

Search Engine Optimization Packages

Problem

You know that having a website is a critical component of your success, and you have one. Congratulations! That's a huge step. But what is it doing for you? Are people finding it on the Internet? Is it attracting clients? If your website is just a digital brochure, you are missing out on your share of the ever-increasing crowd of hungry searchers.

Solution

People are searching the Internet looking for solutions to their problems. You have the solution some of them are looking for. Optimizing your website raises a signal flag that leads them to the pages on your site that will give them the information they want.

Search Engine Optimization is designed to make changes to your website that will get it found by identifying exactly what your target market is searching for, and giving it to them.

Process

It all starts with identifying the best keywords for your website. Those are the ones that will give you the greatest competitive advantage in your industry – just remember that all keywords are not created equal. Once your keywords are identified, then each page is optimized individually, making it not only attractive to the Search Engines, but more helpful to the people who need it.

There will be a consistency woven through each page, from the title, to the description that shows up on the search page, to the headline, to the links – everything will support the main idea of that page. This is called "Referential Integrity," where the character of the whole page is reinforced by all the parts. And Google, with over 70% of all Search Engine traffic, loves sites with Referential Integrity.

The Packages

Every site is different, and needs special attention to be optimized properly. But before you can determine what you need, you need to know what you have and what your goals are for your website. To help you with that, I have designed several packages:

- **Preliminary Packages** will help you evaluate your website and decide what you want to do next.
- **Keyword Packages** will help you choose the terms that your target market is using to search for your solution.
- **SEO Packages** will give your website the boost it needs to be recognized by the Search Engines as a good match for the terms you have chosen.

PRELIMINARY PACKAGES

These two packages are designed to give you a roadmap to help you arrive at the success you desire.

Website Audit

There are many on-page and off-page factors that affect your Search Engine Ranking, and it can be a daunting task to even figure out where to start. This 10-Point evaluation gives you insight into how your website stacks up against the competition and provides suggestions for how it can be improved in each of the 10 areas. It comes with a report written personally, just for you – not the result of running your site through an automated process.

Investment: \$25 (or included in the Strategic Planning Consultation)

Strategic Planning Consultation

This one-to-two hour meeting builds on the Website Audit. We discuss each of the pieces and discover how they all work together and why they are important to your overall success. Then we craft a strategy that is unique for you and targeted to your needs, and work out an action plan that you can begin implementing immediately.

Investment: \$75 (or included in an SEO Package contracted within 30 days)

KEYWORD RESEARCH PACKAGES

Keyword research is the foundation of a successful organic SEO strategy. If you don't get it right, that hungry crowd who needs what you offer will never find you. Keyword research is part science and part art, conspiring together as fulcrum and lever to lift your site to new heights.

Basic Keyword Research Package

This is the place to start if you have a smaller website and a limited budget. You will get the ten keywords (or phrases) most targeted to your content, your target market, and your objective. And you will be able to see why they are the best words for you to use because you'll also receive an explanation written in plain English to help you understand the reasoning. The words that are searched for the most are not always the best words for you to use.

Investment: \$79 (or included in an SEO Package)

Comprehensive Keyword Research Package

This package will give you an extensive list of terms that are used to search for information and services like yours. It will include search volume, actual results, and other competitive data for each term, and will be particularly important as you continue to build your web presence. You know there is a hungry crowd – this market research tool will help you identify exactly what they are searching for so you can tailor your content to meet that need.

Investment: \$199

SEARCH ENGINE OPTIMIZATION PACKAGES

With a plan firmly in hand, it is now time to modify your web pages and see what the effect is. Using your best keywords in all the right places to give your pages integrity is your next step in the process.

These two packages are designed for small and medium sized websites. As we discuss your project, we may discover that you need additional services, or that you already have some of the blocks in place. Each package will be customized to fit exactly what you want and maximize your investment.

SEO Standard

Note: This package is for a 1-5 page website that has not been optimized for Search Engines.

Includes:

- Keywords
- Description, Title, Headers, Image Tags
- Text Links
- Verify all links and navigation are working
- Google Analytics

Investment: \$350

Options:

- Additional pages
- Writing/rewriting copy
- Inserting graphics
- Training
- Ongoing support
- Data tracking and reporting
- Competitive Analysis

SEO Deluxe

Note: This package is for a 10-30 page website.

Includes:

- Keywords
- Description, Title, Headers, Image Tags
- Text Links
- Verify all links and navigation are working
- Google Analytics
- Competitive Analysis of 5 other websites

Investment: begins at \$500

Options:

- Additional Pages
- Writing/Rewriting copy
- Inserting graphics
- Training
- Ongoing support
- Periodic content changes
- Data tracking and reporting

For additional information or to purchase a Package, please contact:

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