

Incentive Structure for the Financial Year 2019-2020

w.e.f 1<sup>st</sup> October 2019

## Marketing

### Lead Generation

Number of Leads	Incentive
300 - 350	2500
351 - 400	3500
401 - 450	4500

To avail the incentive minimum 90% leads should fulfill the criteria of qualified lead.

### SEO

**Abhinav.com** (team members: Sonali and Vinay)

Numbers of Keywords on Google's 1st page	Incentive amount
12 keywords	Rs. 3000
17 Keywords	Rs. 3500
22+ keywords	Rs. 5000

**VisaExperts.com** (Samarth, Komal, Baldeo-75% time + rishi)

<b>Numbers of Keywords on Google's 1st page</b>	<b>Incentive amount</b>
9 keywords	Rs. 3000
15 Keywords	Rs. 3500
20 + keywords	Rs. 5500

**JobsVisas.com (Sneha + Shruti)**

<b>Numbers of Keywords on Google's 1st page</b>	<b>Incentive amount</b>
5 keywords	Rs. 3000
9 Keywords	Rs. 3500
14+ keywords	Rs. 5500

**Germany Job Seeker Visa**

Upon conversion of a lead for Germany Job seeker Visa the individual who has created the lead shall be entitled to a 2.5% of the closure amount.

