



# SEARCH ENGINE OPTIMIZATION

WE'RE YOUR SEO GUARDIAN WORKING BEHIND THE SCENE TO ENSURE YOUR HIGH RANKINGS

Proper SEO management takes significant time and ongoing vigilance, especially with the ongoing ranking changes the search engines are making. We take this off your plate with our managed SEO services that comes with a 100% performance guarantee.

## SEO LIGHT

**OBJECTIVE:**

Address most significant, immediate SEO issues, part of comprehensive digital marketing package

**INCLUDES:**

Guidance and recommendations on:

Content Optimization

Link Building

Local SEO

Monitoring and Adjustments

Monthly Reporting

or

## SEO FULL

**OBJECTIVE:**

Comprehensive, fully managed, ongoing, Done For You (DFY) services of all SEO issues

**INCLUDES:**

Everything from the Light Plan

**PLUS:**

100% performance guarantee, ongoing content optimization, 225+ business listings, Online Yellow Pages and SuperPages, voice search submissions, Google My Business, and much more (see next 2 pages)



# FULL SEO MONTHLY PLAN

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## KEYWORD RESEARCH

Identify high-demand search phrases most likely to generate sales.

## INITIAL ON-SITE CONTENT OPTIMIZATION

Optimization of the visible readable content on your website with consideration of your target keywords. Up to 15 web pages.

## INITIAL CONTENT OPTIMIZATION

Content optimization improving non-visible HTML elements including META tags, Page TITLE, Alt Tags, etc. Up to 15 web pages.

## SEO INFRASTRUCTURE EVALUATION

Observation of the overall SEO health of the website. Includes the review of the quality of inbound links, volume of inbound links, on-page link crawling, content crawling, content impact on search, robots.txt, duplicate content issues and other factors that impact the performance of the SEO campaign.

## BAD LINK CLEAN UP

If bad inbound links are identified during the SEO Evaluation, we post the bad links to the Google's Disavow Links tool to reduce their negative impact on search rankings.

## WEBSITE ARCHIVE

Archival of web pages targeted for optimization before and after the initial SEO work is implemented. This provides a before-and-after snapshot of each web page addressed by the SEO campaign.

## WEBSITE CONTENT CREATION

Provided on an as-needed basis, the creation of new content and/or new web pages to target critical search phrases that the website does not support prior to the launch of the SEO campaign.

## BUSINESS DIRECTORY SUBMISSIONS

Link building and profile submissions through business directory listings. Includes major business portals like manta.com and Merchant Circle. Entire network expands to 225+ business listing sites.

## ONLINE YELLOWPAGE SUBMISSIONS

Link building and profile submissions through Online Yellow Pages websites like SuperPages.com.

## GPS & MOBILE MAP SUBMISSIONS

Link building and profile submissions across GPS Systems like TomTom, Chevy, Toyota and other automotive manufacturer's phone and mapping services.

## VOICE RECOGNITION & SEARCH SUBMISSIONS

Link building and profile submissions through voice search technology like Apple's Siri, Windows Phones and Android Devices.

## LOCAL SEO

Creation and/or optimization of up to three Google My Business listing.

## XML SITEMAPS

Construction of XML sitemaps to ensure search

## FULL SEO MONTHLY PLAN (continued)

engine BOT crawling and to identify crawling issues. Sitemaps are crawled by all major search engines.

### SEARCH ENGINE SUBMISSIONS

Website submissions to over 25 US-based search engines, including all major engines and numerous secondary search engines.

### ADAPTATION TO SEARCH ENGINE RANKING UPDATES

Google implements over 500 ranking adjustments per year with some bigger than others. We make adjustments to your campaign to accommodate these changes.

### ONGOING SEO SERVICES

Ongoing SEO tasks to ensure long-term campaign growth. A "whatever it takes" strategy to work on the specific elements of SEO that will produce the best results. On a month to month basis the campaign will need to have different tasks prioritized, ranging from more content, more pages, content optimization adjustments, more inbound links, keyword retargeting, product targeting (Data Highlighting), strategy adjustments, website infrastructure cleanup, bad link removal, etc.

### GOOGLE ANALYTICS ACCOUNT CREATION

The addition of a Google Analytics account (if one does not already exist). Evaluation of website traffic stats to identify the strengths and weaknesses of the website and to provide feedback concerning SEO campaign performance.

### WEBMASTER TOOLS ACCOUNT CREATION

Creation and installation of a Webmaster Tools

accounts for Google. Webmaster Tools provides direct feedback from Google covering performance metrics about your website. This information is used to identify problems with the website, your campaign, and to assist with future SEO needs.

### WEBSITE DESIGN RECOMMENDATIONS

If needed, performance recommendations addressing conversion improvements, SEO infrastructure or issues that could improve website performance.

### MONTHLY RANKING REPORTS & UPDATES

Campaign progress updates and a keyword ranking report showing rankings for relevant keywords on Google, Bing, and Yahoo.



## PERFORMANCE GUARANTEE

**If the following two conditions are not met on a month-to-month basis, we will waive our SEO service fee:**

- 1) We will capture at least 7 new keyword rankings from the relevant search terms that have resulted in clicks to your website from search.**
- 2) Even though individual keyword rankings may rise and fall, we guarantee that there will be a minimum net ranking of 50 positions for all active rankings.**