

## **“TotalWeb Partners” Local Search Details:**

Package Inclusions	Specifications	Bronze	Silver	Gold
<b>Keyword Phrases</b>	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>	<b>4</b>	<b>6</b>	<b>8</b>
<b>Keyword &amp; Competitive Research and Analysis</b>	Through verification of relevance, substantive search quantity, and competitive exposure the list is refined and narrowed to maximize search yield.	<b>4</b>	<b>6</b>	<b>8</b>
<b>Geographical Modifiers Optimized with Keyword Phrases</b>	Geographical modifiers, such as city names, communities, neighborhoods, counties, or suburbs are specifically identified and optimized as modifiers with keyword phrases. <i>Example Modifiers; Chicago, Evanston, Northern Suburbs, and Northeast Illinois.</i> These modifiers in effect multiply the keyword phrases optimized. I.e. Keyword Tax Accountant yields; <i>Tax Accountant Chicago, Tax Accountant Evanston, Tax Accountant Northern Suburbs, &amp; Tax Accountant</i>	<b>X</b>	<b>X</b>	<b>X</b>
<b>On-Page Optimization; Landing Page, Meta Data, Mobile and Sitemap</b>	<ul style="list-style-type: none"> <li>• Page and image title setup and refinement.</li> <li>• Meta data (source based keywords and descriptions) to be integrated in the top sentences of text on each page.</li> <li>• Relevant keywords to be integrated in related pages.</li> <li>• 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.</li> <li>• Pages are cross linked to increase prominence.</li> <li>• RWD or mobile pages will be updated or created to maximize exposure from mobile devices which is the fastest growing sector of search.</li> <li>• A sitemap is created, or updated if one exists, and submitted to the major search engines highlighting page titles to maximize keywords.</li> <li>• Social Media Geo Links</li> </ul> <i>Additional changes may be implemented dependent upon the keywords and site condition.</i>	<b>Quarterly</b> <i>(Excludes Mobile Optimization)</i>	<b>Semi-Monthly</b>	<b>Monthly</b>
<b>Off-Page Optimization; Link, Social Bookmarking, forums, and Search Engine Submission Campaigns</b>	<ul style="list-style-type: none"> <li>• 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).</li> <li>• 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.</li> <li>• Links to related forums, news sites, blogs, Social media sites &amp; directories will be created &amp; periodically updated.</li> <li>• Search engine submissions upon launch and periodically only for new pages or pages with significant changes.</li> </ul> <i>Additional content may be added to maximize linking value.</i>	<b>Quarterly</b>	<b>Semi-Monthly</b>	<b>Monthly</b>

<b>Detailed Reporting &amp; Helpdesk</b>	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>	<b>X</b>	<b>X</b>	<b>X</b>
<b>Keyword &amp; Link Strategy Analysis &amp; Adjustment</b>	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.	<b>Quarterly</b>	<b>Semi-Monthly</b>	<b>Monthly</b>
<b>Directory Optimization Includes Google Business Profile Page</b>	Creation and updating of a Custom Google Business (formerly Google Places) Profile Page plus updating company information on the top related on-line directories. The listings will be optimized updating profile information and adding relevant social media and url links.	<b>Bi-annual</b>	<b>Quarterly</b>	<b>Quarterly</b>
<b>Social Media Management</b>	Profiles with custom pages will be built or updated on: <ul style="list-style-type: none"> <li>• Facebook</li> <li>• Twitter</li> <li>• Google+</li> </ul> Relevant groups will be joined and keyword rich blog posts will be published including the geographical modifiers throughout the profile content.  <i>Existing SM posts &amp; press releases may be posted on targeted blogs.</i>	<b>Facebook Twitter</b>	<b>Facebook Google+ Twitter</b>	<b>Facebook Google+ Twitter</b>
<b>Social Media and Blog Postings</b>	Market related posts will created and published on all included social media site profile pages. The posts will also be published on the url blog. If a blog page does not exist, TWP will create one for contracts with a 6 month or longer minimum commitment.	<b>8 Month</b>	<b>12 Month</b>	<b>16 Month</b>
<b>Setup</b>	NO SETUP CHARGE	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>Monthly Cost</b>	<i>"10% Discount if bundled with any other offer"</i>	<b>\$350</b>	<b>\$525</b>	<b>\$700</b>
<b>Additional phrases or modifiers</b>		<b>\$40</b>	<b>\$35</b>	<b>\$35</b>

No long term commitment

Contact TotalWeb Partners for ordering details  
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