

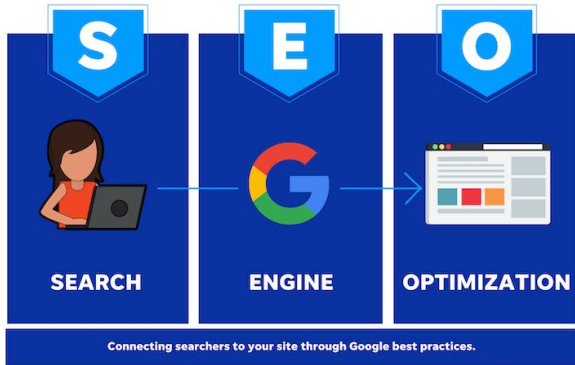
# SEO



## Search Engine Optimization



# Why is SEO Important?



**Search Engine Optimization (SEO)** helps your website to appear higher in search engine results pages (SERPs) for relevant search queries.

When people search for something online, they usually only click on the first few results that appear on the SERP. So if your website isn't ranking high in the search results, you're missing out on potential traffic and customers.

By optimizing your website for SEO, you can improve your chances of appearing higher in the search results, which can lead to **more traffic and ultimately more business.**

This process involves optimizing your website's content, structure, and coding to make it more visible and relevant to search engines.

# Helping People Find Your Website

Search Engine Optimization is an encompassing approach to optimize your entire web presence for organic search 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.

## Our SEO services include:

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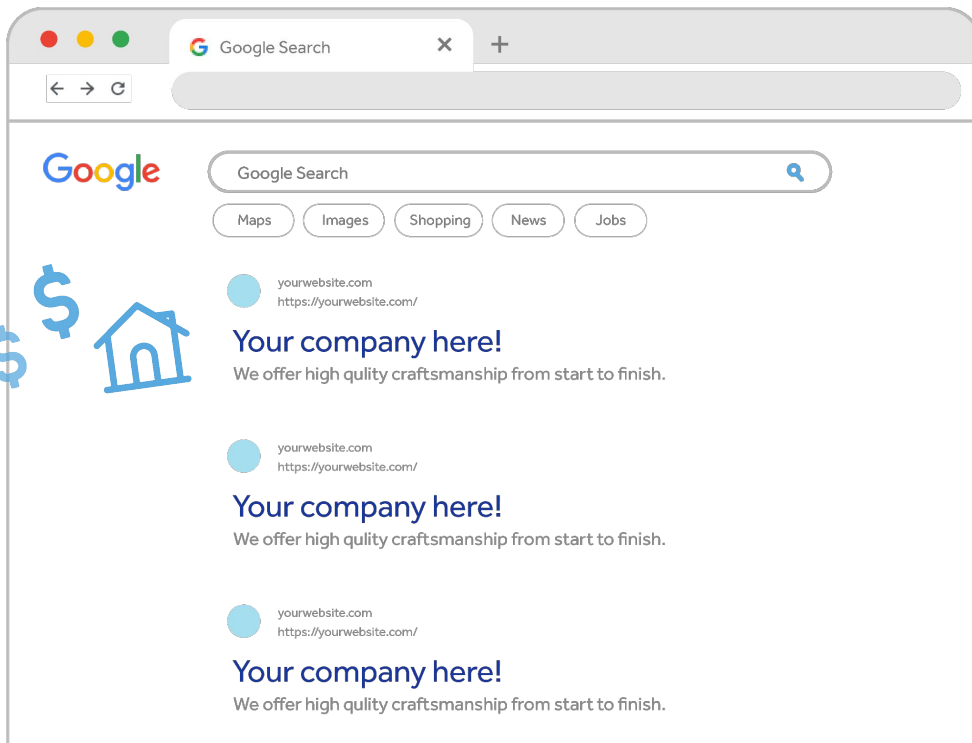
**On-Site SEO:** Keyword Research, Web Hosting, Google Analytics setup w/ conversion tracking, Internal link building, Proper set-up of meta tags and alt tags, Unique and keyword focused content

**Off-Site SEO:** Directory Listing Management & Link Building

# What is SEO?

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.



# Client Spotlights



German Auto  
Repair Shop



Personal & Business  
Insurance Agency



# Ottohaus Statistics



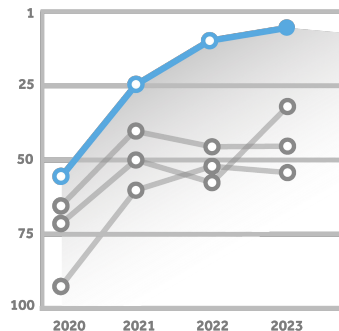
## 100% INCREASE

Of Keywords on Page 1 of Google



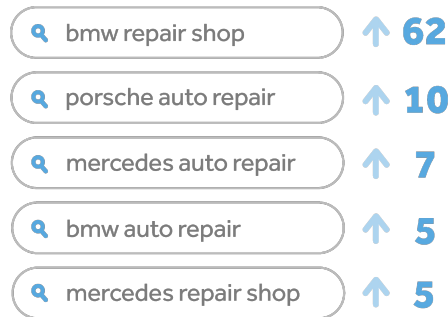
## 48% INCREASE

In average keyword position compared to client's competitors



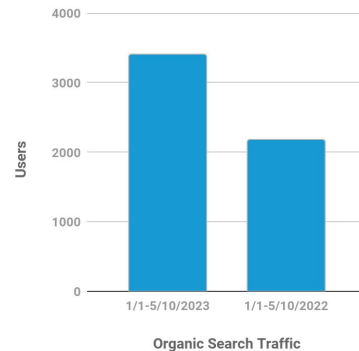
## MOST IMPROVED KEYWORDS

Over last 12 months



## 56% INCREASE


In organic search traffic over last 12 months



## Position 1 "Mercedes auto repair Charleston"

Google mercedes auto repair charleston

**Ottohaus Of Charleston**  
<https://www.ottohausofcharleston.com> · mercedes-aut...  
**Mercedes Auto Repair | Ottohaus Of Charleston**  
 Mar 15, 2022 — Specializing in Mercedes auto service and repair, with original equipment parts, you can be confident that your Mercedes is capable of ...



**mercedesdealer.com**  
<https://www.baker.mercedesdealer.com> · service  
**Mercedes-Benz Service Charleston SC | Auto Repair Mount ...**  
 To schedule your next service appointment, please fill out our convenient online form, or call us at (843) 996-1234. Our service staff will make every effort to ...

**Yelp**  
<https://www.yelp.com> · Charleston, SC · Automotive  
**Top 10 Best Mercedes Repair Shop in Charleston, SC**  
 Best mercedes repair shop near me in Charleston, South Carolina ; Mr Muffler and Brakes. 5.0 mi · 2441 Savannah Hwy, Ste B Charleston, SC 29414. (843) 571-4635 ...

**YourMechanic**  
<https://www.yourmechanic.com> · city · charleston-sc  
**6 Best Mobile Mercedes-Benz Mechanics in Charleston, SC**  
 Best-rated Mobile Mercedes-Benz Mechanics in Charleston, SC come to you for auto repair, diagnostics & maintenance services. Our specialists service all ...  
 ★★★★★ Rating: 5 - 6 votes - Price range: \$\$


**Mercedes-Benz Repair Shops**  
<https://www.benzshops.com> · South Carolina  
**Independent Mercedes-Benz Service in Charleston, SC**  
 What We Do · EuroPro of Charleston. Mercedes-Benz Repair in Charleston, SC · Black Forest Import Service. Mercedes-Benz Repair in Mount Pleasant, SC · Joe's Garage.

## Position 2 "BMW auto repair Charleston"


Google bmw auto repair charleston

**Yelp**  
<https://m.yelp.com> · Automotive · Bmw Repair  
**Top 10 Best Bmw Repair in Charleston, SC - May 2023**  
 Best bmw repair near me in Charleston, South Carolina · Ottohaus of Charleston · Free price estimates from local Auto Repair pros · European Road & Racing | ...

**Ottohaus Of Charleston**  
<https://www.ottohausofcharleston.com> · bmw-auto-re...  
**BMW Auto Repair | It's Not a Car**  
 Jan 19, 2018 — For BMW auto repair, you want to find a partner that is capable of delivering the kind of quality service that such a vehicle demands — and ...



**https://www.ottohausofcharleston.com** · bmw-auto-re...  
**BMW Auto Repair | Ottohaus Of Charleston**  
 Feb 8, 2022 — BMW AUTO REPAIRCALL (843) 790-0478AUTO REPAIRDIAGNOSTICSMANTENANCEBMW AUTO REPAIRThe BMW brand is that o...




**Rick Hendrick BMW**  
<https://www.rickhendrickbmw.com> · service · schedul...  
**Used BMW Service Center | in Charleston**  
 Located at 1518 Savannah Hwy, our service center is your most convenient BMW maintenance, service and repair shop in the greater Charleston area.

**YourMechanic**  
<https://www.yourmechanic.com> · city · bmw-service  
**4 Best Mobile BMW Mechanics in Charleston, SC**  
 Best-rated Mobile BMW Mechanics in Charleston, SC come to you for auto repair, diagnostics & maintenance services. Our specialists service all cars and ...  
 ★★★★★ Rating: 5 - 7 votes - Price range: \$\$


## Position 1 "Audi mechanic Charleston"

Google audi mechanic charleston


**Ottohaus Of Charleston**  
<https://www.ottohausofcharleston.com> · audi-auto-rep...  
**Audi Auto Repair | Ottohaus Of Charleston**  
 Feb 8, 2022 — AUDI AUTO REPAIRCALL (843) 790-0478AUTO ... Specializing in Audi auto repair and maintenance, with original equipment parts, we can help you ...



**https://www.ottohausofcharleston.com** · ottohaus-audi...  
**Choose Ottohaus as Your Go-To Audi Mechanic**  
 Apr 18, 2018 — As a reliable Audi mechanic, Ottohaus can give your vehicle the attention it needs. We'll get the job done right the first time, ...




**Yelp**  
<https://m.yelp.com> · Automotive · Audi Service  
**TOP 10 BEST Audi Service in Charleston, SC - Yelp**  
 Best audi service near me in Charleston, South Carolina · Ottohaus of Charleston · European Road & Racing | Charleston Luxury Car Service · Hudson's Import Service.



**McDaniels Audi Of Charleston**  
<https://www.mcdanielscharlestonaudi.com> · service  
**McDaniels Audi of Charleston Authorized Service**  
 Call Sales : 888-697-4129 · Call Service : 843-564-8900 · Call Parts : 843-564-8900 ...



**Mechanic Advisor**  
<https://www.mechanicadvisor.com> · Charleston  
**10 Best Audi Repair Shops Charleston, SC**  
 A list of Audi repair shops in Charleston, SC. Find a qualified mechanic for your Audi and get your vehicle back on the road.

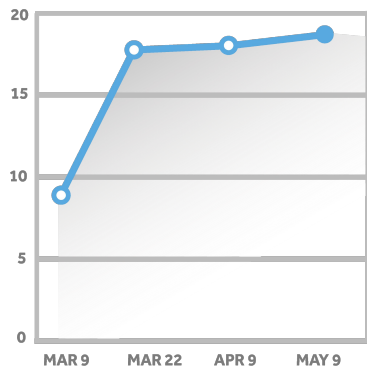


# Swamp Fox Agency Statistics



## 110% INCREASE

Of Keywords on Page 1 of Google



## 28% INCREASE

In organic search traffic over last 60 days



## MOST IMPROVED KEYWORDS

Over last 60 days

🔍 homeowners insurance charleston sc	↑ NEW KEYWORDS
🔍 homeowners insurance moncks corner sc	↑ 38
🔍 auto insurance charleston sc	↑ NEW KEYWORDS
🔍 auto insurance moncks corner sc	↑ 13
🔍 car insurance moncks corner sc	↑ 6
🔍 camper insurance moncks corner sc	↑ 4
🔍 personal insurance moncks corner sc	↑ 2

# SEO Packages & Pricing





# SEO

Search Engine Optimization



## Plans & Pricing

Committing to authentic SEO requires a long-term approach that demands time and effort to achieve and maintain a high ranking. It is an achievable goal and the key to success lies in developing a solid plan and consistently implementing it to keep your website optimized and up-to-date.

**SEO contracts are 12 months.**

Month 1 is Set Up; Month 2-12 program execution.

\*Web Hosting Included With SEO Contract.  
\$149/month for all non-SEO Contracts

	Local	Regional	Premier
<b>Pricing (Per Month)</b>	<b>\$1,800</b>	<b>\$2,400</b>	<b>\$3,600</b>
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	3 revisions/mo	5 revisions/mo	8 revisions/mo
Additional website pages	\$500/page	up to 1 page/mo	up to 2 pages/mo
*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	✓	✓	✓
GA4 setup w/ conversion tracking & traffic analysis	✓	✓	✓
Page speed optimization	✓	✓	✓
Custom 404 error page setup & optimization	✓	✓	✓
Updating core files & database	✓	✓	✓
Internal Link Building	✓	✓	✓
Customized monthly reporting	✓	✓	✓
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			✓

# Thank You!

