

SEO PROGRAMS

Pricing and Features

Starter Packages

Enterprise Packages

Review and Analysis	Basic	Intermediate	Advanced	Deluxe	Premium	Ultimate
Keyword Research (number of keywords)	50	100	150	200	250	300
Website Evaluation	X	X	✓	✓	✓	✓
SEO Recommendation Report	✓	✓	✓	✓	✓	✓
Baseline Ranking Report	✓	✓	✓	✓	✓	✓
On Page Optimization						
Number of Keywords Optimized	3	6	10	30	50	150
Number of Pages Optimized	2	3	5	15	100	300
Establish Unique Meta Tags	✓	✓	✓	✓	✓	✓
Internal Linking	X	✓	✓	✓	✓	✓
Search Engine Submission and Verification						
Google	✓	✓	✓	✓	✓	✓
Yahoo	✓	✓	✓	✓	✓	✓
Bing (MSN)	✓	✓	✓	✓	✓	✓
Local Search Optimization						
Google	X	✓	✓	✓	✓	✓
Yahoo	X	✓	✓	✓	✓	✓
Bing (MSN)	X	✓	✓	✓	✓	✓
Link Development						
Reciprocal Link Building	X	X	✓	✓	✓	✓
One-Way Link Building (PR1 and above)	X	X	10	20	30	40
One-Way Link Building (PR3+)	X	X	X	X	20	40
Directory Submissions	X	10	30	180	270	360
Content Generation and Optimization						
Press Release Creation	X	X	1	2	3	6
Article Creation	X	X	X	X	3	6
Squidoo Lens Created	X	X	X	1	1	3
Blog Article Creation	X	X	X	6	9	12
Website Content Generated (500 word pages)	X	X	X	X	3	12
Web 2.0 and Social Media Optimization						
Online Press Release Submission (# of submissions)	X	X	10	20	30	60
Online Article Submission (# of submissions)	X	X	X	X	30	60
Squidoo Account Creation	X	X	X	✓	✓	✓
Twitter Account Created	X	X	X	Select One	Select Two	✓
Facebook Account Created	X	X	X			✓
Flickr Account Created	X	X	X			✓
YouTube Account Created	X	X	X			✓
WordPress.com Blog Created	X	X	X			✓
Wikipedia Account & Page Created	X	X	X			✓
Miscellaneous Activities						
Robots Text File Creation and Installation	✓	✓	✓	✓	✓	✓
XML Site Map Creation and Installation	✓	✓	✓	✓	✓	✓
Google Analytics Tracking Software Installation	✓	✓	✓	✓	✓	✓
ShareThis Installation	X	X	X	✓	✓	✓
Website Ranking Reports and Analytics						
Monthly Keyword Ranking Report	X	✓	✓	✓	✓	✓
Monthly SEO Analysis/Tracking Report	X	X	✓	✓	✓	✓
Quarterly Website/SEO Evaluation Report	X	X	X	✓	✓	✓
Conversion Reporting	X	X	X	X	X	✓
Package Pricing						
Set-Up (One Time)	\$275.00	\$475.00	\$475.00	\$480.00	\$600.00	\$725.00
Monthly	n/a	n/a	\$275.00	\$480.00	\$780.00	\$1200.00
Package Duration (Months)	1	1	3	6	9	12