

SEARCH ENGINE OPTIMIZATION



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EXECUTIVE SUMMARY

We want your business to succeed and gain higher visibility on the major search engines, with the primary focus on Google. To accomplish this we have the key ingredients, from state-of-the-art software to a knowledgeable SEO (Search Engine Optimization) Expert who is dedicated to your campaign. In this document we will explain the basics of SEO optimization and how it will be beneficial for your business. We will present the findings from your initial website analysis and outline a sample of potential keywords that could be chosen for your campaign. We also take into consideration factors such as your business goals and search competition. Based on all the above data we will then present the recommended SEO package to you.

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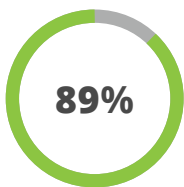
SEARCH ENGINE OPTIMIZATION

WHAT IS SEARCH ENGINE OPTIMIZATION?

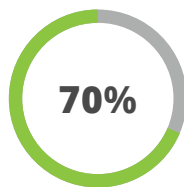
Search engine optimization is the method of improving your website's ranking on Search Engines like Google, Yahoo, and Bing. It is a marketing practice that uses keyword research to help your business establish a credible online image. Ultimately, it will help to bring in more relevant traffic, improve bounce rates, and increase the potential for sales conversions.

WHY IS SEO IMPORTANT TO MY BUSINESS?

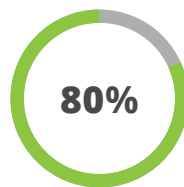
Online marketing has become the ideal marketing channel for the 21st century, as it is clear that the Internet is here to stay. What does that mean for your company?



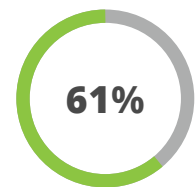
89% of consumers research products or services online.



By the time consumers they visit your site, 60% of the purchasing process is already complete.



80% of the links search users click are within the organic results.



SEO leads cost 61% less than outbound leads and produce 8x the close rate.

BENEFITS OF SEARCH ENGINE OPTIMIZATION

- Enhance search visibility
- Build trust with your search results
- Increase traffic in a cost-effective way
- Attract more customers
- Generate measurable results
- Build a long term presence online

GOALS & OBJECTIVES

CAMPAIGN GOALS

Your website rankings on search engines matter. The higher your website ranks, the more visible your online presence will be to consumers, which leads to additional traffic to your website and Google Local Profile. Our goal is to increase rankings and traffic for your online presence by focusing on the keywords you and your dedicated SEO Account Manager select.

CAMPAIGN OBJECTIVES

01 DETAILED AUDIT: Perform an initial end-to-end audit.

02 SEO CAMPAIGN STRATEGY: Your strategy is custom and tailored to your marketing needs.

03 KEYWORD SELECTION & ONGOING MANAGEMENT: We establish industry-specific keywords that set you apart from the competition and expand your company's visibility.

04 ONSITE & CONVERSION OPTIMIZATION: Onsite and conversion-focused strategy works to improve the consumer behavior on the website in order to drive higher engagement.

05 FOCUSED RELEVANCE TARGETING: Our custom-built software allows us to boost your website's online presence because we can easily reference important keywords for your business. It also highlights valuable, targeted locations throughout the web on blogs, articles, directories, and social media.

06 CONTENT MARKETING STRATEGY: Help establish and maintain the website as an authority for the keywords we target.

07 INCREASE OVERALL DOMAIN AUTHORITY OF SITE: Take advantage of the "halo effect" properties of the keywords, where even the keywords we are not actively working on can help with advancing the targeted locations.

08 LANDING HIGH ON SEARCH ENGINE RESULTS MAP: Amplified works with you to create an effective business listing and relevant online directories to ensure that you have top local rankings.

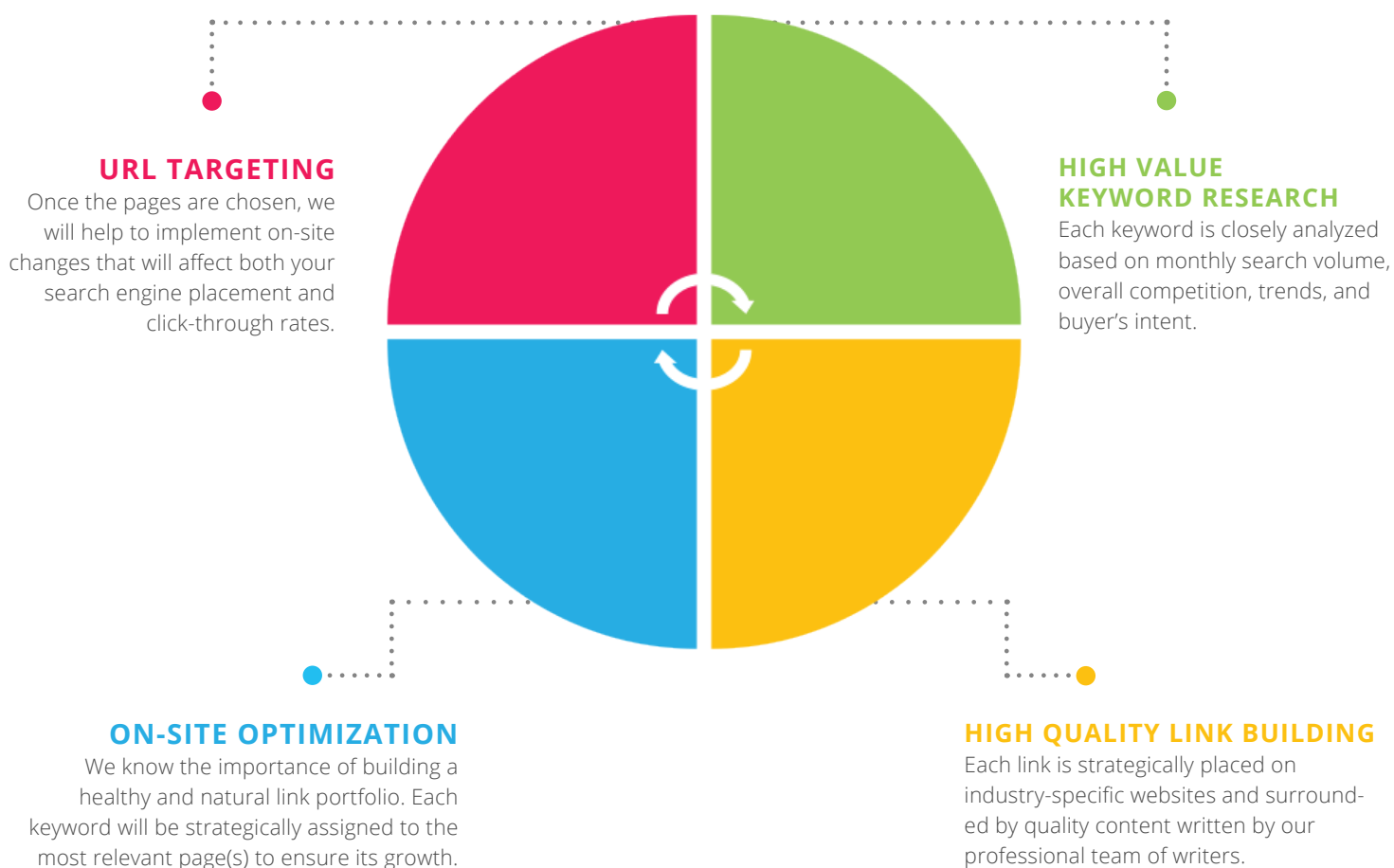
09 MEASURED RESULTS AND REPORTING: Full visibility and access to a user-friendly dashboard that helps you track your website's activity and progress. Additionally, there is a detailed monthly report that dives deeper into your website's metrics.

OUR STRATEGY

SEARCH ENGINE RANKINGS

Search engines use over 200 known metrics to display the most credible and relevant results. Because every website is different, your campaign will be customized and structured based on your current search engine ranking and marketing goals. Our processes and strategies for each client are customizable, and always reflect the latest updates from major search engines. This ensures that we focus on the areas that benefit your company the most. Below is a brief summary of the tasks that will be included in your campaign.

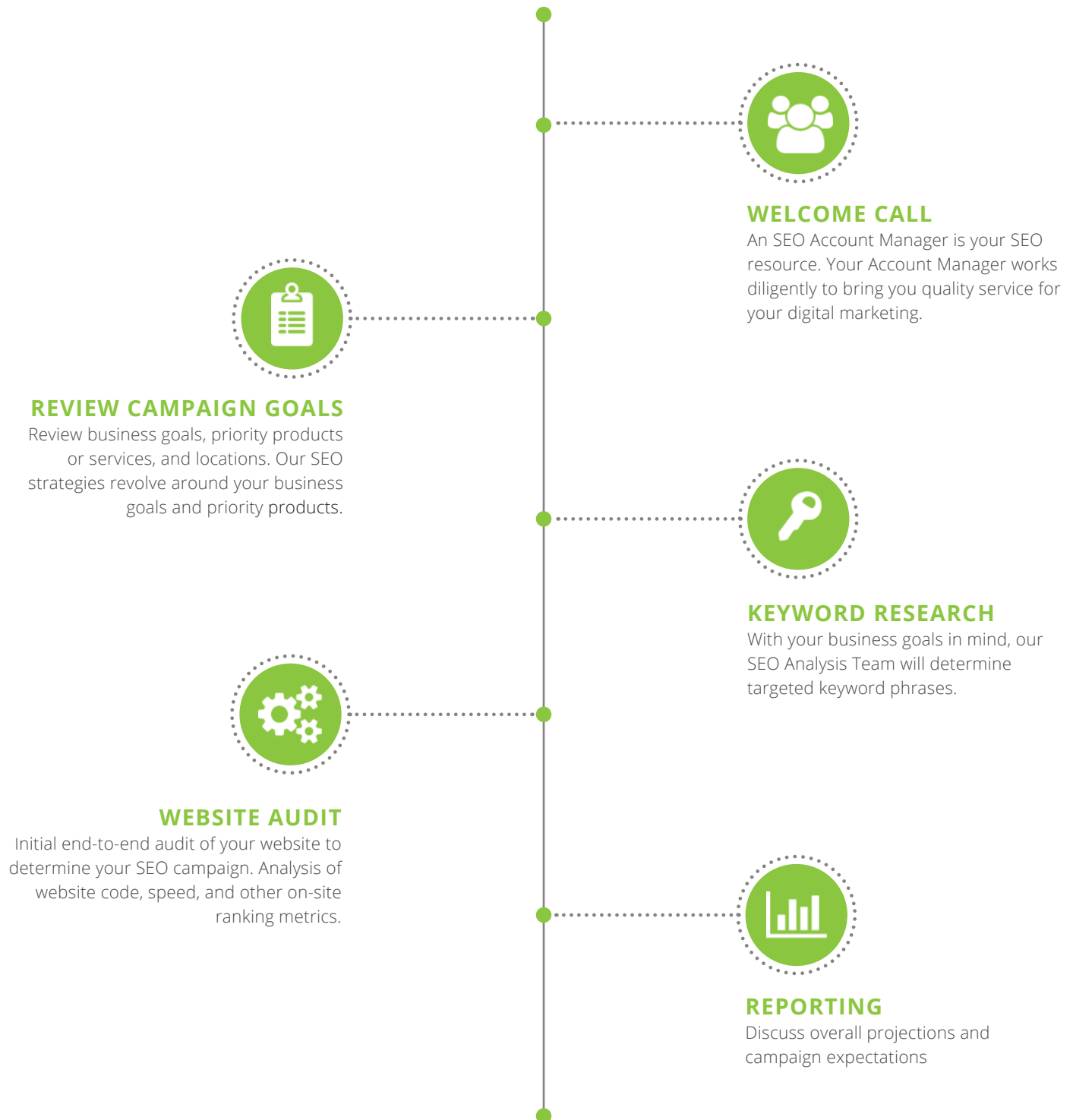
CAMPAIGN STRATEGY



CAMPAIGN TIMELINE

TIMELINE

The following is what your first 2 weeks are going to look like:



THE FOLLOWING IS A LIST OF ACTIONS THAT WILL BE PERFORMED FOR YOUR WEBSITE:

- **GOOGLE ANALYTICS & WEBMASTER TOOLS:** Installation and analysis of Google Analytics and Google Webmaster Tools.
- **WEBSITE SEO ONSITE OPTIMIZATION:** Including Title Tags, Meta data, H1 Tags and Image Tags.
- **WEBSITE OFFSITE OPTIMIZATION:** Link building to targeted landing pages
- **CONTENT OPTIMIZATION:** Creating or optimizing for keyword rich content for website landing pages
- **OPTIMIZE SITEMAP AND ROBOTS.TXT FILES:** Informing search engines how to interact when indexing your website. The SEO team will optimize these documents using best SEO practices.
- **OPTIMIZE BUSINESS LOCATIONS FOR GOOGLE PLACES AND MAPS:** Be found locally with the most up to date information about your business.
- **OPTIMIZE WEBSITE URL STRUCTURE:** A clean and optimized URL is important for a successful SEO campaign.
- **ANALYSIS OF TOP ONLINE COMPETITORS:** A study of online competitors to track trends and strategies to stay one step ahead.
- **CUSTOM MONTHLY PERFORMANCE REPORTING:** Each month your Campaign Manager and SEO Consultant will review the previous month with you, and discuss ways to improve.

WHY CHOOSE US?



TRANSPARENCY

At Amplified, we believe in absolute transparency. We have 100% confidence in all of the actions that will be completed for your website so we have built a custom fulfillment dashboard where you will be able to see every work item finished for your campaign in real-time. You will also be able to track the daily progress made on your keywords, and sync Google Analytics in order to see traffic and bounce rates all in one place!



TECHNOLOGY

Our SEO Team is made up of some of the most experienced analysts in the industry and all of our work is done in-house. Your dedicated account management team will strategize to provide a successful and efficient marketing plan for you and your business. By only managing a handful of accounts, each management team is able to dedicate their full attention to your business goals, familiarize themselves with your industry, and come up with a customized plan that will produce the most value for your investment.



ACCOUNT MANAGEMENT

Your Account Manager will keep you up to date on the progress of your campaign and what can be done for further improvement. We make it our first priority to maintain top-level customer support, which is why more small businesses trust Amplified with their SEO budgets. We manage thousands of SMB customers on our enterprise level small business SEO platform and because of our proven results, we maintain one of the highest customer retention rates in the industry.



IN-HOUSE FULFILLMENT

Search engines are constantly improving their algorithms in order to provide the best search results for their visitors. This means that SEO practices and standards frequently change and it is important to hire an SEO firm that can roll with the punches and re-direct focus when needed.

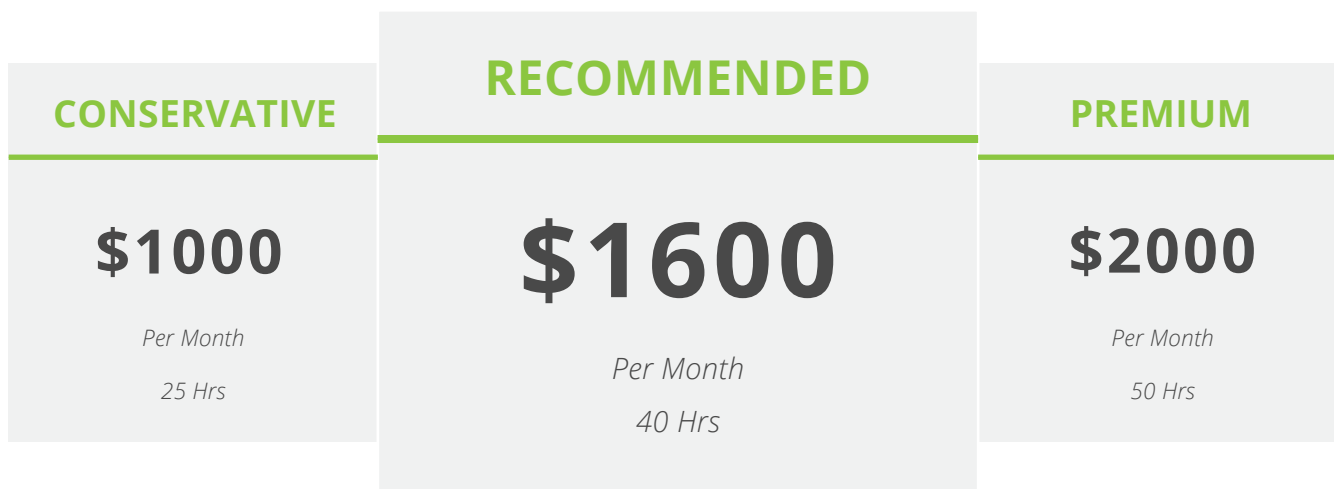


GOOGLE APPROVED STRATEGY

Here at Amplified, we are always learning and familiarizing ourselves with the latest search engine updates and practices. We will never use 'black hat' or unethical techniques to cheat or manipulate rankings. All of the work that we do will always align with current SEO standards to ensure that you rank naturally and show continual organic growth.

PACKAGE OPTIONS

These are the recommend packages we put together based on the information we've collected and the audit we ran on your site. Going forward with any of these options will allow us enough time to show an increase in rankings and credibility over the next few months. Keep in mind that the packages we offer can always be customized to fit your individual budget, but obviously the more time we invest into your campaign, the quicker we will see movement, and the more competitive we can get when targeting high-traffic keywords.



If we decide to move forward with any of our premium packages (40+ hours per month), your campaign will include exclusive benefits that are only available to our premium clients such as conversion tracking, consulting on increasing user experience, in-depth monthly reporting and review via screen share, off-site content marketing, on-site blogging, additional support staff, Google Analytics and Webmaster Tools setup, and more.