logo.tifSARL ALLIZEO WEB  
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Habiba AOUZAL – 06.70.50.49.89 - habiba@allizeo-web.fr

**Easypack** 9, avenue Louis de Broglie  
 ZI du Vert Galant  
 95050 Saint Ouen l'Aumône

Date : 03/12/2013  
Objet : SEO proposal website: [http://fr.easypack.net](http://fr.easypack.net/)

To Mister Fernandez

Dear sirs,

Following our meeting on EuroPack show on November 21 about your SEO needs.

As you have mentioned me, you want to optimize your website with identical expressions to the English version. For this purpose, can you send me these keywords in order to audit and provide you a proposal in line with your request. You find below a summary of our exchange.

I invite you to contact me as soon as you wish to exchange views on your project and the solutions I propose.

Looking forward to reading you soon,

Yours faithfully

Mlle Habiba Aouzal

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| --- |
| **Website SEO:** [**http://fr.easypack.net**](http://fr.easypack.net/) |

|  |
| --- |
| 5th december 2013 Réf. Devis : AL2013-31  Contact : M. Fernandez |

**1 – Votre besoin :**

* **Keywords :**

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

* Easypack
* Easy pack

I tell you below some fench expressions that 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

**🡺 Are you agree?**

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 one expression including several words. Example « Restaurant végétarien Lyon »

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

**🡺 To receipt your keywords, I will analyze in order to study the feasibility.**

* **Domains name**

When analyzing your site, I noticed that the site easypack.net was accessible with and without www. This can be interpreted like a duplicate content. Redirects domains name aren’t optimised. I list you the domains those I could identify:

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

Domain name easyair.co.uk (or www. easyair.co.uk) eis redirect well to <http://www.easypack.net/>.

**🡺 Upon receipt your domain names, I will send the recommendations to avoid duplication of website.**

**2 – Mon constat :**

I want to remind you below points to correct on your website:

* Translation written in English and found on French version of pages:
  + <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/>
* Translation english pdf founded 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>
* Translation english url founded on french website. Be carefull, I advise you to translate its urls without implementing redirects in the htaccess file:
  + <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
* Enhance the home page content.
* Insert SEO tag (title, metas, alternative text for images, H1…).
* Optimize page content
* Improving the website visibility – backlink strategy
* Analyze the different domains name in your possession to avoid mirrors sites (duplicate).
* Creating 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 whose URL has been modified and thus retain some of his "reputation."
  + Adding a custom 404 page to the website to avoid this type of screen in case of bad input url:   
    