

monthly search engine optimization

Bronze Plan

\$59.95/month (paid quarterly)

- ▶ Keyword analysis
- ▶ Code and content edits
- ▶ Edit meta tags
- ▶ Set up and install Google Analytics
- ▶ Set up Google Webmaster Tools account
- ▶ Creation of XML Sitemap
- ▶ Creation of robots.txt file / robots meta data
- ▶ Creation of custom 404 error page
- ▶ Image optimization
- ▶ Blog support (if applicable)
- ▶ Set up recommended WordPress plugins

Silver Plan

\$199.95/month (paid quarterly)

- ▶ Keyword analysis
- ▶ Code and content edits
- ▶ Edit meta tags
- ▶ Set up and install Google Analytics
- ▶ Set up Google Webmaster Tools account
- ▶ Set up Bing Webmaster Tools account
- ▶ Creation of XML sitemap
- ▶ Creation of HTML sitemap
- ▶ Creation of robots.txt file / robots meta data
- ▶ Creation of custom 404 error page
- ▶ Image optimization
- ▶ Blog support (if applicable)
 - ▶ Set up recommended WordPress plugins
 - ▶ Optimize posts written by client
 - ▶ Email client with suggestions and tips for blog posts to guide content creation

Gold Plan

\$399.95/month (paid quarterly)

- ▶ Keyword analysis
- ▶ Code and content edits
- ▶ Edit meta tags
- ▶ Set up and install Google Analytics
- ▶ Set up Google Webmaster Tools account
- ▶ Set up Bing Webmaster Tools account
- ▶ Creation of XML sitemap
- ▶ Creation of HTML sitemap
- ▶ Creation of robots.txt file / robots meta data
- ▶ Creation of custom 404 error page
- ▶ Image optimization
- ▶ Blog support (if applicable)
 - ▶ Set up recommended WordPress plugins
 - ▶ Optimize posts written by client
 - ▶ Email client with suggestions and tips for blog posts to guide content creation
 - ▶ Write 1 – 2 supplemental blog posts for client per quarter
- ▶ Press Releases
 - ▶ Write 1 – 2 press release for client per quarter