

CONTENT QUALITY BOOST

Keyword research is one of the most important, valuable, and high-return activities in search marketing. It is also the most consistently changing portion of your digital marketing strategy. Ranking for the right keywords can make or break your website's success.

It's not always about getting visitors to your site, but about getting the *right kind* of visitors.

WHAT YOU NEED TO KNOW

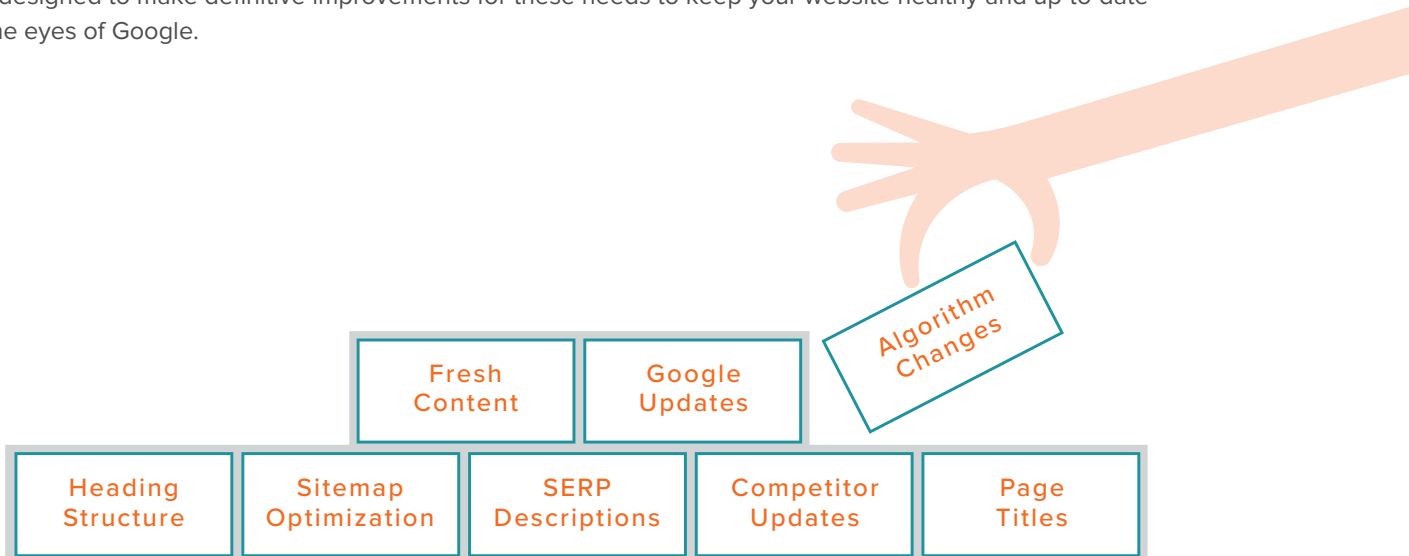
“Only one piece of content can rank first for each search query—that’s a fact. Google works hard to make sure that the first result is truly the best content for that keyword.”

– Neil Patel, New York Times Best Selling Author

OUR KEYWORD SEO SYSTEM

Foundation: Your website was built as a foundation for keyword growth. As time marches forward, it's your website's job to continue to grow in a way that establishes dominance in your field. We do this by continuing to add content about topics that support your searched keywords. This content can be in the form of new pages or blog posts that complement your principal services. Your ongoing marketing plan incorporates the major changes Google makes each year.

Campaigns: Periodically, specific needs outside of the scope of your existing marketing plan arise due to algorithmic changes from major search engine providers or changes your competitors make. Our campaigns are designed to make definitive improvements for these needs to keep your website healthy and up-to-date in the eyes of Google.



“Google makes thousands of updates to their search algorithms each year.”

– John Mueller, Google Switzerland

BUILD YOUR CONTENT QUALITY BOOST

OUR CURRENT KEYWORD CAMPAIGNS *(Please select at least one)*

- Keyword Optimization Through Competitor Analysis.** Our SEO director and his team will perform an extensive analysis of your top placing competitors for each keyword you want to rank well for, and then complete intensive keyword optimization based on that research. **\$495**
- Topical Keyword Strategy Optimization.** Is your site older? Are you currently not ranking as well as you'd like to? Our SEO strategists will deep dive into your sitemap and construct a new keyword strategy complete with page titles and meta descriptions to help your pages rank where they should. **\$495**
- Content Optimization Boost.** It's been said that content is king, and it's true. Quality content built around and optimized for a topic can help your website rankings soar. But all too often, we come across pages with poor content, no content, or simply not enough content. Our SEO team will team up with our creative writing team to add quality optimized content to your pages.
 - 5 hour block, **\$500**
 - 10 hour block, **\$1000**
 - 15 hour block, **\$1500**
- Heading Structure Optimization.** Every site is constructed using heading tags; these tags are like anchors, telling Google and other search engines where to go and why they are there. If not used properly, your site will be penalized by Google and other major search engines. Our SEO team will comb through your site, page by page, and optimize your heading structure. **\$695**

MONTHLY SEO *(Please select at least one)*

- Ongoing On-Page SEO Campaign.** With this ongoing package, your monthly marketing will now include quarterly sweeps. **\$200 / Month** *(Recommended)*
- Do Nothing.** You're not interested in improving your ranking at this time. **\$0** *(Not recommended)*

TOTAL _____

Notes, Payment, and Approval

- Use banking info on file Use credit card on file Send form for new banking / credit card info

Business Name _____

Signature _____ Date _____