

	3	6	12
	ADVANCED	ADVANCED	ADVANCED
Recommended Minimum Duration (Months)	12	12	12
Total Number of Keywords	3	6	12
Number of Primary Keywords	1	2	4
Number of Secondary Keywords	2	4	8

MONTH 1 SERVICES

KEYWORDS AND ON PAGE SEO RESEARCH AND ANALYSIS

Manual and software driven keyword research	YES	YES	YES
Keyword competition analysis	YES	YES	YES
Keyword grouping	YES	YES	YES
URL Mapping	YES	YES	YES
Target URL's	3	6	12
Google webmaster error checking and reporting	YES	YES	YES
Manual site crawlability and hidden links check	3 pages	6 pages	12 pages

ACCOUNT SETUPS

SOCIAL AND OFF-SITE BLOG SETUP

Google + account creation- Authorship Account	YES	YES	YES
Google + business page setup	YES	YES	YES
Top 10 social media accounts setup	YES	YES	YES
Top 10 social sharing accounts setup	YES	YES	YES

BUSINESS DIRECTORY AND PRESS RELEASE SETUP

Top 10 business directories setup	YES	YES	YES
5 press release accounts setup	YES	YES	YES

ADVANCED OFF-SITE BLOG SETUP

Top 5 off-site blog accounts setup	YES	YES	YES
Blog design setup (from default options)	3 blogs	3 blogs	3 blogs
Picture and video uploading (if applicable)	YES	YES	YES
Blog branding- Company logo and business information	YES	YES	YES
Blog article writing	3	6	12
Blog article page title and meta tag writing and uploading	YES	YES	YES
Interlinking blog page to target and related pages	YES	YES	YES

ON-SITE BLOG AUTHORSHIP CONFIGURATION

Google + authorship setup	YES	YES	YES
Google + publisher setup	YES	YES	YES
Blog category setup	YES	YES	YES
Uploading of provided blog articles (from you)	10	12	14
Blog article categorizing and tagging	YES	YES	YES

ON-PAGE WEBSITE OPTIMIZATION

GENERAL ON-PAGE OPTIMIZATION

Homepage redirect optimization	YES	YES	YES
Domain redirect optimization	YES	YES	YES
Website logo alt text optimization	YES	YES	YES
Robots.txt checking and fixing	YES	YES	YES
Canonical URL optimization (if necessary)	YES	YES	YES

PAGE TITLES AND META TAGS

Page title optimization	3	6	12
Meta description optimization	3	6	12
Uploading of optimized meta tags	3	6	12

WEBSITE CONTENT (By # of Pages)

Content analysis and optimization	3	6	12
Duplicate and missing H1 analysis and optimization	3	6	12
Keyword optimization of existing website content	3	6	12
Content uploading	3	6	12
Promo call to action installation	3	6	12

WEBSITE PERFORMANCE OPTIMIZATION SETUP

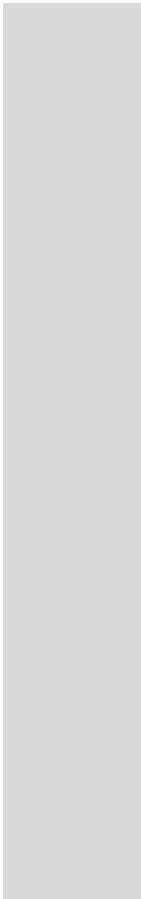
Page load optimization	YES	YES	YES
Image optimization	YES	YES	YES
Static content cache optimization	YES	YES	YES

Global Content Delivery Network (CDN) implementation	YES	YES	YES
Mobile user optimization	YES	YES	YES
WEBSITE SECURITY SETUP			
Static content up-time security	YES	YES	YES
SSL encryption optimization	YES	YES	YES
Comment spam protection	YES	YES	YES
Malware protection	YES	YES	YES
Content scraping protection	YES	YES	YES
XML SITEMAPS			
XML sitemap analysis, generation and installation- Google and Bing	YES	YES	YES
ANALYTICS AND WEBMASTERS			
Google analytics script analysis, generation and installation (target page/ homepage)	YES	YES	YES
Google webmaster script generation and installation	YES	YES	YES
Google webmaster geographic target setting, preferred domain	YES	YES	YES
WEBSITE BACKUP AND SECURITY			
Website malware and virus check	YES	YES	YES
Pre and Post optimization website backup	YES	YES	YES
1 year secure backup storage	YES	YES	YES
LOCAL BUSINESS LISTING RESEARCH AND CREATION			
LOCAL PLACES RESEARCH			
Duplicate Google Places analysis	YES	YES	YES
Duplicate Foursquare analysis	YES	YES	YES
Duplicate Facebook Places analysis	YES	YES	YES
Duplicate Bing Local analysis	YES	YES	YES
Competition category analysis	YES	YES	YES
Ranking comparison report- Google, Bing, Yahoo	YES	YES	YES
Current directory listing analysis and overview	YES	YES	YES
Business address consistency check among existing directories	YES	YES	YES
Google Places competition profile page analysis	YES	YES	YES
Local on page optimization analysis	YES	YES	YES
Google Places compatibility check	YES	YES	YES
BUSINESS INFORMATION			
Business information intake	YES	YES	YES
Business information validation	YES	YES	YES
Business address verification (if applicable)	YES	YES	YES
EMAIL ACCOUNT AND LOGO			
Unique email account creation for local listing creations*	YES	YES	YES
Turn over of email account	YES	YES	YES
Uploading of logo for linking into local listings	YES	YES	YES
PRIMARY LOCAL BUSINESS DIRECTORIES			
Google Places- creation and optimization	YES	YES	YES
Google Plus user account creation	YES	YES	YES
Google Plus business page creation	YES	YES	YES
Bing Local- creation and optimization	YES	YES	YES
ADDITIONAL TOP LOCAL BUSINESS DIRECTORIES			
Top local directory account creation and optimization	5	5	5
Top niche or geo related directory account creation and optimization	5	5	5
IMAGE CREATION, OPTIMIZATION AND PUBLICATION			
Image editing with branding	2	2	2
Image optimization and publication	2	2	2
Image geotagging and backlink generation	2	2	2
Image uploading/publishing in primary 4 local business directories	8	8	8
REVIEW AND PROMOTION CREATION			
Review competition marketing analysis	Top 2	Top 2	Top 2
Review writing	4	4	4
MISCELLANEOUS SERVICE ITEMS			
Dedicated IP services	YES	YES	YES
REPORTING AND AUDITING			
Internal report auditing and analysis	YES	YES	YES

Ranking report updates	YES	YES	YES
Work reports	YES	YES	YES

MONTH 2 AND ONGOING

MONTHLY ERROR AUDTING			
Meta tag audit on target URL's	3	6	12
Google webmaster error checking and reporting	YES	YES	YES
CONTENT GENERATION AND OPTIMIZATION			
<i>CONTENT GENERATION</i>			
Unique content writing (400-500 words) consisting of:	1*	2*	4*
-Press Release	*	*	*
-Company Updates	*	*	*
-Promotions	*	*	*
-Industry News	*	*	*
-Custom Content	*	*	*
<i>UPLOADING AND INTERLINKING CONTENT ON BLOG</i>			
Uploading content to blog	1	2	4
Categorizing and tagging content in blog	YES	YES	YES
Interlinking blog page to target and related pages	YES	YES	YES
Blog article page title and meta tag writing and uploading	1	2	4
Promotion or news image placement (If applicable)	YES	YES	YES
<i>OFF-SITE CONTENT AND BACKLINK GENERATION</i>			
Blog article writing	3	6	12
Blog article page title and meta tag writing and uploading	YES	YES	YES
Interlinking blog page to target and related pages	YES	YES	YES
<i>CONTENT DISTRIBUTION</i>			
Social media distribution	10	20	40
Social sharing distribution	10	20	40
Off-site blog distribution	5	10	20
Press release publications (if applicable)	5	10	20
<i>COMPETITIVE LINK BUILDING</i>			
Backlink count and referring domain overview	YES	YES	YES
Competition backlink analysis (Max competitors/backlinks)	2/300	4/600	8/1200
Targeted backlink development	YES	YES	YES
<i>WEBSITE PERFORMANCE OPTIMIZATION SETUP</i>			
Page load optimization	YES	YES	YES
Image optimization	YES	YES	YES
Static content cache optimization	YES	YES	YES
Global Content Delivery Network (CDN) implementation	YES	YES	YES
Mobile user optimization	YES	YES	YES
<i>WEBSITE SECURITY SETUP</i>			
Static content up-time security	YES	YES	YES
SSL encryption optimization	YES	YES	YES
Comment spam protection	YES	YES	YES
Malware protection	YES	YES	YES
Content scraping protection	YES	YES	YES



MISCELLANEOUS SERVICE ITEMS

Dedicated IP services	YES	YES	YES
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REPORTING AND AUDITING

Internal report auditing and analysis	YES	YES	YES
Ranking report updates	YES	YES	YES
Work reports	YES	YES	YES