

# Search Engine Optimization Made Simple



## BENEFITS OF SEARCH ENGINE OPTIMIZATION

Achieving a high ranking on major search engines like Google, Yahoo, and MSN is one of the best advertising bargains available. Of the millions of searches conducted each day, the websites that appear at the top of the search results get free promotion for their businesses. The purpose of Search Engine Optimization is to increase your ranking on the search engines, allowing users to more easily find your website.

## SEARCH ENGINE OPTIMIZATION SERVICES

- Review of your site content
- Review site structure
- Technical advice on website development
- Content development
- Monthly progress reporting
- Keyword research
- Research in specific markets and geographies

Packages & Benefits	STANDARD	BUSINESS	PREMIUM
<b>Setup - Analysis</b>			
Keyword Analysis	5 keywords	10 keywords	up to 100
Initial Search Engine Ranking Report	x	x	x
Competition Analysis	x	x	x
<b>Setup - Website Optimization</b>			
Optimize Title Tags and Meta Tags	x	x	x
Optimize Headings	x	x	x
Optimize Subheadings		x	x
Optimize Keyword Density		x	x
Optimize Internal Linking Structure		x	x
Install Traffic Tracking Software		x	x
<b>Setup - Submissions</b>			
Search Engine Submissions	x	x	x
Google and Yahoo Local Directories	x	x	x
<b>Monthly Services</b>			
Inbound Link Building	10 link/month	20 link/month	30+ link/month
Search Engine Ranking Reports	x	x	x
Traffic Tracking Report			x
Article Submissions			x
<b>Setup Fee</b>	\$1000	\$1500	\$2,000
<b>Monthly</b>	\$699	\$999	\$1999

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