

Search Engine Optimization Pricing Guide

Ask for a free web site evaluation

**30% Off
Set-up in
November**

Package Levels	Start-Up	BRONZE	SILVER	GOLD	PLATINUM	TITANIUM
Price Per Month**	\$397	\$477	\$545	\$597	\$999	Custom
Minimum Contract Period (Months)	6	6	6	6	6	6
Number of Keywords	15	25	52	84	120	200
Setup Fee (30% off) NOW	\$1,120	\$2,450	\$3,150	\$3,920	\$6,650	Custom
On-page Optimization						
Title Tag Optimization	YES	YES	YES	YES	YES	YES
Robots.txt Optimization	YES	YES	YES	YES	YES	YES
W3c Validation	YES	YES	YES	YES	YES	YES
Working on HTML Source Code	YES	YES	YES	YES	YES	YES
Image & Hyperlink Optimization	YES	YES	YES	YES	YES	YES
Header Tag Optimization	YES	YES	YES	YES	YES	YES
Canonicalization	YES	YES	YES	YES	YES	YES
Creating Web 2.0 Video--NEW-- On-page Optimization						
Professional editing	YES	YES	YES	YES	YES	YES
Royalty Free Music	YES	YES	YES	YES	YES	YES
Royalty Free Images	\$15 extra per image	YES	YES	YES	YES	YES
Stock video Footage	\$150 extra per video		YES	YES	YES	YES
Script and Voice-over	\$150 extra per video			YES	YES	YES
Video Duration	45 - 90 seconds					
Local Search Website Optimization						
Local Search Engine Submission	YES	YES	YES	YES	YES	YES
Customer Review Submission	YES	YES	YES	YES	YES	YES
hCard Integration	YES	YES	YES	YES	YES	YES
Updating Pages for Local Search	YES	YES	YES	YES	YES	YES

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Website Usability & Conversion						
Installing Usability Tool on Website	YES	YES	YES	YES	YES	YES
Monthly Website Conversions Tracking	YES	YES	YES	YES	YES	YES
Content Optimization						
Website Content Writing	NO	NO	5	10	15	40
Blog Writing	NO	NO	3	6	9	24
Article Writing	2	4	6	12	18	30
Press Release Writing	NO	NO	1	2	3	06
Total	2	4	15	30	45	100
Web 2.0 and Social Media Optimization						
Blog Submission	NO	NO	YES	YES	YES	YES
Press Release Submission	NO	NO	10	20	30	60
PowerPoint Presentation Submission	NO	10	15	15	15	20
Video Submission	5	20	30	40	50	70
Photo Sharing	NO	NO	15	15	15	20
RSS Feeds	YES	YES	YES	YES	YES	YES
Creating promotional pages on hubpages.com, squidoo.com	NO	NO	NO	NO	NO	15
Facebook & Twitter Marketing*	NO	NO	NO	NO	YES	YES
Link Strategy						
Editorial Interview (see example)	YES	YES	YES	YES	YES	YES
Directory Submissions	50	75	100	125	150	200
Authoritative Directories	NO	NO	NO	NO	YES	YES
Social Bookmarking	50	75	100	150	200	450
Article Submission	5	10	15	25	35	70
Manual Link Requests to Related Sites	350	500	750	1100	1450	3000



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Other Activities						
Google, Yahoo & MSN Sitemap Creation	YES	YES	YES	YES	YES	YES
Google Base Feeds *	NO	Up to 25 products	Up to 50 products	Up to 75 products	Up to 100 products	450
Reports						
Google Analytics (Statistics)	YES	YES	YES	YES	YES	YES
Current Performance	YES	YES	YES	YES	YES	YES
Monthly SEO Report	YES	YES	YES	YES	YES	YES
Customer Support						
Email	YES	YES	YES	YES	YES	YES
Telephone	NO	YES	YES	YES	YES	YES

Also we provide pick service for \$150 per hour if you want to decide which services you need.

**Pricing is based on a 6 month contract. Set up fee is due at signing. Client will be billed the monthly rate after signing for 5 consecutive months-so client doesn't pay a monthly rate for the first month, it is included in the set-up fee. Pricing effective as of September 2010 and are subject to change without notice. If you choose to pay the contract in full the day of signing, a 10% discount will be applied to the entire contracted amount, except for Titanium packages.

Social Media Optimization

Google and other search engines have started including Local search, Press Releases, Videos, Products, etc in their main search results. Hence the overall SEO strategy should include some form of Web 2.0 and Social Media optimization. This can be as simple as submitting your website to a few selected local directories to a complex task of creating a video about your business and making it popular on sites like You Tube or rank the video on Google search for your website keywords.

NOTE:

- * Facebook and Twitter Marketing - This is a Value Added Service.
- * Google base feeds - If you are offering products.
- * Video Optimization - If you have a video presentation of your business, we shall submit it to various sites with optimized tags.