



SEO Deluxe Package

• Cost \$3500

We offer Search Engine Optimization (SEO) services to improve website ranking through increasing the visibility and perceived value of web pages to both search engines and potential visitors. Search engine optimization techniques make use of Internet marketing tactics to enhance the overall value of your web pages and increase the return on your investment by improving online traffic to your website.

Search engines use specific technical analysis tools to index web pages and determine their relevancy and quality which in turn decides a web page's position on a search results page. Professional search engine optimization (SEO) services are crucial for the success of every website, new or existing, because they will greatly increase the likelihood that valuable visitors will find your website while using search engines (Google, Yahoo, etc.) before they find a competitor's website.

Web page copy (text) that incorporates comprehensive search engine optimization techniques are more likely to be ranked higher by search engines. In the end, receiving a better web page ranking through the use of SEO strategies translates into a website that will potentially receive a greater quantity of target marketed visitors and result in increased revenue.

We will perform extensive keyword research and analyze up to 10 web pages contained within your website and provide you with a document of suggested content changes to help increase search engine ranking. Once we receive approval for all the recommended content changes we will implement the newly created content to the respective web pages.

INCLUDES

- Initial consultation to collect industry background information, website goals, design preferences
- Basic copy editing services for up to 10 client-supplied web pages (approx. 5000 words total) with ongoing e-mail and phone consultation until content is inserted into its respective web page
- Documents will be created containing all web page copy (text) changes and will be sent for approval; once approved content will be inserted into its proper areas
- Advanced search engine optimization services are for up to 10 web pages of client-supplied copy
- Extensive initial industry acclimation is conducted for SEO/copy purposes
- Evaluation of the current website traffic volume is performed to establish a baseline for future comparison
- Examination of keywords/phrases commonly associated with your industry's products and/or services
- Research is conducted to identify the most beneficial keywords/phrases for your industry
- Identification and analysis of keywords of highly ranked competitive websites; this information is used to determine the most appropriate keywords to be used in the web page copy (text)
- We will provide a custom detailed report of valuable keywords/phrases that would be most beneficial to be incorporated within your web page copy
- We will provide a document of SEO recommendations to be approved that are customized specifically to improve the search engine ranking and quality of your website
- We will create META tag content for up to 10 web pages and insert META tag content into the appropriate areas
- We will monitor website traffic trends after 45 to 60 days and recommend any additional changes
- Manual submission of your website's home page to search engines

We do not offer specific guarantees regarding the immediate outcomes of any SEO project because of search engine technicalities beyond our control. In addition, search engines and website competition is ever-changing thus making it both impractical and impossible for us to promise specific or guaranteed results.