

Our SEO packages give your business long-term online visibility through the power of onsite and offsite optimization.

Retail
Hours
Keywords

\$300
7.5 hrs
2-4

\$400
10 hrs
2-4

\$600
15 hrs
3-5

\$800
20 hrs
3-5

\$1000
25 hrs
4-6

\$1200
30 hrs
4-6

\$1400
35 hrs
4-6

\$1600
40 hrs
4-6

\$1800
45 hrs
4-6

\$2000
50 hrs
6-8

\$2200
55 hrs
6-8

\$2400
60 hrs
6-8

\$2500
- hrs
unlimited

SEO Features														
Account Setup & Review	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Keyword Selection Consultation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Account Management	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Keyword Ranking & Reporting	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Google, Yahoo, and Bing Local Profiles	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Business Citation Building	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Submission to Directories	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Social Bookmarking	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Custom Blogs Content	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Custom Blogs Publication	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Onsite Edit Recommendation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Onsite Edit Implementation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Onsite Copy Creation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Google Analytics Installed		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Keyword Link Building		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Reporting on Secondary Keywords		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Dedicated Account Manager		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Onsite Optimization Copy Audit			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Duplicate Copy Audit			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Duplicate Copy Recommendation			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Duplicate Copy Fix Implementation			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Article Content Creation			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Article Content Publication			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Onsite Blogging				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Onsite Blog Installation (standard CMS)				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Offsite Content Marketing				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Google Webmasters Tools (install/monitor)					✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Monthly Reporting Call						✓	✓	✓	✓	✓	✓	✓	✓	✓
Custom Infographic Creation					✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Custom Infographic Publication					✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Google Analytics Data Review (ongoing)										✓	✓	✓	✓	✓
Sitemap in .XML Format										✓	✓	✓	✓	✓
Robots.txt File										✓	✓	✓	✓	✓
Custom Market Research										✓	✓	✓	✓	✓
Premium Audit										✓	✓	✓	✓	✓
Premium Audit Fixes										✓	✓	✓	✓	✓
New Webpage Creation										✓	✓	✓	✓	✓
Premium SEO Consultant										✓	✓	✓	✓	✓
Premium SEO Support										✓	✓	✓	✓	✓
Premium Reporting										✓	✓	✓	✓	✓
Conversion Optimization												✓	✓	✓

The specific number of SEO actions such as blogging and directory submissions are generally determined monthly and are based on the allocation of work defined by your account manager. For example, one month a client could receive 10 blog posts and 30 directory submissions and then receive 15 blog posts and 10 directory submissions the following month. This is based on a progressive link building profile and the needs of the individual campaign. However, we show and account for every single action every month. The social media tasks & Facebook ads are predetermined based on spend/package.

SEO Features	SEO Definitions
Account Setup & Review	Captures essential information needed in order to begin optimization. This enables campaign setup in the system and allows the SEO Account Manager to make informed decisions regarding onsite optimization and keyword selection.
Keyword Selection Consultation	Each client benefits from the research and analysis that goes into selecting the ideal keyword search terms. Choosing the proper keyword phrases is the most efficient and impactful way to benefit a customer's optimization efforts.
Account Management	Account Management services help to identify target keywords, share optimization opportunities, answer questions, make suggestions, and monitor each campaign's progress. SEO Account Managers help customers throughout their SEO campaign to ensure best possible results and experience.
Dedicated Account Manager	Personal access to an SEO expert who is assigned to the customer's account and knows the campaign history and needs. Dedicated Account Managers provide proactive monthly reporting and analysis to ensure success for more competitive campaigns.
Ranking & Reporting	Every campaign benefits from useful and easy to understand reports. These are updated when work is performed and they provide a single location to track rankings and overall progress made. These reports provide the client with full transparency throughout the campaign.
Onsite Edit Recommendation	Optimizing a website's code and content creates relevancy for search engines. To aid in optimization efforts, our specialists provide clients with recommendations and the option to make those changes themselves if they wish.
Onsite Edit Implementation	Optimizing a website's code and content creates relevancy for search engines. Customers can choose to offload this implementation of recommendations in order to eliminate tasks and save time.
Google, Yahoo, & Bing Submissions	Search engines don't know a website exists unless that website requests to be indexed. The client's website will be submitted for indexing on all major search engines. Submission allows for search engines to tie the website to specific search results more quickly.
Google Plus Local Profile	The client is set up with a Google Plus Local Profile, claiming and optimizing their business to be found for local search results.
Business Citation Building	Customer profiles on major business profile sites are set up, claimed, and optimized to build business listings' credibility while also providing more ways to be found online. Consistent, abundant listings create more trust in the eyes of search engines.
Submission to Directories	Submissions to non location-specific directories build business credibility while also providing more ways to be found online. Consistent, abundant listings create more trust in the eyes of search engines.
Competitive Link Building	High quality link building on relevant pages as well as on pages targeted by competitors will boost SEO success in a strategic way.
Keyword Link Building	SEO Specialists build links on sites directly related to relevant vertical keywords. This provides credibility and trust for businesses in their target markets, helping diversify where links appear.
Social Bookmarking	Social bookmarks are keyword-focused links to a website, allowing the website to be seen more easily by search engines and users.
Custom Blogs Content	Custom blog posts provide original, consumer generated content containing target keywords linked to a customer's website.
Custom Blogs Publication	Publication, distribution, and hosting of custom blog content on various websites throughout the internet.
Articles Content Creation	Similar to blog posts, unique and informative articles with keyword-focused content amplify website authority and relevancy.
Articles Content Distribution	Distribution and publication of custom articles to popular, authoritative, and informational websites.
Year to Date Value Report (email)	This custom report will provide an overview of the SEO work completed to date, accomplishments to date, and future plans/goals.
Google Analytics Installed	A crucial website tool allowing for reporting on traffic data, Google Analytics will be installed on the customer's website.
Reporting on Secondary Keywords	Secondary keywords show an increase in rank from the work done on primary keywords. Secondary keyword tracking illustrates the overall value of a customer's SEO program.
Google Analytics Training	Customers will be trained on Google Analytics on their first reporting call. This will allow customers to understand traffic data within Google Analytics.
Google Analytics Email Guide	This guide contains explanations of key metrics found within Google Analytics and will be emailed to the customer.
Google Webmasters Tools (install/monitor)	Google Webmaster Tools will be installed and used to monitor for errors which may occur on the customer's website. Google Webmaster Tools provides valuable data to the Account Manager to ensure customers website meets SEO standards.
Onsite Optimization Content Audit	SEO Specialists will conduct an in-depth audit of the customer's website to ensure the quality and relevancy of the content.
Onsite Optimization Content to Targeted Pages	When needed, custom content will be written for the customer's webpage to ensure keyword-rich content to boost optimization efforts.
Year to Date Value Report (Call)	This report will provide a year-to-date overview of the SEO work, accomplishments, future plans/goals, and any changes to the customer's business. This report and call will enforce the value SEO has added to the customer's business.
Duplicate Content Audit	The client's website will be audited for duplicate content to mitigate any potential negative impact on the customer's SEO campaign. This audit is crucial as duplicate content has a negative impact on rankings.
Duplicate Content Fix Implementation	Duplicate content issues on a customer's website will be corrected to avoid negative impact on rankings.
Google Analytics Data Review (Ongoing)	Google Analytics data will be reviewed during the customer's monthly reporting call. This review will provide additional insight into the impact of the SEO campaign on the customer's business.
Sitemap in .XML Format	An XML sitemap will be created and installed into the backend of the customer's website if one does not exist. XML sitemaps allows a search engine to find all the website pages that need to be indexed.
Robots.txt File	A robots.txt file will be created and installed into the backend of a customer's website if one does not exist. This special file protects sensitive or proprietary data or files used by the website by directing search engines not to crawl those data sets and/or files.