, and Influencer Outreach

Reporting & Analytics	Monthly summary reports	Bi-weekly updates	Weekly updates with extended insights
Cost (₹)	1,50,000	2,10,000	3,50,000

**Notes:**

- Any third-party cost (such as influencers, PR, paid backlink) will be billed separately along with 8% agency fee
- Payments in INR will attract GST
- Minimum contract of 6 months