

Search Engine Optimization Service Summary

1) Backlinking (Only) Packages

1.1) 10 Backlinks Package

- 7 Local Business Directories
- 1 Web 2 Property
- 1 Guest Post
- 1 Social Bookmark

Note – Backlink packages are simple output-based packages. You will still be required to do quality check descriptions for appropriate grammar as you would in an SEO program. However, unlike a standard SEO program, the only deliverable with these programs is the backlinking output as indicated below.

1.2) 20 Backlinks Package

- 15 Local Business Directories
- 2 Web 2 Properties
- 1 Guest Post
- 2 Social Bookmarks

1.3) 30 Backlinks Package

- 20 Local Business Directories
- 2 Web 2 Properties
- 2 Guest Posts
- 1 Article Submission
- 5 Social Bookmarks

1.4) 50 Backlinks Package

- 30 Local Business Directories
- 5 Niche Directories
- 2 Web 2 Properties
- 2 Guest Posts
- 3 Article Submission
- 10 Social Bookmark

1.5) 100 Backlinks Package

- 50 Local Business Directories
- 10 Niche Directories
- 20 Social Bookmarks
- 3 Web 2 Properties
- 3 Guest Posts
- 4 Articles Submission
- 10 Social Shares

2) Local SEO (only) Packages

WE OFFER 3 LOCAL SEO PROGRAMS

1) Basic Local SEO

Ideal for a business looking for a suburb based local SEO presence.

2) Advanced Local SEO

Ideal for a business looking for a capital city (or other city or regional hotspot) based local SEO presence

3) Multi Location Local SEO

Ideal for businesses with up to 5 locations, working on a local SEO presence for each of the locations

- Local SEO depends on the repeated citation of your business's Name, Address and Phone Number (NAP).
- You will need to provide this information, presented exactly as it needs to be illustrated in local directories.

- Website URL.
- Hours of operation
- We would request 2 reviews per month.

WHAT'S INCLUDED LOCAL SEO

1) CAMPAIGN SETUP INFORMATION

Note: if we are creating a new Google business location, Google requires that a postcard with a PIN be sent to the business location for proof and verification. We need this PIN to activate the account. So often the setup process can take 3/4 weeks to complete, assuming prompt delivery of the Google PIN.

2) INDICATIVE MONTHLY WORK

- We will take the correct NAP (Name, Address, Phone) from you.
- We will either create a new Google Places or use your current one.
- We will approve reviews provided and post them to the Google Profile from different sources at different frequencies to keeping them looking organic.
- We will build citations in local directories using the NAP given.
- We will approve other reviews provided, and use these ones for posting on the business's online directories such as TrueLocal, Yellow Pages etc.
- We will provide Monthly Google Maps Ranking Report, Analytics Report & Work.

3) COMMENTS ABOUT LOCAL SEO AND GOOGLE WHAT'S INCLUDED

The "local SEO placements" area of Google changes quite frequently. The types of things that change include:

- The map moving from the right-hand side of the page (among AdWords listings) to the left (within SEO listings)
- The number of listings displayed on page 1 changes.
- At the writing of this document, a recent change was to both move the local listings within the organic SEO results and reduce the number of page 1 local listings to 3. This made the local SEO listings much more competitive than they were previously, where up to 7 listings were displayed.
- You should be aware that Local SEO is an ongoing marketing strategy, not fixed term. That your profile should be kept up to date, similarly to profile on other ratings websites (Trip Advisor is a good example) and the importance of providing us with real reviews for publication.

3) On Page SEO Error Fixing

In this service, we identify and fix SEO Issues within your website according to the defined rules of Google for Meta, Visibility, Content, Linking and Images.

Meta Issues:

- Duplicate page titles
- Missing a meta description

- Page titles that are too short or too long
- Meta descriptions that are too short or too long
- Missing page titles
- Meta descriptions that are considered duplicates

Visibility Issues:

- Redirects not compatible with Google
- Robot Blocking
- 404 Errors

Content Issues:

- Pages with content with a low word count
- Duplicate content issues

Note: We will highlight pages with content issues and will need content from your end to fix them. No content creation is inclusive in this package.

Linking Issues:

- Internal links are missing anchor or ALT text
- External links are missing anchor or ALT text
- Internal links are broken
- External links are broken

Images Issues:

- Images are missing ALT text
- Images are missing title text
- Images are broken

4) Full SEO Packages (Includes link building & On Page fixes)

Our SEO Process

Initial Month:

- Initial audit and research
- Penalty analysis
- Keyword recommendations
- Initial benchmarking
- Onpage recommendations
- Update approved onpage recommendations
- Beginning of authority enhancements through building backlinks

- Business Directories
- Web 2.0 Properties (not connected with the client's brand)
- Social bookmarks
- Guest blog posting
- Unique articles (not connected with the client's brand)
- Social Media shares

Regular Monthly Jobs:

- Correct website quality issues
- Ongoing onpage improvements
- Ongoing authority improvements
 - Business Directories
 - Web 2.0 Properties (not connected with the client's brand)
 - Social bookmarks
 - Guest blog posting
 - Unique articles (not connected with the client's brand)
 - Social Media shares
- Monthly reporting and recommendations

Additional Regular Quarterly Jobs:

- Quarterly full SEO profile audit to ensure compliance with Google's quality guidelines
- Actively disavow backlinks we do not believe are compliant with Google's quality guidelines