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Easypack

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95050 Saint Ouen l'Aumône

Date: 06/12/2013

Objet: Proposal for SEO of the website <http://fr.easypack.net>

Dear sirs,

Following our meeting at the EuroPack show on November 21, I am contacting you in regards to your SEO (Search Engine Optimization) needs.

As you mentioned you want to optimize your website using identical keywords you have on the English version of the website. I would appreciate if you send me these keywords, so I can audit them as and provide you with a relevant proposal. Please find below a summary of our exchange.

Please contact me at your convenience if you wish to discuss further your project and the solutions I propose.

I look forward to hearing from you soon.

Kind regards,

Ms Habiba Aouzal

1 - Your needs:

➤ **Keywords:**

In the framework of your development strategy, you want to optimize your website (<http://fr.easypack.net>) on the following keywords:

- ✓ Easypack
- ✓ Easy pack

Please find below some French expressions I listed:

- ✓ Machine calage emballage
- ✓ Machine emballage
- ✓ Calage carton
- ✓ Système rembourrage papier
- ✓ Machine rembourrage carton
- ✓ Calage emballage
- ✓ Rembourrage papier
- ✓ Rembourrage carton recyclable
- ✓ Rembourrage papier recyclable

→ Please let me know if you agree or suggest other keywords below.

The keywords that you choose are extremely important. They should describe your business and be present on one page of your website. A keyword is an expression including several words. For example "Vegetarian Restaurant Lyon"

[illegible]

This list is not exhaustive; it will be refined and validated according to the relevance of the keywords, search volume and content of your website.

➔ **I will audit your website and provide a feasibility report after receiving your keywords.**

➤ Domain names

While analyzing your website, I noticed that the site easypack.net was reachable with and without www. It can be considered as a duplicate content. Redirected domain names are not optimized. I list you the domains that I could identify:

- <http://easypack.co.uk/>
- <http://easyair.eu/>

Domain name easyair.co.uk (or www. easyair.co.uk) is redirected to <http://www.easypack.net/>.

➔ Upon receipt your domain names, I will send you some recommendations to avoid duplication of the website.

2 – My observations:

Here is some points to correct on your website:

- ✓ Some English pages found on the French version of the website:
 - <http://fr.easypack.net/paper-information/>
 - <http://fr.easypack.net/customers/>
 - <http://fr.easypack.net/aston-martin/>
 - <http://fr.easypack.net/dialight/>
 - <http://fr.easypack.net/endemol/>
 - <http://fr.easypack.net/forever/>
 - <http://fr.easypack.net/rnli-lifeboats/>
 - <http://fr.easypack.net/harrod-horticultural/>
 - <http://fr.easypack.net/events/>
 - <http://fr.easypack.net/news/>
 - <http://fr.easypack.net/news-archive/>
- ✓ Some English pdf files found on French website:
 - http://fr.easypack.net/static/pdf/paper_certificate.pdf
 - http://fr.easypack.net/static/catalog/files/product-pdfs/Packmaster_232_OM.pdf
 - http://fr.easypack.net/static/catalog/files/product-pdfs/2011_easypack_packsolo_om_en.pdf
 - http://fr.easypack.net/static/catalog/files/product-pdfs/packmate_om.pdf
 - http://fr.easypack.net/static/catalog/files/product-pdfs/2009_spiralpro_141_om_en.pdf
 - http://fr.easypack.net/static/catalog/files/product-pdfs/2009_spiral_122_om_en.pdf
 - http://fr.easypack.net/static/catalog/files/product-pdfs/2009_cassette_113_om_en.pdf
 - http://fr.easypack.net/static/catalog/files/product-pdfs/2009_shredder_083_3-ph_om_from_80-278_en.pdf
 - http://fr.easypack.net/static/catalog/files/product-pdfs/2009_shredder_083_1-ph_from_80-278_om_en.pdf
 - http://fr.easypack.net/static/catalog/files/product-pdfs/08-om110-1_model_084_op_man_1ph_2011.pdf
 - http://fr.easypack.net/static/catalog/files/product-pdfs/2009_shredder_083_1-ph_om_en.pdf
 - http://fr.easypack.net/static/catalog/files/product-pdfs/2009_shredder_083_3-phase_om_en.pdf

- http://fr.easypack.net/static/catalog/files/product-pdfs/2009_Bench_Brochure_En.pdf
- ✓ English URL found on French website. Be careful, I would not advise you to translate these URLs without creating a htaccess file to redirect it:
 - <http://fr.easypack.net/what-can-we-do-you/>
 - <http://fr.easypack.net/catalog/>
 - <http://fr.easypack.net/contact/book-demo/>
 - <http://fr.easypack.net/paper-information/>
 - <http://fr.easypack.net/customers/>
 - <http://fr.easypack.net/events/>
 - <http://fr.easypack.net/news/>
 - <http://fr.easypack.net/contact/request-ringback/>
- ✓ Optimize all website URLs
- ✓ Enrich the home page content.
- ✓ Insert SEO tags (title, metas, alternative text for images, H1...).
- ✓ Optimize page content
- ✓ Improve the website visibility – backlink strategy
- ✓ Analyze the different domain names in your possession to avoid mirrors sites (duplicate sites).
- ✓ Create useful website pages:
 - Robots.txt: This file contains commands to crawlers from search engines to determine their pages that may or may not be indexed. It is not necessary to index the "forgotten password" page": <http://fr.easypack.net/accounts/forgot-password/>.
 - Sitemap.xml: to list all pages of the site and facilitate indexing in search engines.
 - .htaccess: Use this file to redirect pages where the URL was modified and so it retained some of his "reputation".
 - Adding a personalized 404 page to the website to avoid getting the following "Page not found" page showed in case of bad URL input:

