

SEO - Search Engine Optimization

SEO (Search engine marketing) is in the forefront of advertising for any size business. With millions of people searching for businesses like yours every day, there is no reason not to make online marketing one of your top priorities. We help clients achieve top page placement with their product or service while maintaining placement month in and month out. We want you to continue using our services if we return a positive return on investment (ROI), just as you would with any advertising.

We have several different packages to choose from, below is a comparison chart of our packages. If you have special requirements, we are more than happy to put together a customized package.

****Most Popular (Recommended for High Competition & National Clients)***

| SEO Planning & Analysis | STARTER | SILVER* | GOLD | PLATINUM |
|----------------------------------|---------|---------|------|----------|
| SEO Discovery | ✓ | ✓ | ✓ | ✓ |
| Keyword Analysis | ✓ | ✓ | ✓ | ✓ |
| Initial Placement Report | ✓ | ✓ | ✓ | ✓ |
| Keyword Profile | ✓ | ✓ | ✓ | ✓ |
| Competitor Analysis | ✓ | ✓ | ✓ | ✓ |
| Incoming Links Report | - | ✓ | ✓ | ✓ |
| Search Engine Saturation Summary | - | ✓ | ✓ | ✓ |
| Content Suggestions Report | - | ✓ | ✓ | ✓ |
| Website Design Enhancements | - | - | ✓ | ✓ |

| Website Optimization | STARTER | SILVER* | GOLD | PLATINUM |
|---|---------|---------|------|----------|
| Keyword Phrases Optimized | 3 | 12 | 21 | 30 |
| SEO Optimization Home Page | ✓ | ✓ | ✓ | ✓ |
| SEO Optimization Sub-Pages | 0 | 3 | 6 | 9 |
| Guaranteed Website Indexing in Major Search Engines | ✓ | ✓ | ✓ | ✓ |
| Thorough Keyword Research | ✓ | ✓ | ✓ | ✓ |
| Meta Tag Generation | ✓ | ✓ | ✓ | ✓ |
| Popular Search Trend Reports | ✓ | ✓ | ✓ | ✓ |
| Website Optimization for Selected Keywords | ✓ | ✓ | ✓ | ✓ |



| | | | | |
|---|---|---|---|---|
| Content Uploading | ✓ | ✓ | ✓ | ✓ |
| Keyword Density Correction | ✓ | ✓ | ✓ | ✓ |
| HTML Site Map For Major Search Engines | ✓ | ✓ | ✓ | ✓ |
| Comprehensive Website Analysis | ✓ | ✓ | ✓ | ✓ |
| Monthly Hand Submissions to Major Search Engines | ✓ | ✓ | ✓ | ✓ |
| Robot.txt Validation | - | ✓ | ✓ | ✓ |
| Full Index Optimization | - | ✓ | ✓ | ✓ |
| Strategic Title Tag Placement | - | ✓ | ✓ | ✓ |
| Source Code Optimization | - | ✓ | ✓ | ✓ |
| XML Google Site Map Creation/ Submissions | - | ✓ | ✓ | ✓ |
| XML Yahoo Site Map Creation/ Submissions | - | ✓ | ✓ | ✓ |
| Link Exchange Setup | - | - | ✓ | ✓ |
| Google Webmaster Tools Setup | - | - | ✓ | ✓ |
| Yahoo Site Explorer Setup | - | - | ✓ | ✓ |
| Blog Setup, Customization & Optimization (\$499 value) | - | - | | ✓ |

| Website Reporting & Analytics | STARTER | SILVER* | GOLD | PLATINUM |
|--|----------------|----------------|-------------|-----------------|
| Monthly Progress Report | ✓ | ✓ | ✓ | ✓ |
| Website Analytics Setup | - | ✓ | ✓ | ✓ |
| Custom Analytics Reporting | - | ✓ | ✓ | ✓ |

| SEO Monthly Deliverables | STARTER | SILVER* | GOLD | PLATINUM |
|--|----------------|----------------|-------------|-----------------|
| <i>Social Bookmarking Submissions</i> | 50 | 200 | 150 | 300 |
| <i>Directory Submissions</i> | 250 | 1000 | 1000 | 1200 |
| <i>Original Articles Written</i> | 1 | 2 | 4 | 8 |
| <i>Article Submissions</i> | 200 | 800 | 1000 | 2000 |
| One Way Backlinks PR 4-9 | 60 | 240 | 250 | 750 |
| <i>Blog Posts/Press Releases Distributed</i> | 0 | 1 | 2 | 4 |

| SEO Pricing Information | STARTER | SILVER* | GOLD | PLATINUM |
|---------------------------------|------------------|------------------|------------------|-------------------|
| Contract Period | 3 mo. | 3 mo. | 3 mo. | 3 mo. |
| Onsite Optimization (One-Time) | \$350 | \$700 | \$1400 | \$2100 |
| 50% off Discounted Price | \$175 | \$350 | \$700 | \$1050 |
| Monthly Link Building Fee | \$350/mo. | \$1120/mo. | \$1960/mo. | \$2800/mo. |
| 50% off Discounted Price | \$175/mo. | \$560/mo. | \$980/mo. | \$1400/mo. |

