

Services & Rates

Websites do not appear on the first page of Search Engine results pages magically or by themselves. The search engines actually go into your website with “spiders” or “bots” and look for content, keywords, and user friendliness.

What are your keywords? What are the keywords of your competitors that are getting the top page rankings? Do people actually search for those keywords? Is your website set up with them? We do the research, not of just your company and website, but your competition too. We then take the results from our research, consult with you and optimize your website.

Will you have the number 1 ranking for every one of your keywords? No. If someone is telling you they can achieve that...they're wrong. Our goal is to pick the most important keywords and get those close to the top. The rest, we aim for first page.

Small Business SEO

***Estimated Fees based on size of website**

0-10	Pages	\$1500
11-20	Pages	\$2500
21-30	Pages	\$3500
31+	Pages	Request a quote

*Websites based on structure, present condition, or platform, may be assessed higher rates

Small Business Monthly Maintenance Fees

After initial set up- Up to 5 hours SEO \$500/ month (With 6 month contract)
Additional hours \$150/hr

After initial set up- up to 10 hours SEO \$1000/ month (With 6 month contract)
Additional hours \$150/hr.

After initial set up –up to 15 hours SEO \$1500/ month (with 6 month contract)
Additional hours \$150/hr

Medium Business SEO

***Estimated Fees based on size of website**

100-250	Pages	\$6000
251-400	Pages	\$6500
401-550	Pages	\$7000
551-700	Pages	\$7500
701-850	Pages	\$8000
851-999	Pages	\$8500

*Websites based on structure, present condition, or platform, may be assessed higher rates

Medium Business Monthly Maintenance Fees

After initial set up- Up to 20 hours SEO \$2000/ month (With 6 month contract)
Additional hours \$150/hr

After initial set up- up to 30 hours SEO \$3000/ month (With 6 month contract)
Additional hours \$150/hr.

After initial set up –up to 40 hours SEO \$4000/ month (with 6 month contract)
Additional hours \$150/hr

Large Companies SEO

1000+ Pages-Please call for a quote

Franchises

Corporate

***Estimated Fees based on size of Corporate Site**

0-10	Pages	\$1500
11-20	Pages	\$2500
21-31	Pages	\$3500
31+	Pages	Request a quote

*Websites based on structure, present condition, or platform, may be assessed higher rates
Corporate is responsible for fees

Franchise Monthly Maintenance Fees for Corporate Site

After initial set up- Up to 5 hours SEO \$500/ month (With 6 month contract)
Additional hours \$150/hr

After initial set up- up to 10 hours SEO \$1000/ month (With 6 month contract)
Additional hours \$150/hr.

After initial set up –up to 15 hours SEO \$1500/ month (with 6 month contract)
Additional hours \$150/hr

Franchisees

***Estimated Fees based on Franchisee Site with Corporate Site**

Each franchisee owner to pay a \$500 set up fee for their local site if it is pages within the corporate site.

*Websites based on structure, present condition, or platform, may be assessed higher rates.

Franchise Monthly Maintenance Fees

After initial set up- Up to 3 hours SEO \$300/ month (With 6 month contract)
Additional hours \$150/hr

After initial set up- up to 4 hours SEO \$400/ month (With 6 month contract)
Additional hours \$150/hr.

After initial set up –up to 6 hours SEO \$600/ month (with 6 month contract)
Additional hours \$150/hr

Services provided to all SEO clients:

- Website analysis
- Keyword / keyphrase research
- Keyword rich page title
- Keyword / Keyphrase usage in textual content
- Keyword optimized metadata per page
- Alt image tags
- Website spell check
- Duplicate content issues
- Copywriting Suggestions
- Spiderbility
- SERP placement analysis
- Basic usability assessment
- Spam concerns- (keyword stuffing, invisible text, meta tag abuse, past black hat SEO issues,etc.)
- Competitor link analysis
- Existing link analysis
- Submission to search engines
- Submission to directories
- Minimum 10 compatible links suggested per month
- Monthly page ranking reports
- Link reports

Pay Per Click (PPC) Campaigns

Pay Per Click (PPC) also known as Cost Per Click (CPC) is a great tool used to get those top rankings quickly and promote your business. Each time a prospect clicks on your ad (Google calls them sponsored ads) you pay. This is an audience who is looking for your product or service in the first place.

- Think of how much you pay for print advertising and just cross your fingers that you get results?
- With PPC, you set your own budget, it doesn't go over.
- Your audience is looking for your keywords, they need you and you don't have to fight against 250,000 other websites.
- You can advertise within a geographical location of your choice if you wish.
- New website? Why wait months to get a good page ranking? You can have it within 48 hours!
- Our reports keep you informed of your customers, knowing when their search habits change, puts you ahead of the game.

Times have changed, you don't need to go searching for your next customer, they search for you. Let them find you with ease.

Fees:

Start up fees start at \$1500 for 8 unique ads. If more ads are requested, please call for a quote.

The Monthly Maintenance Fee is 15% of the client's monthly budget. This covers the hours taken to monitor, change bids, run reports, answer questions and solve any problems.

Franchises to have separate start up and monthly fees for corporate and franchisees.

Services for all PPC Clients:

- Account registration and activation.
- Keyword research and keyword selection.
- Assessment of maximum average bid cost, projected rank position for each selected keyword phrase, estimated monthly number of click-throughs and ad budget.
- Determine daily/monthly campaign budget.
- Grouping of selected keyword phrases into "themed" ad groups.
- Writing unique headlines and ad text for each ad or ad group in accordance to the submission guidelines.
- Keyword data and text ad entry.
- Optimization and development of special landing pages when required.
- Linking ads to relevant web site pages and/or landing pages.
- Setting maximum bids for each keyword or keyword group, daily budget amounts, ad run schedule, keyword matching options and ad serving options.
- Resolving any problems regarding Google AdWords, Yahoo Sponsored Search and MSN adCenter rejected ads.
- Monthly Keyword Reports with explanation of past activity and suggestions for improvement

