



# Search Engine Optimization

(monthly)

	starter	economy	standard	pro
	Local : \$695 <small>Not Available for Nationwide</small>	Local : \$995 Nationwide: \$1,495	Local : \$1,295 Nationwide: \$1,995	Local : \$1,795 Nationwide: \$2,595
	5 Keywords	10 Keywords	15 Keywords	25 Keywords
<b>CAMPAIGN SETUP</b>				
In-depth Site Analysis	✓	✓	✓	✓
Content Duplincancy Check	✓	✓	✓	✓
Initial Backlinks Analysis	✓	✓	✓	✓
Google Penalty Check	✓	✓	✓	✓
Mobile Usability Check	✓	✓	✓	✓
Competition Analysis	✓	✓	✓	✓
Keyword Analysis	✓	✓	✓	✓
<b>ON-PAGE OPTIMIZATION</b>				
Title & Meta Tag Optimization	✓	✓	✓	✓
Content Optimization	✓	✓	✓	✓
Mobile Site Optimization	✓	✓	✓	✓
Page Speed Analysis & Optimization	✓	✓	✓	✓
HTML Code Cleanup & Optimization	✓	✓	✓	✓
Internal Link Structuring & Optimization	✓	✓	✓	✓
Pages H Tags Optimization	✓	✓	✓	✓
Canonicalization / 301 Redirects	✓	✓	✓	✓
Website Page Load Optimization	✓	✓	✓	✓
Schema Markup Implementation	✓	✓	✓	✓
Image & Hyperlink Optimization	✓	✓	✓	✓
Robots.txt Creation / Analysis	✓	✓	✓	✓
Sitemap Creation	✓	✓	✓	✓
Google Search Console Setup & Management	✓	✓	✓	✓
Google Analytics Setup & Integration	✓	✓	✓	✓
<b>CONTENT MARKETING AND LINK ACQUISITION (per month)</b>				
Blog Writing	3	5	7	9
Document / PDF Submission	✓	✓	✓	✓
Infographic Creation & Distribution	1 every 3 months	2 every 3 months	1 every 2 months	1 every 2 months
<b>SOCIAL MEDIA MARKETING (per month)</b>				
Social Bookmarking	50	60	75	100
Linkedin Page Setup	✓	✓	✓	✓
Facebook Page Setup	✓	✓	✓	✓
Twitter Account Creation	✓	✓	✓	✓
Pinterest Account Creation	✓	✓	✓	✓
Instagram Account Creation	✓	✓	✓	✓
Unique Social Media Posting	10	15	30	60
<b>VIDEO MARKETING (per month)</b>				
Youtube Channel Creation	✗	✓	✓	✓
Video Creation & Distribution	✗	1 every 3 months	1 every 2 months	1 every 2 months
<b>E-MAIL CAMPAIGNS (per month)</b>				
E-mail Camapgin Account Creation	✗	✓	✓	✓
Newsletter Subscription Integration on Website	✗	✓	✓	✓
Customized E-mail Newsletters	✗	1 every 3 months	1 every 2 months	1 every 2 months
<b>MONTHLY REPORTING</b>				
Search Engine Rank Report	✓	✓	✓	✓
Google Analytics Analysis Report	✓	✓	✓	✓
Monthly Client Discussion & Recap	✓	✓	✓	✓
INITIAL SETUP COST	\$295	\$295	\$295	\$295
	one-time only <small>*6 Month Contract Required</small>	one-time only <small>*6 Month Contract Required</small>	one-time only <small>*6 Month Contract Required</small>	one-time only <small>*6 Month Contract Required</small>