

## **Local SEO Basic Plan**

### **Local Listings**

Plan Feature	Description	Included In Plan
Google My Business	We will setup Google My Business and optimize it for your business.	Yes
Yext PowerListing	Your business name, address and phone number (NAP) will be propagated to 50+ Listings including Bing, Yahoo, Yelp, Facebook and Foursquare.	Yes
On-going Updates to GMB and Directory Listings	We'll make on-going Local Updates to your Google My Business and directory listings per your request. This is an important place to create buzz about deals and events sponsored by your business.	Yes
Ongoing NAP Updates	It's important to ensure that your name, address and phone information stay up to date and consistent across all directory listings. We will make on-going updates to your business content (video, phone, etc..) upon your request.	Yes
Review Monitoring	The reviews from selected sites will be aggregated in dashboard software to enable you the ability to monitor them from one place.	Yes

### **SEO Basic Plan**

Plan Feature	Description	Included in Plan
	<b><u>Start-Up</u></b>	
Keywords Optimized	We will optimize your website for a number of keywords based on the level of plan that you select.	10
Keyword Research	We will perform keyword research based on the	Yes

	digital marketing strategy created for your business. Determining the proper keywords will be important for the increasing the traffic to your website which is one of the goals of the campaign.	
Keyword Finder	Access to our keyword discovery tool to find relevant keywords for your customers. Build a bundle of keywords that fits your budget.	Yes
Keyword Mapper	Access to our keyword mapping tool that allows you to specify the target page for each of the keywords you have specified.	Yes
Topic Keywords	Improving traffic from target keywords is one of the primary goals of the campaign. Topic keywords are related long-tail keywords that can be used for on-site blogging and content marketing. Our software helps you find and manage this list.	Yes
Onsite Report	Our SEO Analysts will review your website and make specific recommendations to optimize existing pages for your target keywords. Recommendations in title, description, keyword density, internal linking and rich snippet markup.	10 Pages
Conversion Report	Our SEO Analyst team will review your website and make recommendations to improve the conversion rate and ability to track conversions. Recommendations include a review of the call to action, website analytics setup, web to lead, phone tracking and overall website design.	Yes
Onsite Implementation	Our expert web development team will implement the actionable recommendations in your onsite report. This includes page updates and some conversion optimization recommendations.	10 Pages
Backlink Anchor Text Screen	We use third party data to analyze the anchor text ratio of keyword rich anchor text. If ratio of	Yes

	keyword rich anchor text is higher than brand determine if further analysis is required.	
Schema.org	SEO Analysts will review your website for schema.org markup options. This includes location, product, review and video markup.	Yes
Website Copy Edits	SEO Analysts will make edits to website copy to include targeted keywords. This service is for existing website copy. New copy creation is not included.	3 Pages
Web-To-Lead Setup	Setup a web-to-lead form that collects your important lead data and provides sales analytics.	Yes
Phone Tracking Setup	We setup a phone tracking service to track phone calls to your website. This will provide a better understanding of your online marketing performance. All programs include a credit towards the phone tracking service.	Yes and \$10 credit
<b><u>Recurring</u></b>		
<b>Content:</b>		
Onsite Blog	Fresh content on a website is an important part of engaging the target audience. Our premium writing team will create compelling blog posts about the topics you select. Our team can publish the content on your behalf or just let you know when it is ready for you to post.	2
Articles	In addition to creating compelling content on a website, our writing team develops informational articles about the topics you select. Each article is unique content. We never spin or reuse content. All writers are graded for quality and reliability by our editor.	2
Featured News	Our premium writer team works to include you in the news cycle. Our news desk identifies relevant publishers and creates news stories that include your research facts in the story.	1

<b>Syndication:</b>		
Post Blog on Website	Our team will post the onsite blog content to your website and include a stock image in the post	2
Article Syndication	The articles that the writing team creates are placed on category or news related sites. These sites attract an audience seeking information on the article topics. Search engines also discover this information and include them in their index.	2
Twitter Shares	We share your content on twitter and look for retweets and other sharing.	9
Featured News	Each featured news story is distributed to a relevant publishing partner	1

**Terms:**

The term of service will renew month to month until terminated. The contract cannot be terminated during the first 3 months, after which either party can terminate the agreement with 30 days written notice.