Increasing the Quality and Quantity of Organic Search Traffic

Web Presence Optimization is an encompassing approach to optimizing an entire web presence for organic search including the website, social channels, blogs, and directory listings. We use strategies, techniques and tactics to accomplish this with a strong emphasis on content marketing and website performance. Our SEO services include:

On-Site SEO

- Keyword Research
- Web Hosting
- Google Analytics setup w/ conversion tracking
- Internal link building
- Proper set up of meta tags and alt tags
- Unique and keyword focused content

Off-Site SEO

- Directory Listing Management
- Link Building

	Local	Regional	Premier
Pricing (Per Month)	**$1,800**	**$2,400**	**$3,600**
Number of Key-phrases Optimized	15	25	40
Short-form content (300 words)	up to 3/month	up to 4/month	up to 5/month
Basic website updates (includes content & media revisions)	3 revisions/mo	5 revisions/mo	8 revisions/mo
Additional website pages (content included, 500-900 words)	$500/page	up to 1 page/month	up to 2 pages/month
*Web hosting on dedicated server	✓	✓	✓
Key-phrase research and selection	✓	✓	✓
Meta tags (title & description)	✓	✓	✓
Optimization of robots.txt & GoogleBot crawls	✓	✓	✓
Creation & registrations of sitemap.xml	✓	✓	✓
Google Analytics setup w/ conversion tracking & traffic analysis	✓	✓	✓
Page speed optimization	✓	✓	✓
Custom 404 error page setup and optimization	✓	✓	✓
Updating core files & database	✓	✓	✓
Internal Link Building	✓	✓	✓
Customized monthly reporting (includes highlights, opportunities, & challenges)	✓	✓	✓
Directory Listing Management	✓	✓	✓
Web lead phone call tracking		✓	✓
Mobile site optimization (if applicable)		✓	✓
Schema HTML tags		✓	✓
Searcher experience analysis (heat map)			✓
Channel specific call tracking			✓