



SEO - SEARCH ENGINE OPTIMIZATION

PLEASE READ

Before receiving your quote, please understand that the price you spend on SEO is entirely up to you. Because of how search engine rankings work, it's important to do SEO consistently and operate on a monthly budget, as opposed to a one-time cost. The philosophy, strategy, follow-through and reports will be the same whether your monthly budget is \$5 or \$5,000. The price you spend is directly connected to the amount of work you receive, how competitive the keywords are and how quickly you want to rank for them. Higher budget = more SEO work, more aggressive, faster results.

Beware of anyone promising a specific result in exchange for a one-time payment. Google (and the other search engines) simply do not work this way and it's impossible to get to Page 1 overnight without cheating or using "black-hat" techniques. Anyone offering something similar to this is most likely breaking the rules and will ultimately do more harm to your website than help. Google (and the other search engines) always catch on to these tricks and adjust their ranking algorithms accordingly. Consequently, websites that cheated, or used "black-hat" techniques to get to Page 1, are penalized by Google and disappear from the rankings. If this happens, it would be devastating to your website's rankings and would be nearly impossible to recover once you've been flagged.

With that said, the SEO work you receive from us will be 100% safe and only "white-hat" SEO techniques will be used. This just means that we play within the rules set by the search engines and don't do anything that could harm your website.

SEO is a marathon, not a sprint. The goal is to get to Page 1 and stay there forever.

WHAT YOU RECEIVE

Our staff will do consistent SEO work on your website every single day. The daily work we provide shows the search engines that your website is active, consistent and not "spammy". The main goal is to build links back to your site from other websites. This shows the search engines that your website is reputable and deserves to be higher in the rankings. This is referred to as "off-page" SEO, meaning that the work itself is done outside of your website. We will submit your website to various online directories, bookmarking sites, blogs, social media sites, etc. Every day we will change the approach and mix up the links. This is done to appear as "natural" and "organic" to the search engines as possible.

In addition to all of the "off-page" SEO work, you will also receive "on-page" SEO work from us. What this means is that your website (and all of the content on your website) needs to be accurate and optimized in order to rank well. You will never get onto Page 1 of Google for the keyword "cats" if your website is full of content that doesn't relate to cats. We will review all of your "on-page" content and give you suggestions on how to improve this as well. We can make the changes for you too, if you want.



We'll also do thorough keyword analysis for you. We'll look at how competitive each keyword is, the average number of visitors it receives every month, etc. We may find similar keywords that have a high number of visitors, but are much less competitive (easier to rank for). We could then make suggestions to you and offer advice to benefit your website in the best way possible.

SOCIAL MEDIA

Do you want us to grow and manage your social media accounts too? Sure, no problem. We can tie this in with the SEO and include it in your monthly budget. Just let us know the details on what you need when you complete the form below for your quote.

REPORTS

We begin building links to your site immediately after you make your first payment. In addition to this, we begin putting together a comprehensive SEO report for your project. The report analyzes the current state of your website (on-page and off-page) and determines its strengths and weaknesses. We also analyze the websites that are currently on Page 1 for the keywords you want to rank for. We break down their strengths and weaknesses and formulate a strategy on how we will surpass them in the rankings. You will receive this very detailed report from us in less than a week after starting your campaign.

You will also receive reports on a regular basis that show the work we've done, progress we've made and strategy for the future. We can review the reports with you and determine if any adjustments need to be made going forward. You may want to target different keywords, increase/decrease your budget, etc. Update reports are typically sent once every month, but could be provided more frequently, if requested.

The bottom line is that you will receive the highest quality service, for whatever price you choose to pay.