



Marketing Service Guide

*Revision 1.5
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LOCAL SEARCH

Local search is the lifeblood of small businesses. 97% of all searches are done online and 60% of those are on mobile devices.

Google My Business Pro

Local Search

With 97% of all searches done online and 60% of that are mobile devices, now more than ever, online marketing is the lifeblood of a business. There are over 3.6 billion Internet users and the mobile market is 3 times larger than the Internet. The old days it used to be the Yellow Pages, today it's the Internet.

 **Best
Used For**

- Great value for lower budgets
- Local geographic dominance
- New websites or highly competitive markets

What You Get?

Claim business listing & optimize
NAP (name, address, phone)
10 business categories
10 proximity service areas
hours of operation
business description
website & email
keywords
google map configuration
appointment link
3 products or services
upload 10 images + 1 video
3 authority citations.

Competitive analysis
Keyword research
Configure & optimize business listing
Monthly rank checkup
Local Support Agent

Program Cost

One time setup fee \$1,200
Monthly cost starting at \$400

GEO Business Listings

Local Search

With the GEO Business Listings, we build custom NAP citations & links. This is not just the same list that everyone gets. We first start with an audit so there is no duplication, then build a list of custom citations specifically for you, starting with the most important first and working our way down.

 **Best
Used For**

- Brick and mortar or local service based businesses
- Great for ranking in maps and the snack pack
- Getting trust signals back to your site from niche directories

What You Get?

Complete Citation Audit
NAP Variations Check
Existing Correct Citations

Incorrect Citations
30+ Aggregator Citations
Local Support Agent

Program Cost

Setup fee \$597

Annual renewal \$597

LINK BUILDING

Quality back links pointing to your website from quality third-party websites builds credibility and relevance.

Link Foundations

Website Authority

This is our original in-content link building product. Get quality contextual link building to boost your site's ranking in the search engines. These links help build a base of authority to your site and your pages. We create mini-authority properties on blogging platforms that link back to your site.

 **Best
Used For**

- Low to medium competition keywords
- Anchor diversification and link diversity
- Works great for inexpensive local link

What You Get?

Inputs

3 URLs / 5 Anchors per URL

Approx Total Links To Site

32 Authority Site Links

Authority Module

4 Top Level Blogs
3 with 5 articles each
1 with 1 article
Standard English

Local Support

Program Cost

Setup fee \$400

Annual renewal \$0

Guest Post

Back Links

With Guest Post we get you awesome, in-content, manual outreach link placements on real websites. Great, natural, in-content links. Use exact match anchors and variations Premium Guest Post & Blogger Outreach Service. Guest Post is the easiest way to get high quality, natural, white-hat in-content links to your site to help boost your rankings and get more traffic to your site.

 **Best
Used For**

- Builds domain authority
- Builds back links from quality sites
- Great value for smaller budgets

What You Get?

30+ Domain Authority
500 Words
1 Post
Local Support

Program Cost
Setup fee \$497
Monthly cost \$0

WEBSITE SEO

OnPage or Onsite Search Engine Optimization is a critical piece to any online marketing effort.

SEO Optimizer LITE

Website SEO

Our SEO Optimizer Lite service provides the bare essentials for on page SEO for your website. We research the target keywords for your industry and build the meta tags form that list. Optimizing the pages on your website with these search terms are very important so that you have a better chance to show up in the search results.

 **Best
Used For**

- Smaller budgets or small websites
- To enhance off line or off page marketing
- Enhance PPC campaigns

What You Get?

Local search visibility checkup
Keyword research
Optimize 3 website pages
Page title, Meta description,
H1/H2 Heading, Alt-image

Geographic targeting when appropriate
Keyword Optimization
Analytic reporting
Local Support

Program Cost
Setup fee \$997
Annual renewal \$0

SEO Optimizer

Website SEO

Our SEO Optimizer service will research the target keywords that visitors use to find your business website online. We then optimize the pages of your website with these search terms so you will show up in the search results page in the search engines online. This is a one time service. If you are in a highly competitive industry, you may need the monthly service plan to defend against competition pushing you down the ranks.

 **Best
Used For**

- Medium budgets or small business
- Builds long term organic presence
- Great value in marketing

What You Get?

Local search visibility checkup
Competitive analysis
Advanced keyword research
Page title, Meta description,
H1/H2 Heading, Alt-image

Optimize 10 website pages
Meta tag all pages with global meta tags
Baseline and analytic reporting
Local Support

Program Cost
Setup fee \$1,897
Annual renewal \$0

SEO Optimizer+

Website SEO

If you are in a highly competitive industry or niche, you may want to consider a monthly SEO service plan to monitor and adjust your strategy to fend off would be competition. Over time your ranks will begin to split down the results page if your competitors are constantly growing their online marketing presence and you are not.

 **Best
Used For**

- Medium to Larger budgets
- New businesses wanting to make a big splash
- Best value in marketing

What You Get?

Includes all SEO Optimizer services
Optimize 2 additional pages per month
Page title, Meta description,
H1/H2 Heading, Alt-image
Competition defender service

Optimize 4 blog articles*
Adjust keywords and pages as needed to
maintain top position
Local Support

Program Cost
Setup fee \$1,497
Monthly cost \$400**

SEO Optimizer Pro

Managed SEO

SEO Optimizer Pro is our first ever fully managed SEO service that gets you awesome, targeted traffic – all custom built for you. For more aggressive and larger budgets the SEO Optimizer Pro is a great fit. This service not only performs all on page services and meta tags, but it also includes a back link aspect to build domain authority, popularity, and, prominence.

 **Best
Used For**

- Larger budgets
- Highly competitive markets or niches
- Annual advertising budget

What You Get?

Includes SEO Optimizer+ additional listed services:

Advanced Strategy

Keyword Research
Competitive Gap Analysis
Competition defender service
High Quality, Diverse Link Building
High-Quality Blog Content
Page title, Meta description,
H1/H2 Heading, Alt-image

Flexibility

100% Customized Strategy For Your Site

All The Bells & Whistles

Access to Rank Tracker
Analytic Reporting
Hands-Free Process

Local Support

Program Cost

Setup fee \$1,000

Monthly cost \$1,000**