

	3	6	12
	BASIC	BASIC	BASIC
Recommended Minimum Duration (Months)	12	12	12
Total Number of Keywords	3	6	12

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 Architecting	YES	YES	YES
URL Mapping	YES	YES	YES
Target URL's	3	6	12
Google webmaster error checking and reporting	YES	YES	YES
ACCOUNT SETUPS			
<i>SOCIAL AND OFF-SITE BLOG SETUP</i>			
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
Top 5 off-site blog accounts setup	YES	YES	YES
<i>BUSINESS DIRECTORY AND PRESS RELEASE SETUP</i>			
Top 10 business directories setup	YES	YES	YES
5 press release accounts setup	YES	YES	YES
<i>ON-SITE BLOG AUTHORSHIP CONFIGURATION</i>			
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			
<i>GENERAL ON-PAGE OPTIMIZATION</i>			
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
<i>PAGE TITLES AND META TAGS</i>			
Page title optimization	3	6	12
Meta description optimization	3	6	12
Uploading of optimized meta tags	3	6	12
<i>WEBSITE CONTENT (By # of Pages)</i>			
Duplicate website content checking	100	250	350
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
<i>XML SITEMAPS</i>			
XML sitemap analysis, generation and installation- Google and Bing	YES	YES	YES
<i>ANALYTICS AND WEBMASTERS</i>			
Google analytics script analysis, generation and installation (target pages and homepage)	YES	YES	YES
Google webmaster script generation and installation	YES	YES	YES
Google webmaster geographic target setting, preferred domain	YES	YES	YES
<i>WEBSITE BACKUP AND SECURITY</i>			
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			
<i>LOCAL PLACES RESEARCH</i>			
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
<i>BUSINESS INFORMATION</i>			
Business information intake	YES	YES	YES
Business information validation	YES	YES	YES
Business address verification (if applicable)	YES	YES	YES
<i>EMAIL ACCOUNT AND LOGO</i>			
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
<i>PRIMARY LOCAL BUSINESS DIRECTORIES</i>			
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
<i>ADDITIONAL TOP LOCAL BUSINESS DIRECTORIES</i>			
Top local directory account creation and optimization	5	5	5
Top niche or geo related directory account creation and optimization	5	5	5
<i>IMAGE CREATION, OPTIMIZATION AND PUBLICATION</i>			
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
<i>REVIEW AND PROMOTION CREATION</i>			
Review competition marketing analysis	Top 2	Top 2	Top 2
Review writing	4	4	4
<i>MISCELLANEOUS SERVICE ITEMS</i>			
Dedicated IP services	YES	YES	YES
<i>REPORTING AND AUDITING</i>			
Internal report auditing and analysis	YES	YES	YES
Ranking report updates	YES	YES	YES
Work reports	YES	YES	YES
MONTH 2 AND ONGOING			
<i>MONTHLY ERROR AUDTING</i>			
Meta tag audit on target URL's	3	6	12
Google webmaster error checking and reporting	YES	YES	YES
<i>CONTENT GENERATION AND OPTIMIZATION</i>			
<i>CONTENT GENERATION</i>			

Unique content writing (400-500 words) consisting of:	1*	2*	4*
-Press Release	*	*	*
-Company Updates	*	*	*
-Promotions	*	*	*
-Industry News	*	*	*
-Custom Content	*	*	*
UPLOADING AND INTERLINKING CONTENT ON BLOG			
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
CONTENT DISTRIBUTION			
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
COMPETITIVE LINK BUILDING			
Backlink count and referring domain overview	YES	YES	YES
Competition backlink analysis (Max competitors/backlinks)	1/ 200	2/ 400	4/800
Targeted backlink development	YES	YES	YES
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