



## Picasa

Picasa is one of the leading photo organization software and sharing site. Picasa is also owned by Google. Activities and signals on your Picasa account contribute to search results on Google. Sharing photos is one good way for your clients to keep in touch with their audience.

### Picasa Setup and Design

Package Name	Picasa Setup
One Time Service	Time for Completion - One Month
PICASA + PROFILE CREATION & OPTIMIZATION	
PICASA SETUP	
Picasa Account Creation and Optimization	Yes
Unique Email Account Creation (if required)	Yes
Email Verification	Yes
Branded Content Writing for Picasa Profile	Up to 250 Words
Picasa Profile Information Population	Yes
MISCELLANEOUS SERVICE ITEMS	

Dedicated IP Services	Yes
<b>REPORTING AND AUDITING</b>	
Internal Report Auditing and Analysis	Yes
Work Reports	Yes

## Picasa Marketing Services Packages

Here are our Picasa Marketing Services Packages to help your business succeed further:

Package Name	Picasa Small	Picasa Medium	Picasa Large
<b>Recommended Minimum Duration</b> <i>- can run for one month only, if desired</i>	6 Months	6 Months	6 Months
<b>MONTHLY PICASA MARKETING SERVICES</b>			
<b>SOCIAL MEDIA SERVICES BREAKDOWN</b>			
<b>PICASA MARKETING</b>			
Picasa Album Creation	2	3	4
Picasa Upload Photos	10	15	20
Picasa Photo Optimization	10	15	20
Photo Alt Tagging	Yes	Yes	Yes
Photo Title Writing	Yes	Yes	Yes

Photo Description Writing	Yes	Yes	Yes
<b>MISC SERVICE ITEMS</b>			
Dedicated IP Services	Yes	Yes	Yes
<b>REPORTING AND AUDITING</b>			
Internal Report Auditing and Analysis	Yes	Yes	Yes
Work Reports	Yes	Yes	Yes

### [Picasa Account Creation and Optimization](#)

Picasa is a web album service owned and operated by Google. This allows you to have a centralized location for all images used in your Google products. For example, all photos uploaded through Google Plus and all photos used in Blogger would end up here.

We will create an account for you on Picasa, if one is not already provided, and optimize it by filling out the proper information and making sure it is as informative as possible.

### [Unique Email Account Creation](#)

The creation of a Picasa profile requires a Gmail account. We will create this unique email prior to creating the profile if one is not provided already. At the same time, we will make sure that the Gmail account we create would be branded towards the company/business.

### [Email Verification](#)

As part of the setup process, we will verify the account via email to complete the sign up process.

### [Branded Content Writing](#)

Your Picasa profile would be under the name of the company. In this sense, it is ideal to have as much information about the company as possible on here so anytime people looks at the pictures or your profile, you get to brand yourself.

We will use information as provided for the content as well as information available on their website.

### [Profile Information Population](#)

Credibility is important in the world of social networking, and that credibility can be measured partly by how easily people can get to know you. Sharing information about yourself is a great place to start.

For the Picasa Profile, we will be uploading information and contact details that are sent to us for specific use there.

## [Dedicated IP Services](#)

We use dedicated IP Services for your campaign to make sure we do not encounter any problems with Social Media site's local security.

## [Internal Report Auditing and Analysis:](#)

For your convenience, we will make sure that reports will include only relevant information, and the most significant trends and inferences will be determined from the data.

## [Work Reports](#)

All tasks will be tracked throughout the whole month and are reflected on the monthly report which includes all progress and final outcomes.

## [Picasa Album Creation](#)

The best way to organize photos in Picasa is to use different albums for different themed photos. We will create such albums as needed. The album titles also provide another opportunity to use the target keywords.

If there is no need to create additional albums for new uploaded photos, we will not create them.

## [Picasa Upload Photos](#)

We will populate the Picasa profile with photos sourced from the website and with those provided. The main advantage of this is that you will have a centralized location of all photos related to the company which can easily be shared to others.

At the same time, these photos will become available on Google's image search as well.

## [Picasa Photo Optimization](#)

To give the photos the most reach and exposure, we will optimize them with the use of Alt Tags, Title, and Descriptions.

### [Photo Alt Tags](#)

As part of the optimization process, we will create Alt Tags for the photos. This is the equivalent of using keyword tags for blog posts, it gives search engines a brief description of the photo so they can properly display them in search results.

### [Photo Title Writing](#)

The Photo Title should give a quick overview of what the image is all about. This will help in SEO as well as help other users understand it more quickly.

### [Photo Description Writing](#)

The last part of optimizing the photo is through the creation of the description. This will give a more in-depth portrayal of the image.

Also, this gives us another opportunity to make use of the target keywords.

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