SEARCH ENGINE OPTIMIZATION (Local Plans)

SEO LOCAL PLANS Deliverables	LOCAL STARTER $399/month	LOCAL VALUE $699/month	LOCAL SILVER $949/month	LOCAL GOLD $1249/month	LOCAL PLATINUM $1499/month
Designed for	Rating = Entry Level. A local SEO plan for your "strapped for cash" clients, targeting 1 keyword category. Ideal for startups to cover their basics.	Rating = Entry Level. Double the work load of "Starter" and targeting 2 keyword categories this plan is great for local businesses with a low budget.	Rating = Moderate Level. Our TOP SELLING local SEO plan covering 3 keyword categories and containing advanced strategies for GMB and organic rankings.	Rating = Competitive Level Next to our most competitive local SEO plan the Local Gold targets 4 keyword categories and comes with Quarterly performance audits.	Rating = Competitive Level Targeting 6 keyword categories and providing Bi-Monthly performance audits this is not surprisingly our top selling competitive local SEO plan.
Target Keywords	5	10	15	20	30
Keywords Research & Tracking	Up to 25	Up to 50	Up to 75	Up to 100	Up to 150
Keyword Topics / Categories / Themes	1	2	3	4	5
Month 1 Activities					
Account Setup Research & Analysis					
Dashboard	✓	✓	✓	✓	✓
Global Website Audit	✓	✓	✓	✓	✓
Page Specific Audit	Up to 5 Pages	Up to 10 Pages	Up to 15 Pages	Up to 20 Pages	Up to 30 Pages
Competitors Analysis	-	-	1	Up to 2	Up to 3
Link Detox	Up to 25 Domains	Up to 50 Domains	Up to 75 Domains	Up to 100 Domains	Up to 150 Domains
Keyword Grouping & URL Mapping	✓	✓	✓	✓	✓
Duplicate Content Check	Up to 5 Pages	Up to 10 Pages	Up to 15 Pages	Up to 20 Pages	Up to 30 Pages
Google Penalty Check	-	✓	✓	✓	✓
Web Form Conversion Tracking Setup	✓	✓	✓	✓	✓
Review Widget Installation & Review Monitoring	✓	✓	✓	✓	✓
Conversion Tracking					

Call Tracking	Ask for Quote	Ask for Quote	Ask for Quote	Ask for Quote	Ask for Quote
Web Form Conversion Tracking	✓	✓	✓	✓	✓
Conversion & Event Tracking	-	Up to 2 Goals	Up to 3 Goals	Up to 4 Goals	Up to 6 Goals
HeatMap	-	-	Homepage	Homepage	Homepage
ScrollMap	-	-	-	Homepage	Homepage
Overlay Report	-	-	-	-	Homepage
Confetti	-	-	-	-	Homepage
On-Page Optimization					
Title & Meta Tags	Up to 5 Pages	Up to 10 Pages	Up to 15 Pages	Up to 20 Pages	Up to 30 Pages
Website Content Writing (250 Words Per Page)	1	2	3	4	6
Internal Linking	Up to 5 Pages	Up to 10 Pages	Up to 15 Pages	Up to 20 Pages	Up to 30 Pages
Heading Tag Optimization	Up to 5 Pages	Up to 10 Pages	Up to 15 Pages	Up to 20 Pages	Up to 30 Pages
Image & Hyperlink Optimization	Up to 5 Pages	Up to 10 Pages	Up to 15 Pages	Up to 20 Pages	Up to 30 Pages
Image GEO Tagging	Up to 5 Images	Up to 10 Images	Up to 15 Images	Up to 20 Images	Up to 30 Images
Page Speed Reporting (Desktop & Mobile)	-	Homepage	Homepage	Homepage + 1 Landing Page	Homepage + 2 Landing Pages
Robots.txt Optimization	✓	✓	✓	✓	✓
Canonicalization	Up to 5 Pages	Up to 10 Pages	Up to 15 Pages	Up to 20 Pages	Up to 30 Pages
Adding Rich Snippets	Up to 5 Pages	Up to 10 Pages	Up to 15 Pages	Up to 20 Pages	Up to 30 Pages
Voice Search Optimization	-	✓	✓	✓	✓
Local Schema Setup					
Local Business Information Schema (Phone, Address, Business Name, Opening Hours)	Up to 5 Pages	Up to 10 Pages	Up to 15 Pages	Up to 20 Pages	Up to 30 Pages
Map Schema	Up to 5 Pages	Up to 10 Pages	Up to 15 Pages	Up to 20 Pages	Up to 30 Pages
Images and Logo Schemas	Up to 5 Pages	Up to 10 Pages	Up to 15 Pages	Up to 20 Pages	Up to 30 Pages
Reviews Schema	Up to 5 Pages	Up to 10 Pages	Up to 15 Pages	Up to 20 Pages	Up to 30 Pages
FAQ Schema	-	✓	✓	✓	✓

GMB Optimization

Google My Business Setup	✓	✓	✓	✓	✓
GMB Listing Optimization (Adding Images, Videos, Hours of Operation)	✓	✓	✓	✓	✓
GPS Listing Submissions	1	2	3	4	5
Custom GMB Description - Up to 750 Characters	-	✓	✓	✓	✓
GMB Website Embed	-	Up to 10 Pages	Up to 15 Pages	Up to 20 Pages	Up to 30 Pages
GMB Posts	-	1	2	3	4
GMB Q&A's	-	2	3	4	6
My Map Syndication with Driving Directions	-	-	✓	✓	✓

Month 2 Activities

Inbound Content Marketing

Editorial / Guest Blog with Social Boost	1	2	3	4	6
Press Release Writing, Distribution & Social Boost	-	-	1	1	1
Infographic Creation, Distribution & Social Boost	-	-	-	1	1
Magazine / News Placement	-	1	1	1	1
Q&A Posting	1	1	1	2	2
FAQ Page Content	-	✓	✓	✓	✓

Analytics & Webmasters

Google Analytics Account Creation, Installation & Setup	✓	✓	✓	✓	✓
Google Analytics Filtering (including spam referral filters and IP filters)	-	✓	✓	✓	✓
Google Search Console Account Creation, Installation & Setup	✓	✓	✓	✓	✓
GSC 404 Error Correction	-	Up to 10 Pages	Up to 15 Pages	Up to 20 Pages	Up to 30 Pages
GSC 301 Page Redirection	-	Up to 10 Pages	Up to 15 Pages	Up to 20 Pages	Up to 30 Pages
Broken Link Fixing	-	Up to 10 Pages	Up to 15 Pages	Up to 20 Pages	Up to 30 Pages
Bing Webmasters Account Creation, Installation & Setup	✓	✓	✓	✓	✓

Sitemap Creation and Uploading

User HTML Sitemap Creation, Uploading & Linking	✓	✓	✓	✓	✓
XML Sitemaps Creation & Submission to Google & Bing	✓	✓	✓	✓	✓
Local Search Website Optimization					
Google My Business, Bing, Apple Maps & Facebook Local Listings	✓	✓	✓	✓	✓
Yelp Advanced Optimization (Phone Verification Required)	-	-	-	✓	✓
Authority Business Listings	1	2	3	4	6
2nd Tier Local + Industry Specific Citations	2	4	6	8	12
Business Listings Audit and Fix					
Local Citation Audit	✓	✓	✓	✓	✓
NAP Inconsistency Fix	-	-	✓	✓	✓
Optimize Existing Listings	-	-	✓	✓	✓
Troubleshoot Duplicate Listings	-	-	✓	✓	✓
Link Strategy					
Website Social Boost	1 URL X 20 Sites	2 URL X 20 Sites	3 URL X 20 Sites	4 URL X 20 Sites	6 URL X 20 Sites
Video Creation & Distribution	-	1 Video X 5 Sites	1 Video X 5 Sites	1 Video X 10 Sites	2 Video X 10 Sites
PPT Creation & Distribution	-	1 PPT X 5 Sites	1 PPT X 5 Sites	1 PPT X 10 Sites	2 PPT X 10 Sites
GEO Tagged Photo Submissions	-	2 Photo X 5 Sites	3 Photo X 5 Sites	4 Photo X 5 Sites	6 Photo X 5 Sites
Social Network Citations	1	2	3	4	6
Local & Social Community Setup	✓	✓	✓	✓	✓
Coupon Distribution (if provided)	1	Up to 2	Up to 3	Up to 4	Up to 6
Month 3 & On-going Monthly					
Link Acquisition + Ongoing SEO					
Editorial / Guest Blogs	1	2	3	4	6
Social Network Citations	1	2	3	4	6
Authority Business Listings	1	2	3	4	6
2nd Tier Local + Industry Specific Citations	2	4	6	8	12

GMB Posts	-	1	2	3	4
Continued SEO Enhancements	✓	✓	✓	✓	✓
Reporting					
Full Web-Based 24/7 Access to all Reports	✓	✓	✓	✓	✓
Weekly SEO Status Reports	✓	✓	✓	✓	✓
Monthly SEO Performance Reports	✓	✓	✓	✓	✓
Customer Support (Email, Chat & Telephone)	✓	✓	✓	✓	✓