



Codelith Lab

PRIVATE LIMITED · EST. 2025

NEXT-GEN AI-POWERED DIGITAL AGENCY

PUNE · MAHARASHTRA · INDIA

SERVICE PORTFOLIO • VOLUME **03** OF 04

SEO & Search Marketing

Retainers, Pricing & Deliverables — 2026 Edition

Getting found on Google is no longer only about ranking a page — it is about being the source an answer engine quotes. This volume covers our SEO retainers, one-time services and **GEO — optimisation for AI search**, with the deliverables spelled out month by month.

RETAINERS FROM

₹8,000/month — up to ₹65,000+ for enterprise programmes

WEBSITE

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LIVE DEMOS

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CIN · U62091PN2025PTC247887

Valid for 30 days from issue

— INSIDE THIS DOCUMENT

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A note on SEO pricing

SEO is a retainer, not a purchase — the work compounds and so does the result. Every tier below lists a fixed monthly deliverable set, so you always know what is being done for your money. We do not sell rankings, we sell the work that earns them. **All prices are exclusive of 18% GST.**

SECTION 01

About Codelith Lab

Codelith Lab Private Limited is a next-generation, AI-powered digital agency headquartered in Pune, India. Founded in 2025 by **Aditya Sonawane** and **Bhavana Sonawane**, we build websites, mobile applications and CRM platforms — and then make sure people actually find them.

That order matters. Most SEO agencies inherit a website they cannot change and spend six months asking someone else's developer to fix things. **We build the site and run the SEO**, so a technical recommendation becomes a deployed change the same week instead of a ticket nobody picks up.

2025

INCORPORATED

10+

SERVICE VERTICALS

100%

IN-HOUSE TEAM

**SEO
+GEO**

SEARCH & AI ANSWERS

WHAT WE DO

SEO & GEO

Website Development

Mobile App Development

Google & Meta Ads

ZupiChat CRM & WhatsApp API

Content & Copywriting

Domain & Hosting

Analytics & Reporting

THIS DOCUMENT COVERS

- ✓ Four monthly retainers, from **₹8,000** to **₹65,000+**
- ✓ Exactly what is delivered each month at each tier
- ✓ One-time services — audits, setup, migration, recovery
- ✓ Content, ads and add-on pricing with no hidden charges
- ✓ What we report, how often, and what we measure
- ✓ **What we will not promise** — stated plainly on page 21

THE REST OF THE SERIES

Volume 01 — Website Development

Four website packages from ₹8,000 to ₹99,999, e-commerce builds, add-ons and care plans, with 68 live demos to browse.

Volume 02 — App Development

Android and iOS applications from ₹35,000 to enterprise platforms, with backend, admin panel and store publishing included.

Volume 04 — Domain & Hosting

Domain registration, shared and cloud hosting, business email, SSL and managed server plans with annual pricing.

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SECTION 02

Why businesses choose us

SEO is the easiest service in this industry to fake, because the results arrive slowly enough to hide behind. Here is how we make the work visible.



Fixed monthly deliverables

Every tier states the number of keywords, articles, links and pages worked on each month. You are buying a defined quantity of work, not a vague promise of effort.



We fix, not just recommend

Because we build websites too, technical findings get implemented by us. No six-month standoff with a developer who never replies.



Built for AI answers too

GEO work — structured data, quotable content, entity clarity and citation-worthy pages — so you show up inside AI answers, not only in blue links.



White-hat only

No purchased link networks, no spun content, no cloaking. Shortcuts that work for a quarter and destroy a domain for years are not a service we sell.



Reporting you can read

A live dashboard plus a plain-language monthly summary: what we did, what moved, what did not, and what we are doing about it next month.



You own everything

Content, accounts, dashboards and backlinks stay yours. If you leave, nothing gets switched off and no rankings are held hostage.



Traffic that becomes conversation

Rankings are a means, not the end. ZupiChat CRM and WhatsApp integration turn the visitor into a follow-up, and the follow-up into revenue.



Local intent taken seriously

For most Indian SMEs the map pack matters more than page one. Google Business Profile work is a first-class deliverable, not an afterthought.



No long lock-ins on entry tiers

Local SEO runs on a three-month minimum — long enough for the work to matter, short enough that you are not trapped if we disappoint you.

SECTION 03

How search has changed

Ranking tenth on a page nobody scrolls is no longer a result. Between AI answers, the map pack and rich results, a large share of searches now end without anybody visiting a website at all — which changes what SEO has to achieve.

THE NEW DISCIPLINE

SEO + GEO

Search Engine Optimisation gets you ranked. Generative Engine Optimisation gets you **quoted** — inside Google's AI Overviews, ChatGPT, Perplexity, Gemini and Copilot. We treat both as one programme.

02

BATTLEGROUND

WHAT CHANGED

- ✓ **AI answers sit above the results.** Users read the summary and stop, unless your brand is inside it
- ✓ **The map pack owns local intent.** On a phone, three listings capture most of the calls
- ✓ **Queries got conversational.** People type sentences and questions, not two-word phrases
- ✓ **Thin content stopped working.** Rewritten competitor copy no longer earns a position
- ✓ **Speed and stability are ranking inputs,** not just user experience nice-to-haves

WHAT WE DO ABOUT IT

- ✓ **Entity clarity** — structured data, consistent business facts, an unambiguous identity across the web
- ✓ **Quotable content** — direct answers, clear definitions, tables and figures an AI can lift and cite
- ✓ **Authority signals** — genuine mentions, citations and links from sources in your field
- ✓ **Technical foundation** — crawlability, speed, schema, clean architecture
- ✓ **Local dominance** — Google Business Profile, reviews, citations, location pages

THE FOUR PILLARS OF EVERY PROGRAMME WE RUN

Technical
foundation

01

Content
& relevance

02

Authority
& links

03

AI citation
readiness

04

AN HONEST WORD ABOUT TIMELINES

SEO is compounding, not instant. Technical fixes can move things within weeks; content and authority typically take **three to six months** to show meaningfully, and competitive national terms take longer. Anyone promising page one in thirty days is either buying links you will later pay for, or simply lying. **We would rather lose the deal than open with that.**

01

PART ONE

The retainers

Four monthly programmes, from a single-location local business to an enterprise catalogue. Each one states the exact number of keywords, articles, links and pages worked on every month — then a line-by-line comparison so you can see precisely what the extra budget buys.

Retainers at a Glance	07
Local SEO — ₹8,000 / month	08
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SECTION 04

Retainers at a glance

Four monthly programmes. Pick by how far your customers travel to buy from you — you can move up a tier at any time.

TIER 01 Local SEO ₹8,000 PER MONTH	TIER 02 Growth SEO ₹18,000 PER MONTH	TIER 03 National SEO ₹35,000 PER MONTH POPULAR	TIER 04 Enterprise & E-Comm ₹65,000+ PER MONTH
Keywords 10 Articles 2 / month Backlinks Citations Minimum 3 months	Keywords 30 Articles 4 / month Backlinks 8 / month Minimum 6 months	Keywords 75 Articles 8 / month Backlinks 20 / month Minimum 6 months	Keywords 200+ Articles 15 / month Backlinks 40 / month Minimum 12 months
✓ Google Business Profile work ✓ 20 local citations ✓ On-page for 10 pages ✓ Review generation guidance ✓ Monthly report For single-location shops, clinics, salons, gyms and local service businesses.	✓ Full technical SEO & schema ✓ On-page for 30 pages ✓ Competitor tracking ✓ Conversion tracking setup ✓ Fortnightly reporting For multi-service SMEs, regional businesses and B2B companies.	✓ Full GEO / AI search programme ✓ Digital PR outreach ✓ 2 landing pages / month ✓ Dedicated SEO manager ✓ Weekly live dashboard For national brands, competitive niches and lead-generation businesses.	✓ Programmatic SEO at scale ✓ Up to 1,000 SKUs optimised ✓ Log file & crawl budget work ✓ International / hreflang ✓ Dedicated pod of 4 For e-commerce catalogues, marketplaces, publishers and multi-city operations.

NOT SURE WHICH ONE FITS?

"My customers are within 15 km of my shop."

You need the map pack, not page one nationally. **Local SEO** — and most of the win comes from the profile.

"I sell several services across a city or state."

You need pages that rank per service and per area. **Growth SEO** is the right fit for most SMEs.

"I compete nationally and my rivals outspend me."

You need content volume, authority and AI visibility. **National SEO** — our most subscribed tier.

INCLUDED IN EVERY RETAINER

Keyword research and mapping · Google Search Console and GA4 setup · Monthly technical health check · On-page optimisation · Indexing and crawl monitoring · Ranking and traffic reporting · A named human you can WhatsApp.

No lock-in beyond the stated minimum term, and all accounts stay in your name. **All prices exclusive of 18% GST.**

01

TIER 01 — LOCAL

Local SEO

For businesses whose customers are nearby and searching on a phone. The goal is not page one of the country — it is the three-listing map pack, and the calls that come from it.

PER MONTH

₹8,000

+ 18% GST

TARGET KEYWORDS

10

CONTENT

2 articles

REPORTING

Monthly

MINIMUM TERM

3 months

GOOGLE BUSINESS PROFILE

- ✓ Complete profile optimisation — categories, services, attributes, hours
- ✓ Photo and product uploads
- ✓ **4 Google Posts per month**
- ✓ Q&A section seeded and monitored
- ✓ Review response drafting and reply guidance
- ✓ Map ranking tracked from multiple points in your area

ON-PAGE & TECHNICAL

- ✓ Keyword research and mapping for 10 target terms
- ✓ On-page optimisation for up to 10 pages
- ✓ Titles, meta descriptions, headings and image alt text
- ✓ LocalBusiness schema markup
- ✓ Monthly technical health check and fixes
- ✓ Google Search Console and GA4 configured

LOCAL AUTHORITY

- ✓ **20 local citations** — directories, maps and business listings
- ✓ NAP consistency audit and cleanup
- ✓ Justdial, IndiaMART and Sulekha profile optimisation
- ✓ Review generation strategy and templates

CONTENT

- ✓ **2 SEO articles per month** (800–1,000 words)
- ✓ Location and service page copy improvements
- ✓ FAQ content built for featured snippets

NOT INCLUDED AT THIS TIER

- ✗ Off-site link building beyond citations
- ✗ Full GEO / AI search programme
- ✗ Digital PR and outreach
- ✗ Dedicated SEO manager

BEST SUITED FOR

Retail shops, salons and spas, gyms, dental and medical clinics, restaurants, tuition centres, repair and home services, real estate agents and any business where **"near me"** is how customers actually search. Minimum three months, because a profile that changes weekly performs worse than one left to settle.

COMMONLY ADDED AT THIS TIER

Technical SEO audit, 100-point

₹5,500

Local citation building, 50 listings

₹5,000

Extra blog article beyond the 2 included

₹900 / article

Google Ads campaign setup

₹6,000

02

TIER 02 — GROWTH

Growth SEO

For companies with several services and a city or state to cover. Enough content, technical depth and authority work to compete beyond your own street.

PER MONTH

₹18,000

+ 18% GST

TARGET KEYWORDS

30

CONTENT

4 articles

BACKLINKS

8 / month

MINIMUM TERM

6 months

Everything in Local SEO + the following

TECHNICAL SEO

- ✓ Full technical audit at onboarding, with fixes implemented
- ✓ Site architecture and internal linking plan
- ✓ Crawl error, redirect and canonical management
- ✓ Core Web Vitals monitoring and speed work
- ✓ Advanced schema — Service, FAQ, Breadcrumb, Product
- ✓ XML sitemap and robots.txt management

CONTENT

- ✓ 4 SEO articles per month (1,000–1,400 words)
- ✓ Keyword mapping across 30 target terms
- ✓ On-page optimisation for up to 30 pages
- ✓ Content refresh of existing underperforming pages
- ✓ Internal linking between new and existing content

AUTHORITY BUILDING

- ✓ 8 quality backlinks per month — guest posts, listings, niche directories
- ✓ Backlink profile monitoring and toxic link review
- ✓ Competitor backlink gap analysis
- ✓ Brand mention tracking

LOCAL & MEASUREMENT

- ✓ Google Business Profile management for up to 2 locations
- ✓ Conversion tracking — calls, forms, WhatsApp clicks
- ✓ Google Tag Manager and event configuration
- ✓ Competitor ranking tracking
- ✓ Fortnightly reports plus a monthly strategy call

BEST SUITED FOR

Multi-service companies, manufacturers, coaching institutes, hospitals and multi-branch clinics, law and CA firms, interior designers, travel operators, B2B suppliers and regional service businesses competing across a city or state.

COMMONLY ADDED AT THIS TIER

GEO / AI search readiness audit

₹7,500

Google Ads management

₹8,000 / month

Long-form pillar article, 2,000+ words

₹2,200 / article

Additional Business Profile location

₹2,500 / location

03

TIER 03 — MOST SUBSCRIBED

National SEO

For brands competing across India against rivals with bigger budgets. Content volume, real authority work and a full AI-visibility programme, run by a manager who knows your account.

PER MONTH

₹35,000

+ 18% GST

TARGET KEYWORDS

75

CONTENT

8 articles

BACKLINKS

20 / month

MINIMUM TERM

6 months**Everything in Growth SEO + the following**

GEO — AI SEARCH OPTIMISATION

- ✓ **Visibility tracking inside AI answers** — ChatGPT, Perplexity, Gemini, AI Overviews
- ✓ Content restructured to be quotable and citable
- ✓ Entity and knowledge-graph consistency work
- ✓ Comparison, definition and "best of" formats built to be cited
- ✓ Author and organisation credibility signals (E-E-A-T)

CONTENT AT SCALE

- ✓ **8 articles per month**, mixed short-form and pillar
- ✓ **2 conversion landing pages per month**, written and built
- ✓ Topic cluster strategy with pillar and supporting pages
- ✓ Quarterly content audit — prune, merge, refresh

AUTHORITY & PR

- ✓ **20 quality backlinks per month**
- ✓ Digital PR outreach to publications in your sector
- ✓ Podcast, interview and expert-quote placement
- ✓ Unlinked brand mention reclamation

DEPTH & CONVERSION

- ✓ Google Business Profile for **up to 5 locations**
- ✓ Conversion rate recommendations with heatmap analysis
- ✓ Advanced technical SEO and Core Web Vitals to 90+
- ✓ Cannibalisation and index bloat resolution

HOW IT IS RUN

- ✓ **Dedicated SEO manager** and shared WhatsApp channel
- ✓ **Live dashboard updated weekly** plus a fortnightly call

BEST SUITED FOR

National brands, SaaS and technology companies, education groups, healthcare networks, finance and insurance, D2C brands, franchise operations and any lead-generation business where a single customer is worth more than a month of this retainer.

04

TIER 04 — ENTERPRISE

Enterprise & E-Commerce

For sites where the problem is scale — thousands of URLs, crawl budget, faceted navigation and templates that must rank by the hundred rather than one at a time.

FROM, PER MONTH

₹65,000

Scoped quote · + 18% GST

TARGET KEYWORDS

200+

CONTENT

15 articles

BACKLINKS

40 / month

MINIMUM TERM

12 months

Everything in National SEO + the following

SEO AT SCALE

- ✓ **Programmatic SEO** — templates that generate hundreds of ranking pages
- ✓ **Up to 1,000 products or listings optimised**
- ✓ Category, collection and faceted navigation strategy
- ✓ Index bloat, thin page and duplicate resolution at volume
- ✓ Pagination, filter and parameter handling
- ✓ Out-of-stock and discontinued product URL policy

ADVANCED TECHNICAL

- ✓ **Log file analysis** and crawl budget optimisation
- ✓ Rendering and JavaScript SEO audits
- ✓ International SEO and hreflang implementation
- ✓ Multi-domain and subdomain strategy
- ✓ Migration planning and rollback protection

CONTENT & AUTHORITY OPERATION

- ✓ **15 pieces per month** across formats — guides, comparisons, buying content
- ✓ **40 backlinks per month** with a dedicated outreach lead
- ✓ Full digital PR programme with monthly campaigns
- ✓ Product schema, review schema and merchant feed alignment
- ✓ Full GEO programme with AI citation share tracking

HOW IT IS RUN

- ✓ **A dedicated pod of four** — strategist, technical SEO, writer, outreach lead
- ✓ Weekly calls and a custom Looker Studio dashboard
- ✓ Quarterly business review with forecast and roadmap
- ✓ Direct access to your developers, or we implement ourselves

BEST SUITED FOR

E-commerce catalogues, multi-vendor marketplaces, classifieds and directories, news and publishing sites, travel and hospitality inventories, and multi-city service operations. **Enterprise is always quoted after a discovery and audit phase** — the figure above is a starting point that scales with URL count and market competitiveness.

SECTION 09 — PART 1 OF 2

Full deliverable comparison

Every difference between the four retainers, line by line. Scope, technical and content first — authority, local and reporting follow overleaf.

MONTHLY DELIVERABLE	LOCAL ₹8,000	GROWTH ₹18,000	NATIONAL ₹35,000	ENTERPRISE ₹65,000+
SCOPE & COMMITMENT				
Target keywords tracked	10	30	75	200+
Pages optimised on-page	10	30	75	Unlimited
Minimum term	3 months	6 months	6 months	12 months
Named point of contact	✓	✓	SEO manager	Pod of 4
TECHNICAL SEO				
Monthly technical health check	✓	✓	✓	✓
Full technical audit & fixes	—	✓	✓	✓
Schema markup	LocalBusiness	Advanced	Advanced	All templates
Core Web Vitals optimisation	—	Monitored	90+ target	90+ target
Internal linking architecture	—	✓	✓	At scale
Log file & crawl budget analysis	—	—	—	✓
International SEO / hreflang	—	—	Add-on	✓
CONTENT				
SEO articles per month	2	4	8	15
Landing pages written & built	—	—	2 / month	4 / month
Content refresh of old pages	—	✓	✓	✓
Topic cluster strategy	—	Basic	✓	✓
Product / listing optimisation	—	—	Limited	1,000 SKUs

All prices exclusive of 18% GST. Comparison continues on the next page.

SECTION 09 — PART 2 OF 2

Full deliverable comparison

Authority building, local presence, AI visibility and reporting across the four retainers.

MONTHLY DELIVERABLE	LOCAL ₹8,000	GROWTH ₹18,000	NATIONAL ₹35,000	ENTERPRISE ₹65,000+
AUTHORITY & OFF-PAGE				
Local citations / listings	20 setup	✓	✓	✓
Quality backlinks per month	—	8	20	40
Backlink audit & monitoring	—	✓	✓	✓
Digital PR & outreach campaigns	—	—	✓	Dedicated lead
Competitor gap analysis	—	Quarterly	Monthly	Monthly
LOCAL PRESENCE				
Google Business Profile locations	1	2	5	Unlimited
Google Posts per month	4	8	12	Custom
Review strategy & responses	Guidance	Managed	Managed	Managed
Map pack rank tracking	✓	✓	Grid-based	Grid-based
GEO — AI SEARCH VISIBILITY				
Entity & knowledge graph consistency	Basic	✓	✓	✓
Content structured for AI citation	—	Partial	✓	✓
AI answer visibility tracking	—	—	✓	+ share of voice
E-E-A-T & author credibility work	—	Basic	✓	✓
MEASUREMENT & REPORTING				
Search Console & GA4 setup	✓	✓	✓	✓
Conversion & call tracking	—	✓	✓	✓
Reporting frequency	Monthly	Fortnightly	Weekly	Weekly
Live dashboard	—	✓	✓	Custom build
Strategy call cadence	Monthly	Monthly	Fortnightly	Weekly

All prices exclusive of 18% GST. Any item marked **Add-on** can be attached at the price listed in Section 11.

02

PART TWO

Beyond the **retainers**

Not every SEO problem needs a monthly programme. Audits, setups, migrations and penalty recovery are one-time engagements with a fixed price — followed by content and advertising rates, and exactly what lands in your inbox every month.

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SECTION 10

One-time SEO services

Fixed-price engagements with a defined deliverable. No retainer required — though most clients start with an audit and decide from there.

SERVICE	WHAT YOU RECEIVE	TIMELINE	PRICE
DIAGNOSE			
Technical SEO Audit	100-point audit — crawl, indexation, speed, schema, mobile, architecture — with a prioritised fix list	5–7 days	₹5,500
Competitor Analysis Report	Top 5 competitors — keywords they win, content gaps, backlink sources, and where you can realistically take share	4–6 days	₹4,500
Keyword Research & Content Plan	Full keyword universe, intent mapping, cluster plan and a 6-month content calendar	5–7 days	₹6,500
GEO / AI Search Readiness Audit	How visible you are inside AI answers today, what your competitors are being cited for, and the fixes to change it	5–7 days	₹7,500
Backlink Audit & Disavow	Full profile review, toxic link identification, disavow file prepared and submitted	4–6 days	₹7,500
SET UP			
Website SEO Setup	New site launch — on-page, sitemap, robots, schema, Search Console, GA4, indexing verification	4–6 days	₹4,999
Google Business Profile Setup	Claim, verify and fully optimise the profile, add photos, services and posts, seed the Q&A	3–5 days	₹2,500
Schema Markup Implementation	Organisation, LocalBusiness, Product, FAQ, Service and Breadcrumb schema deployed and validated	3–4 days	₹4,000
Local Citation Building	50 directory and map listings created with consistent business information	7–10 days	₹5,000
Analytics & Tag Manager Setup	GA4, Tag Manager, conversion events, call and WhatsApp tracking, Looker Studio dashboard	3–5 days	₹5,500
REPAIR			
Website Migration SEO	Pre-launch mapping, redirect plan, staged rollout and post-launch monitoring to protect rankings	2–3 weeks	₹12,000
Traffic Drop / Penalty Recovery	Diagnosis of the cause, remediation plan and implementation, with weekly tracking until recovery	4–8 weeks	From ₹15,000
Core Web Vitals & Speed Fix	Full performance pass — images, scripts, caching, CDN — targeting a 90+ mobile score	5–8 days	₹4,000
E-Commerce Product SEO	Titles, descriptions, schema and internal linking, priced per 100 products	1–2 weeks	₹8,000 / 100

SECTION 11

Content, ads & add-ons

Attach any of these to a retainer, or buy them standalone. Prices are per item unless stated.

CONTENT	PRICE
SEO blog article (800–1,000 words)	₹900
Long-form pillar article (2,000+ words)	₹2,200
SEO landing page copy	₹1,500
Landing page written & built	₹4,500
Product descriptions	₹100 / item
Meta titles & descriptions	₹40 / page
Content refresh of an existing page	₹600
Case study or whitepaper	₹3,500

AUTHORITY	PRICE
Additional quality backlink	₹1,800
Guest post placement with content	₹3,500
Digital PR campaign	From ₹18,000
Additional Business Profile location	₹2,500 / mo

PAID ADVERTISING	PRICE
Google Ads campaign setup	₹6,000
Google Ads management	₹8,000 / mo
Google Ads — high spend accounts	12% of spend
Meta (Facebook & Instagram) Ads setup	₹5,000
Meta Ads management	₹7,000 / mo
Shopping / Merchant Centre feed setup	₹6,500
Landing page A/B testing programme	₹9,000 / mo

TECHNICAL & GROWTH	PRICE
GEO programme add-on (lower tiers)	₹9,000 / mo
International SEO / hreflang	₹12,000
Conversion rate audit with heatmaps	₹7,000
Additional keyword bundle (25)	₹4,000 / mo
ZupiChat CRM + WhatsApp API	From ₹8,000

BILLED SEPARATELY — NOT PART OF ANY RETAINER

Advertising spend paid directly to Google or Meta · Premium SEO tool seats requested in your own name · Paid directory or listing subscriptions · Stock photography · Website hosting and domain renewals.
Domain and hosting pricing is covered in **Volume 04 — Domain & Hosting Services**.

SECTION 12

Reporting & what we measure

The most common complaint about SEO agencies is not that the work failed — it is that nobody could tell. Here is exactly what you receive and how often.



A live dashboard

A Looker Studio dashboard you can open any day of the month — rankings, traffic, conversions and Business Profile activity, always current. No waiting for a report.



A plain-language summary

What we did this period, what moved, what did not, and what we are changing next. Written for a business owner, not for another SEO.



A call with a human

Monthly, fortnightly or weekly depending on tier — with the person who actually does the work, not an account manager reading a slide.

WHAT WE REPORT ON

- ✓ **Business outcomes** — enquiries, calls, WhatsApp clicks, form submissions
- ✓ **Organic traffic** by landing page and by intent
- ✓ **Keyword positions**, movement, and share of the top 3
- ✓ **Map pack visibility** tracked from a grid across your service area
- ✓ **AI answer citations** — where you appear, and where a competitor does instead
- ✓ **Technical health** — indexation, errors, Core Web Vitals
- ✓ **Work completed** — every article, link, page and fix, itemised

WHAT WE REFUSE TO REPORT

- ✗ **Vanity keyword screenshots** — a term nobody searches, ranked #1
- ✗ **Impressions with no context** — big numbers that mean nothing
- ✗ **Domain authority as a headline metric** — it is a third-party score, not a Google signal
- ✗ **"Work in progress" months** with no itemised deliverable
- ✗ **Traffic from bots or irrelevant countries** counted as a win

A REALISTIC VIEW OF THE FIRST YEAR

Months 1–3 — foundation, technical fixes, indexing, first content

Signals not sales

Months 4–6 — long-tail rankings, first steady organic enquiries

Traction begins

Months 7–9 — competitive terms move, content compounds

Growth compounds

Months 10–12 — organic becomes a dependable channel

Returns stabilise

03

PART THREE

Working **together**

What actually happens month by month, the tools we run, the commercial terms — and a plainly worded list of the things we will not promise you, however much easier the sale would be if we did.

How We Work — The First 12 Months	19
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SECTION 13

How we work

SEO is not six identical months. The shape of the work changes as the foundation gets built — here is what each phase actually looks like.

1

Audit & strategy**Weeks 1–2**

Full technical audit, keyword universe, competitor analysis and a written plan mapping every target term to a page. Before this is agreed, we change nothing on your site.

2

Technical foundation**Month 1**

Crawl errors, speed, schema, indexation, redirects, internal linking and site architecture. The unglamorous work that decides whether everything after it can succeed.

3

On-page & local**Months 1–2**

Every priority page optimised against its mapped keyword, Google Business Profile fully built out, citations corrected, tracking and conversion events configured.

4

Content engine**Month 2 onward**

The monthly publishing rhythm begins — articles, landing pages, refreshes and internal links, built around topic clusters rather than isolated blog posts.

5

Authority & AI visibility**Month 3 onward**

Link acquisition, digital PR and outreach, plus GEO work — restructuring content so answer engines can quote it and consistently attribute it to you.

6

Compound & expand**Month 6 onward**

Quarterly content audits, cannibalisation cleanup, new keyword territory, and reallocating effort from what plateaued to what is climbing.

WHAT WE NEED FROM YOU

Access to Search Console, Analytics and your Google Business Profile, editing access to the website (or permission to make changes), someone who can answer subject-matter questions, and prompt approval on content. **The single biggest cause of stalled SEO is content sitting unapproved** — we will chase you politely and persistently.

SECTION 14

Tools & technology

Tool licences are included in your retainer — you never need to buy a seat. Every account we create for your business is created in your name.

Google platform

Search Console

Analytics 4

Tag Manager

Business Profile

Looker Studio

PageSpeed Insights

Research & tracking

Ahrefs

SEMrush

Google Keyword Planner

AnswerThePublic

Rank tracking suite

Technical

Screaming Frog

Sitebulb

Log file analysers

Schema validators

Lighthouse

Content

Surfer SEO

Clearscope-style briefs

Grammarly

Originality checks

In-house writers

GEO / AI search

ChatGPT

Perplexity

Google AI Overviews

Gemini

Citation monitoring

Local

Grid rank tracking

Citation managers

Review platforms

Justdial

IndiaMART

Conversion

Hotjar

Microsoft Clarity

Call tracking

ZupiChat CRM

WhatsApp Business API

Implementation

WordPress

Next.js

Shopify

WooCommerce

Cloudflare

Git

Standards we hold every account to

- ✓ Human-written, fact-checked content — AI assists, it does not author
- ✓ Every link earned or placed transparently, never bought from networks
- ✓ No changes deployed to your site without a record of what changed
- ✓ Tracking verified before we report on it
- ✓ Findings reported even when they make us look slow

What stays yours, always

- ✓ Search Console, Analytics and Business Profile accounts
- ✓ Every article, landing page and image we produce
- ✓ The Looker Studio dashboard and its data sources
- ✓ Keyword research, audits and strategy documents
- ✓ All backlinks — nothing is removed if you leave

SECTION 15

Terms & what we will not promise

The paragraph most agencies leave out of the proposal.

WHAT WE WILL NOT PROMISE

- ✗ **A number-one ranking.** Nobody controls Google's algorithm, and any agency that guarantees a position is either buying links or counting on you not checking
- ✗ **Results in 30 days.** Technical fixes move fast; authority and content take three to six months to compound
- ✗ **A fixed traffic figure.** We will forecast honestly from your baseline and market, and we will show our reasoning — but we will not invent a number to win a deal
- ✗ **Immunity from algorithm updates.** Updates happen; our job is to build a site that survives them, and to respond fast when one bites
- ✗ **Cheap links at volume.** They work briefly and then cost you the domain

WHAT WE DO COMMIT TO

- ✓ **The stated deliverables, every month,** itemised in the report
- ✓ **Full transparency** — you see every change, link and page we produce
- ✓ **Honest reporting,** including the months where something did not work
- ✓ **No lock-in beyond the minimum term,** and no hostage-taking of accounts
- ✓ **A named human** reachable on WhatsApp during business hours
- ✓ **Audit fees credited** against your first retainer month

COMMERCIAL TERMS

- 01 **All prices in this document are exclusive of 18% GST,** charged additionally on every invoice.
- 02 Retainers are billed monthly in advance. One-time services are billed 50% on confirmation and 50% on delivery.
- 03 Minimum terms are three months for Local, six months for Growth and National, and twelve months for Enterprise.
- 04 After the minimum term, either party may end the engagement with **30 days' written notice.**
- 05 This quotation is valid for **30 days** from the date of issue.
- 06 Unused monthly deliverables — articles, links, pages — do not carry forward beyond one month.
- 07 Content requires client approval; content unapproved for more than 30 days is treated as delivered.
- 08 We require the access listed on page 19. Work paused because access was not granted remains chargeable.
- 09 Advertising spend is paid by the client directly to Google or Meta, never routed through us.
- 10 All accounts, content, dashboards and backlinks remain the client's property in perpetuity.
- 11 Where the client's own developer must implement a change, delays caused by them are outside our delivery commitment.
- 12 We do not knowingly work for two direct competitors in the same city and category at the same time.
- 13 We are not liable for ranking or traffic loss caused by algorithm updates, client-side site changes, hosting outages, manual actions predating our engagement, or third-party services.
- 14 Codelith Lab may reference the engagement in its portfolio unless the client requests otherwise in writing.
- 15 All disputes are subject to the jurisdiction of courts in Pune, Maharashtra, India.

SECTION 16

Frequently asked questions

Q. How long before I see results?

Technical fixes can show within weeks. Long-tail rankings and the first steady organic enquiries typically appear between months three and six. Competitive national terms take longer. Anyone promising page one in a month is selling you something that will cost you later.

Q. Do you guarantee a number-one ranking?

No, and neither can anyone else — Google does not sell positions and does not disclose its algorithm. What we guarantee is the monthly deliverable list, itemised in every report, so you can see exactly what you paid for.

Q. What happens if I stop the retainer?

Nothing is switched off. The content stays, the links stay, the accounts stay in your name. Rankings usually hold for a while and then slowly erode as competitors keep publishing. SEO decays, it does not collapse.

Q. What exactly is GEO, and do I need it?

Generative Engine Optimisation is making your business visible inside AI answers — ChatGPT, Perplexity, Gemini and Google's AI Overviews — rather than only in blue links. If your buyers research before purchasing, you need it, because increasingly they never reach a results page at all.

Q. How do you build backlinks?

Guest posts on genuine sites, niche directories, digital PR, expert quotes, and reclaiming unlinked mentions. We do not buy from link networks or PBNs. It is slower and it is the reason our clients survive algorithm updates.

Q. Do I own the content you write?

Yes, entirely and permanently. Articles, landing pages, images, audits and strategy documents are yours from the moment they are delivered, whether or not you continue with us.

Q. Is my content written by AI?

It is written by people. We use AI for research, outlining and quality checks, but every published piece is written, edited and fact-checked by a human — because content that reads like it was generated in bulk performs like it too.

Q. Can you work on a site you did not build?

Yes, that is most of our SEO work. We need editing access or a cooperative developer. If the site is technically beyond repair we will tell you honestly that a rebuild costs less than fighting it — see Volume 01.

Q. Why is there a minimum term?

Because SEO delivered in one month is wasted money, and we would rather refuse the work than take a fee we cannot justify. Three months for Local is genuinely the shortest window in which the work can matter.

Q. How do I get started?

WhatsApp us on +91 86691 17894 or email business@codelithlab.com. Most clients begin with the ₹5,500 technical audit — and if you start a retainer within 30 days, that fee is credited back in full.

— NEXT STEP

Let's find out why they can't find you.

Send us your website address. We will run a free first-look, tell you the three things holding you back, and show you what your competitors are doing differently — usually within 48 hours, with no obligation to buy anything.

CALL OR WHATSAPP

+91 86691 17894

+91 83296 08019

EMAIL & WEB

business@codelithlab.com

codelithlab.com

START WITH THE DIAGNOSIS, NOT THE PROMISE

₹5,500 technical SEO audit

100-point audit with a prioritised fix list. Start a retainer within 30 days and the full fee is credited to your first month.

REGISTERED OFFICE

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Ambegaon BK, Pune — 411046**

FOLLOW

Instagram · @codelith_lab

LinkedIn · Codelith Lab

YouTube · @codelithlab

01

Send your website

Just the URL and the city or market you want to win. That is enough to start.

02

Get a free first-look

The three biggest issues, what competitors do differently, and an honest view of the timeline.

03

Decide with evidence

Take the audit, take a retainer, or take the findings and fix them yourself. No pressure either way.

Codelith Lab

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Volume **03** of 04 — SEO & Search Marketing

Also available: Website Development · App Development · Domain & Hosting

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