



Incorporating Search Engine Optimization in Your Website

SEO is a process to increase quality traffic to your website from search engines when people do non-paid, “organic” searches. Increased traffic can result in more business for you. The best time to consider SEO is at the start of the development process. If you have an existing site, we can also do some “re-engineering” to incorporate SEO.

SEO is part art/part science. Large companies devote thousands of dollars monthly to improve their SEO; however, small businesses can take steps that will improve their traffic with basic, SEO best practices.

Basic SEO Package (Beginning at \$450 for 3 pages):

- Prepare a Local Search Rank Checker Report
- Prepare a Local SEO Check-Up
- Register/Verify your site with Google.
- Add Google Local Registration and Geo-tagging
- Create/Install a Google Site Map on your site
- Keyword analysis and keyword recommendations (The right keywords in your text and in coding can help achieve higher search engine rankings, resulting in higher traffic.)
- Create unique title tags for each page
- Create unique description tags for each page
- Name the images in your site using keywords

We start with key SEO factors that affect your ability to rank high up in search engines and review each factor, including your competitor’s benchmark data, off-site SEO score, on-site SEO score, Search Ranking Average, Local Search Ranking, Listings Score and Local Directory Listing Score.

Premium Packages \$800+

While I can provide a basic package, we can also collaborate with other local experts to pursue more robust strategies that include Search Engine Marketing (SEM), Social Media Optimization (SMO), Pay-per-click advertising campaigns and Google Analytics.

The right keywords on your website in the appropriate places can help achieve higher search engine rankings, resulting in higher traffic. We can use tools to rank and quantify the number of searches done on various terms to determine which will be the most effective for you.

