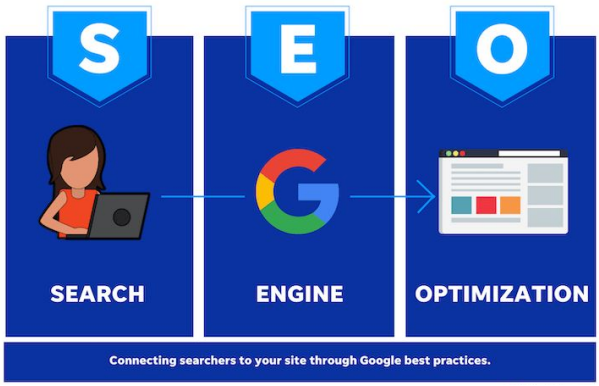
SEO (Search Engine Optimization)

Increasing the Quality & Quantity of Organic Search Traffic



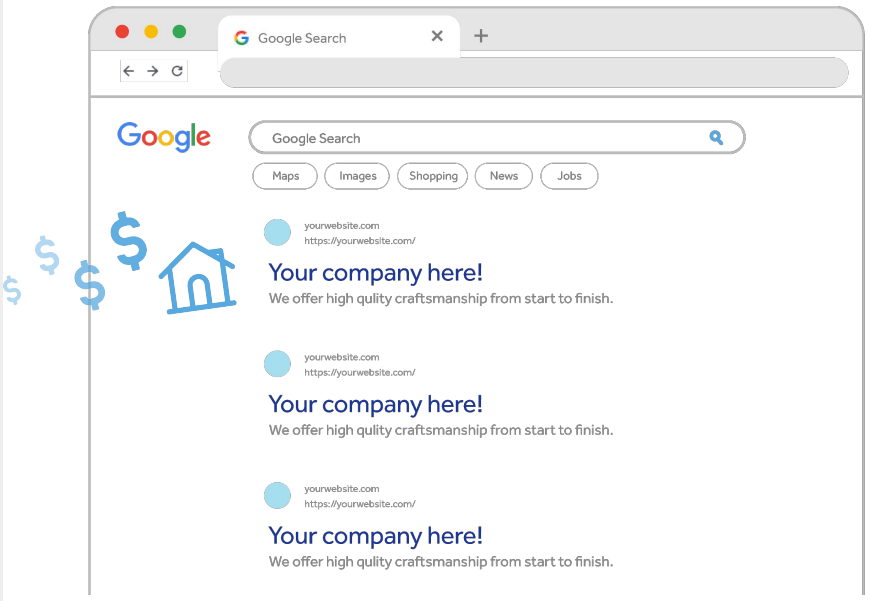
When people search for something online, they usually only click on the first few results that appear. By optimizing your website for SEO, you can improve your chances of appearing higher in the search results, which can lead to **more traffic to your website & ultimately more business**.

Search Engine Optimization is an encompassing approach to **optimize your entire web presence to make it more visible and relevant to search engines** including your website, social channels, blogs, and directory listings.

We use strategies, techniques and tactics to increase the quality and quantity of organic search traffic to your website with a strong emphasis on content marketing and website performance.

Think of SEO like paying rent to Google to have your website appear in a certain spot on a search results page.

You should view SEO as a ***business* expense**, rather than a *marketing expense*.



SEO Packages

	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			✓