

“TotalWeb Partners” SEO Details: *(Standard & Local)*

Package Inclusions	Specifications	Bronze	Silver	Gold
Keyword Phrases	Phrases used by search engine visitors targeting information relevant to your website. Keyword phrases are 2-6 words each and devised from intelligence about targeted customer attributes. <i>Additional Phrases are available at an addition charge</i>	5	8	12
Keyword & Competitive Research and Analysis	Through verification of relevance, substantive search quantity, and competitive exposure the list is refined and narrowed to maximize search yield.	X	X	X
Directory Optimization	The top related on-line directories will be optimized updating profile information and adding relevant news stories.	Bi-annual	Quarterly	Quarterly
On-Page Optimization; Landing Page, Meta Data, Mobile and Sitemap	<ul style="list-style-type: none"> • Page and image title setup and refinement. • Meta data (source based keywords and descriptions) to be integrated in the top sentences of text on each page. • Relevant keywords to be integrated in related pages. • Landing pages (content rich pages) will be created for 50% of keywords based on the highest search yields, or if targeted pages exist, they will be updated expanding unique content and limiting duplicate content. • Pages are cross linked to increase prominence. • RWD or mobile pages will be updated or created to maximize exposure from mobile devices which is the fastest growing sector of search. • A sitemap is created, or updated if one exists, and submitted to the major search engines highlighting page titles to maximize keywords. • Local programs will have geographical modifiers throughout the meta data & optimized content, Google map integration, and SM GEO links. <p><i>Additional changes may be implemented dependent upon the keywords and site condition.</i></p>	Quarterly <i>(Excludes Mobile Optimization)</i>	Semi-Monthly	Monthly
Off-Page Optimization; Link, Social Bookmarking, forums, and Search Engine Submission Campaigns	<ul style="list-style-type: none"> • Inbound links and links from other sites project a site's relevancy and a campaign targeting links to sites with relevant content will be implemented interest (minimum of 2 per keyword). • A social bookmarking campaign focused on commenting on sites and blogs with related content and / or user interest (minimum of 2 per keyword) will be implemented and updated periodically. • Links to related forums, news sites, blogs, Social media sites & directories will be created & periodically updated. • Search engine submissions upon launch and periodically only for new pages or pages with significant changes. <p><i>Additional content may be added to maximize linking value.</i></p>	Quarterly	Semi-Monthly	Monthly

Detailed Reporting & Helpdesk	Keyword reports of search engine positions and net activity is generated and analyzed monthly in conjunction with Google analytics real time site reporting; installed on all pages. <i>TotalWeb will provide 1 Hour of report analysis training after launch.</i>	X	X	X
Keyword & Link Strategy Analysis & Adjustment	Periodic review of keyword tracking reports, Google Analytics data, and competitive keyword analyses. Based on the site and global search trends, keyword targeting, page optimization, and inbound link strategies will be modified.	Quarterly	Semi-Monthly	Monthly
New Content Rich Pages	New specific content rich pages (product, service, or case study) will be created and optimized targeting the selected keyword phrases.		2 / Yr	2 / Yr
SMO, Blog Marketing, RSS Feed, & Optimized Content Posts	Profiles with custom pages will be built or updated on: <ul style="list-style-type: none"> • Facebook • Twitter • Google+ Relevant group will be joined and keyword rich blog posts will be published on relevant directory sites jointly integrated in a blog on the client's url with an RSS feed ("Real Simple Syndication" allowing users to subscribe to receive new posts). Local programs will have geographical modifiers throughout the profile content, map integration, and Twitter GEO links. <i>Existing SM posts & press releases may be posted on targeted blogs.</i>		4 / Mth	8 / Mth
Video Production & Optimization	Videos will be produced presenting key company or product information matching the targeted keyword phrases. The videos will be 30 -60 seconds in length dependent upon available data. 2 Format options: <ul style="list-style-type: none"> • Slide presentations • Animated Including custom graphics, text bullets, and background sound or narration. <i>Videos will be posted on Youtube and can be integrated into the client's site if desired.</i>		1 / Yr	2 / Yr
Setup	NO SETUP CHARGE	\$0	\$0	\$0
Monthly Cost	<i>"10% Discount if bundled with any other offer"</i>	\$400	\$600	\$800
Additional Key word phrases		\$60	\$50	\$40

No long term commitment

Contact TotalWeb Partners for ordering details
Email: sales@TotalWebPartners.com ~ Phone: 216-264-3573