

SEARCH ENGINE OPTIMIZATION

OPTION 1: PROJECT BASED PACKAGES

Our SEO project packages provide you with a set number of hours to be allocated towards the most effective optimization solutions for your specific needs.

Your allotment of hours may be used towards solutions such as keyword research, SEO copywriting, optimized website coding, naming strategy improvements, internal link building or inbound link building.

We offer four SEO project based packages:

- **Package A:** \$1,000 (8 hours)
- **Package B:** \$2,500 (20 hours)
- **Package C:** \$5,000 (40 hours)
- **Package D:** \$7,500 (60 hours)

OPTION 2: ONGOING MONTHLY RETAINER

In order to receive the most effective results from website optimization, SEO solutions should be implemented and refined on an ongoing basis. Regular SEO efforts are very important as search engines are known for revising their algorithms. If you want to achieve and maintain your page ranking, ongoing SEO is key.

Our monthly retainer packages provide you with a set number of hours each month to be allocated towards the most effective optimization solutions for your specific needs.

Your allotment of hours may be used towards solutions such as keyword research, SEO copywriting, optimized website coding, naming strategy improvements, internal link building or inbound link building.

We offer four monthly retainer packages on a 6 month contract basis:

- **Package A:** \$500 (4 hours/month)
- **Package B:** \$750 (6 hours/month)
- **Package C:** \$1,000 (8 hours/month)
- **Package D:** \$1,500 (12 hours/month)

All retainer options include a monthly optimization management report which reviews the optimization work provided each month, plans for upcoming months' optimization and any other relevant recommendations.

SEARCH ENGINE OPTIMIZATION: SOLUTIONS

Keyword Research

This is an important first step in website optimization, as it involves determining what particular words and phrases users enter to search for products and services. As a site owner, you need to know what keywords are most commonly used (as well as the less commonly used, niche terms) for searching on the service you provide, in order to attract these web surfers to your website and convert them to customers.

Without researching what keywords are most effective at attracting site visitors, a site owner is essentially just guessing, based on what he or she thinks users are searching on - which may or may not be completely accurate.

SEO Copywriting

Increasing the occurrences of your targeted keywords throughout each page within your website will effectively help search engines to understand what keywords your site is targeting, and well written, optimized website copy is one of the most effective SEO techniques we can employ.

Effective web copy should be both keyword-rich and fully optimized for search engines, but also written to engage your visitors, build credibility and persuade them to take the desired action(s), be it contact you for more information, request a quote, or make a purchase.

Customer-centric, benefit-driven web copy significantly boosts lead generation and conversion rates. Additionally, your web copy is armed with a host of other proven web content tactics, including clear and concise messaging, scannable content, and compelling calls to action.

Naming Strategy Improvements

Naming strategy involves looking at how your images and website page and directory file names have been named and providing a strategy for renaming them to be better optimized. We want to ensure that page and image names are descriptive and rich with targeted keywords.

Internal Link Building

Internal Link Building refers to developing the number of links on your website that are pointing to other pages within your own website. Pages with a lot of internal links to them will be considered your most important pages by search engines and having internal links to your high priority pages will help them be indexed by search engine spiders and crawlers.

Inbound Link Building

Inbound Link Building refers to the creation of a strategy to increase the number of high quality external websites and directories that link back to your website. If you are targeting even slightly competitive keywords, having back-links is essential to success. Link building is a long term goal that should be continuously expanded on and is absolutely necessary if you want to rank well on the Search Engines.

SEARCH ENGINE OPTIMIZATION: SOLUTIONS

Optimized Website Coding

Optimization of your website's coding may include development of meta tags and page title tags; link title tags and alt tags; and font style tags, all of which impact the overall optimization of your website.

Meta Tags

Meta Tags are part of HTML for the sole use of search engines. These tags contain various information (i.e. relevant keywords and site page descriptions) that a site owner wants to deliver to the search engines. We need to create more effective keyword and page description meta tags to tell the search engines what each page on your website is about.

Title Tags

The Title Tag is a part of the website's HTML code where text is placed to show at the very top of a browser's window (i.e. at the top of your Internet Explorer or Firefox or Safari browser window). This is where we give each individual webpage on your website a title indicating what that page is about. Search engines consider this area to be critical.

Link Title Tags

Link titles are similar to alt tags on images; link titles contain more information about where a link will take the user. In newer browsers the link title pops up in a small window when the cursor pauses over a link.

Alt Tags

An Alt Tag is an HTML tag that describes an image on a Web page. It is helpful for people who view pages in text-only mode, plus some search engines look for keywords in these alt tags. We want to make sure that the text behind the images is optimized for the search engines.

Font Style Tags

Font Style Tags refers to HTML style tags such as H1, H2, H3, etc. which are given more weight by search engines than regular body copy. Used wisely in a website's HTML, they can serve to reinforce the page's overall keyword theme and assist in website optimization