SEARCH ENGINE OPTIMIZATION (National Plans)

SEO NATIONAL PLANS Deliverables	NATIONAL STARTER $799/month	NATIONAL VALUE $1,299/month	NATIONAL SILVER $2,199/month	NATIONAL GOLD $3,299/month	NATIONAL PLATINUM $4,999/month
Designed for	Small business with a single niche service.	Moderately competitive business with couple of services.	Business in a competitive market (small ecommerce websites)	Business in a highly competitive market (financial services, real estate, etc.)	Business in a cut-throat market (gaming, pharmacy, loans, etc.)
Target Keywords	10	20	35	50	75
Keywords Research & Tracking	20	40	70	100	150
Keyword Categories	1 Category	Up to 2 Categories	Up to 3 Categories	Up to 5 Categories	Up to 8 Categories
Month 1 Activities					
Account Setup Research & Analysis					
Dashboard	✓	✓	✓	✓	✓
Global Website Audit	✓	✓	✓	✓	✓
Page Specific Audit	Up to 10 Pages	Up to 20 Pages	Up to 35 Pages	Up to 50 Pages	Up to 75 Pages
Competitors Analysis	-	-	1	2	3
Link Detox	Up to 50 Domains	Up to 75 Domains	Up to 100 Domains	Up to 150 Domains	Up to 200 Domains
Keyword Grouping & URL Mapping	✓	✓	✓	✓	✓
Duplicate Content Check	Up to 10 Pages	Up to 20 Pages	Up to 35 Pages	Up to 50 Pages	Up to 75 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	✓
Web Form Conversion Tracking	✓	✓	✓	✓	✓
Google Analytics	✓	✓	✓	✓	✓
HeatMap	-	Homepage	Homepage	Homepage	Homepage
ScrollMap	-	Homepage	Homepage	Homepage	Homepage
Overlay Report	-	Homepage	Homepage	Homepage	Homepage
Confetti	-	Homepage	Homepage	Homepage	Homepage
User Testing Video	-	✓	✓	✓	✓
On-Page Optimization					
Title & Meta Tags	Up to 10 Pages	Up to 20 Pages	Up to 35 Pages	Up to 50 Pages	Up to 75 Pages
Website Content Writing (250 Words Per Page)	1	1	2	3	4
Internal Linking	Up to 10 Pages	Up to 20 Pages	Up to 35 Pages	Up to 50 Pages	Up to 75 Pages
Heading Tag Optimization	Up to 10 Pages	Up to 20 Pages	Up to 35 Pages	Up to 50 Pages	Up to 75 Pages
Image & Hyperlink Optimization	Up to 10 Pages	Up to 20 Pages	Up to 35 Pages	Up to 50 Pages	Up to 75 Pages
Page Speed Reporting (Desktop & Mobile)	✓	✓	✓	✓	✓
Robots.txt Optimization	✓	✓	✓	✓	✓
Canonicalization	✓	✓	✓	✓	✓
Adding Rich Snippets	✓	✓	✓	✓	✓
Onsite Blog Setup	✓	✓	✓	✓	✓
Voice Search Optimization	✓	✓	✓	✓	✓
Product / Service Schema Setup					
Product Schema Set Up (Type, Offers, Review Rating)	✓	✓	✓	✓	✓
Images and Logo Schemas	✓	✓	✓	✓	✓
GMB Optimization					
Google My Business Setup	✓	✓	✓	✓	✓

GMB Listing Optimization (Adding Images, Videos, Hours of Operation)	✓	✓	✓	✓	✓
Custom GMB Description - Up to 750 Characters	-	✓	✓	✓	✓
GMB Website Embed	-	✓	✓	✓	✓
GMB Posts	-	1	2	3	4
GMB Q&A's	-	✓	✓	✓	✓
My Map Syndication with Driving Direction	-	✓	✓	✓	✓
Month 2 Activities					
Inbound Content Marketing (New*)					
Blog Writing with Social Boost	1	2	3	4	6
Editorial / Guest Blog with Social Boost	12	24	36	54	72
Premium PR Syndication	-	-	1	1	2
Infographic Creation, Distribution & Social Boost	-	1	1	2	3
Magazine / News Placement	1	1	1	1	1
Q&A Posting	1	1	1	1	1
FAQ Page Content	-	✓	✓	✓	✓
Premium Authority Blog Links	-	-	-	-	✓
Analytics & Webmasters					
Google Analytics Account Creation, Installation & Setup	✓	✓	✓	✓	✓
Google Analytics Filtering (including referral filters and IP filters)	-	✓	✓	✓	✓
Google Search Console Account Creation, Installation & Setup	✓	✓	✓	✓	✓
GSC 404 Error Correction	-	Up to 20 Pages	Up to 35 Pages	Up to 50 Pages	Up to 75 Pages
GSC 301 Page Redirection	-	Up to 20 Pages	Up to 35 Pages	Up to 50 Pages	Up to 75 Pages
Broken Link Fixing	✓	✓	✓	✓	✓
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 Listing Optimization	✓	✓	✓	✓	✓
Yelp Advanced Optimization (Phone Verification Required)	✓	✓	✓	✓	✓
Authority Business Listings	1	2	3	4	6
Business 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	1	1	1	2
PPT Creation & Distribution	1	1	1	1	2
Voiceover Video Creation & Distribution	-	-	1	1	1
Social Network Citations	Up to 6	Up to 12	Up to 18	Up to 24	Up to 36
YouTube Channel Setup & Optimization	-	✓	✓	✓	✓
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					
Website Content	-	1	2	3	4
Blog Writing	1	1	2	2	3
Editorial / Guest Blogs	2	4	6	8	12
Social Network Citations	1	2	3	4	6
Authority Business Listings	1	2	3	4	6

Business 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)	✓	✓	✓	✓	✓