



PRODUCT CATALOG

Product Catalog for Organic, Local and Competitive SEO Packages
SEO Product Catalog

ORGANIC SEO



This package provides an on-page optimization (through a mix of blog outreach, magazine submissions, backlink diversification, and other rank building activities), and off-page optimization, that are ideal for businesses who primarily do business online, competing nationally, or do not have an actual physical location.




MONTH 1 CAMPAIGN SETUP & OPTIMIZATION

MONTHLY (STARTING MONTH 2) OFF-PAGE SEO & RANK BUILDING

Account Research and Preparation
 On-Page Optimization
 Rich Snippet Recommendations
 Initial Off-Page SEO

Content Creation & Publications
 Video Creation & Submission*

**not available in Organic Silver*

	 ORGANIC SILVER	 ORGANIC GOLD	 ORGANIC PLATINUM	 ORGANIC PLATINUM+
DESCRIPTION	Ideal for businesses with little to no pre-existing online presence; provides on-page optimization and monthly off-page rank building.	For small-medium businesses ready to expand their online reach; features diverse off-page content and a monthly blog publication.	Perfect for growing online brands with high demands in keyword targets; includes more keywords to capture a bigger audience.	Our Platinum Plus Package is for businesses that have a bigger target market and needs to be more competitive in search.
CAMPAIGN LENGTH	6 months	6 months	6 months	6 months
TARGETED KEYWORDS	Up to 10 Keywords	Up to 20 Keywords	Up to 30 Keywords	Up to 40 Keywords
KEYWORD GROUPS	Maximum of 2	Maximum of 4	Maximum of 6	Maximum of 8
MONTHLY SEARCH VOLUME <small>(2,000 PER GROUP)</small>	up to 4,000	up to 8,000	up to 12,000	up to 16,000

LOCAL SEO

The Local SEO packages (ideal for businesses with actual physical locations) focus on relevant citation building activities, effective on-page optimization including local schema implementation, natural link building activities, and methodology-based solutions to attain natural local ranking and Google Map pack inclusion.



MONTH 1 CAMPAIGN SETUP & OPTIMIZATION

MONTHLY (STARTING MONTH 2) OFF-PAGE SEO, CITATION BUILDING & RANK BUILDING

Account Research and Preparation
 Local Business Setup
 On-Page Optimization
 Rich Snippet Recommendations
 Local Schema Implementation
 Initial Off-Page SEO

Content Creation & Publications
 Local Citations
 Video Creation & Submission*

**available in Gold and Platinum*

	 LOCAL BASIC	 LOCAL SILVER	 LOCAL GOLD	 LOCAL PLATINUM
DESCRIPTION	Establish local online visibility with our basic package. Up to 5 keywords targeted and 2 additional citations created per month.	Ideal for businesses with local presence looking to increase influence. Up to 10 keywords targeted with five additional citations created per month.	For growing businesses that need improved local visibility and a wider reach. Target up to 20 keywords and include 10 additional citations per month.	Our most aggressive local package, for businesses with tight local competition. Target up to 30 keywords and build 15 citations monthly.
CAMPAIGN LENGTH	6 months	6 months	6 months	6 months
TARGETED KEYWORDS	Up to 5 Keywords	Up to 10 Keywords	Up to 20 Keywords	Up to 30 Keywords
KEYWORD GROUPS	Maximum of 1	Maximum of 2	Maximum of 4	Maximum of 6
MONTHLY SEARCH VOLUME	up to 1,000	up to 2,000	up to 4,000	up to 6,000

COMPETITIVE SEO

Competitive SEO is geared for aggressive SEO campaigns as it utilizes extensive on-page optimization and diverse off-page link building activities. Competitive packages include a highly diverse month-on-month off-page submissions and outreach including video creation, PDF submissions, etc.

MONTH 1 CAMPAIGN SETUP & OPTIMIZATION	MONTHLY (STARTING MONTH 2) OFF- PAGE SEO & RANK BUILDING	REPORTING
Account Research and Preparation On-Page Optimization Rich Snippet Recommendations Social Media Setup Initial Off-Page SEO	Content Creation & Publications Video Creation and Submission	Ranking Report Google Analytics Link Reports Executive Summary Reports



DESCRIPTION	Aggressive Commercial SEO solutions for competitive industries. Target 50 Keywords, up to an estimated search volume of 20,000.
CAMPAIGN LENGTH	12 months
TARGETED KEYWORDS	Up to 50 Keywords
KEYWORD GROUPS	Maximum of 10
MONTHLY SEARCH VOLUME	up to 20,000