

# SEARCH ENGINE OPTIMIZATION (Local Plans)

SEO LOCAL PLANS Deliverables	STARTER \$299/month	VALUE \$449/month	SILVER \$599/month	GOLD \$749/month	PLATINUM \$889/month
<b>Designed for</b>	Rating = Entry Level. A local SEO plan for your "strapped for cash" clients, targeting 1 keyword category. Ideal for startups to cover their basics.	Rating = Entry Level. Double the work load of "Starter" and targeting 2 keyword categories this plan is great for local businesses with a low budget.	Rating = Moderate Level. Our TOP SELLING local SEO plan covering 3 keyword categories and containing advanced strategies for GMB and organic rankings.	Rating = Competitive Level Next to our most competitive local SEO plan the Local Gold targets 4 keyword categories and comes with Quarterly performance audits.	Rating = Competitive Level Targeting 6 keyword categories and providing Bi-Monthly performance audits this is not surprisingly our top selling competitive local SEO plan.
<b>Target Keywords</b>	5	10	15	20	30
<b>Keywords Research &amp; Tracking</b>	Up to 25	Up to 50	Up to 75	Up to 100	Up to 150
<b>Keyword Topics / Categories / Themes</b>	1	2	3	4	5
<b>Month 1 Activities</b>					
<b>Account Setup Research &amp; Analysis</b>					
<b>Agency Platform Reporting &amp; Customer Dashboard</b>	✓	✓	✓	✓	✓
<b>Global Website Audit</b>	✓	✓	✓	✓	✓
<b>Page Specific Audit</b>	Up to 5 Pages	Up to 10 Pages	Up to 15 Pages	Up to 20 Pages	Up to 30 Pages
<b>Competitors Analysis</b>	-	-	1	Up to 2	Up to 3
<b>Link Detox</b>	Up to 25 Domains	Up to 50 Domains	Up to 75 Domains	Up to 100 Domains	Up to 150 Domains
<b>Keyword Grouping &amp; URL Mapping</b>	✓	✓	✓	✓	✓
<b>Duplicate Content Check</b>	Up to 5 Pages	Up to 10 Pages	Up to 15 Pages	Up to 20 Pages	Up to 30 Pages
<b>Google Penalty Check</b>	-	✓	✓	✓	✓
<b>Web Form Conversion Tracking Setup</b>	✓	✓	✓	✓	✓
<b>Review Widget Installation &amp; Review Monitoring</b>	✓	✓	✓	✓	✓

## Conversion Tracking

<b>Call Tracking</b>	Ask for Quote	Ask for Quote	Ask for Quote	Ask for Quote	Ask for Quote
<b>Web Form Conversion Tracking</b>	✓	✓	✓	✓	✓
<b>Conversion &amp; Event Tracking</b>	-	Up to 2 Goals	Up to 3 Goals	Up to 4 Goals	Up to 6 Goals
<b>HeatMap</b>	-	-	Homepage	Homepage	Homepage
<b>ScrollMap</b>	-	-	-	Homepage	Homepage
<b>Overlay Report</b>	-	-	-	-	Homepage
<b>Confetti</b>	-	-	-	-	Homepage

## On-Page Optimization

<b>Title &amp; Meta Tags</b>	Up to 5 Pages	Up to 10 Pages	Up to 15 Pages	Up to 20 Pages	Up to 30 Pages
<b>Website Content Writing</b> (250 Words Per Page)	1	2	3	4	6
<b>Internal Linking</b>	Up to 5 Pages	Up to 10 Pages	Up to 15 Pages	Up to 20 Pages	Up to 30 Pages
<b>Heading Tag Optimization</b>	Up to 5 Pages	Up to 10 Pages	Up to 15 Pages	Up to 20 Pages	Up to 30 Pages
<b>Image &amp; Hyperlink Optimization</b>	Up to 5 Pages	Up to 10 Pages	Up to 15 Pages	Up to 20 Pages	Up to 30 Pages
<b>Image GEO Tagging</b>	Up to 5 Images	Up to 10 Images	Up to 15 Images	Up to 20 Images	Up to 30 Images
<b>Page Speed Reporting</b> (Desktop & Mobile)	-	Homepage	Homepage	Homepage + 1 Landing Page	Homepage + 2 Landing Pages
<b>Robots.txt Optimization</b>	✓	✓	✓	✓	✓
<b>Canonicalization</b>	Up to 5 Pages	Up to 10 Pages	Up to 15 Pages	Up to 20 Pages	Up to 30 Pages
<b>Adding Rich Snippets</b>	Up to 5 Pages	Up to 10 Pages	Up to 15 Pages	Up to 20 Pages	Up to 30 Pages
<b>Voice Search Optimization</b>	-	✓	✓	✓	✓

## Local Schema Setup

<b>Local Business Information Schema</b> (Phone, Address, Business Name, Opening Hours)	Up to 5 Pages	Up to 10 Pages	Up to 15 Pages	Up to 20 Pages	Up to 30 Pages
<b>Map Schema</b>	Up to 5 Pages	Up to 10 Pages	Up to 15 Pages	Up to 20 Pages	Up to 30 Pages
<b>Images and Logo Schemas</b>	Up to 5 Pages	Up to 10 Pages	Up to 15 Pages	Up to 20 Pages	Up to 30 Pages
<b>Reviews Schema</b>	Up to 5 Pages	Up to 10 Pages	Up to 15 Pages	Up to 20 Pages	Up to 30 Pages
<b>FAQ Schema</b>	-	✓	✓	✓	✓

## GMB Optimization

Google My Business Setup	✓	✓	✓	✓	✓
GMB Listing Optimization (Adding Images, Videos, Hours of Operation)	✓	✓	✓	✓	✓
GPS Listing Submissions	1	2	3	4	5
Custom GMB Description - Up to 750 Characters	-	✓	✓	✓	✓
GMB Website Embed	-	Up to 10 Pages	Up to 15 Pages	Up to 20 Pages	Up to 30 Pages
GMB Posts	-	1	2	3	4
GMB Q&A's	-	2	3	4	6
My Map Syndication with Driving Directions	-	-	✓	✓	✓

## Month 2 Activities

## Inbound Content Marketing

Editorial / Guest Blog with Social Boost	1	2	3	4	6
Press Release Writing, Distribution & Social Boost	-	-	1	1	1
Infographic Creation, Distribution & Social Boost	-	-	-	1	1
Magazine / News Placement	-	1	1	1	1
Q&A Posting	1	1	1	2	2
FAQ Page Content	-	✓	✓	✓	✓

## Analytics & Webmasters

Google Analytics Account Creation, Installation & Setup	✓	✓	✓	✓	✓
Google Analytics Filtering (including spam referral filters and IP filters)	-	✓	✓	✓	✓
Google Search Console Account Creation, Installation & Setup	✓	✓	✓	✓	✓
GSC 404 Error Correction	-	Up to 10 Pages	Up to 15 Pages	Up to 20 Pages	Up to 30 Pages
GSC 301 Page Redirection	-	Up to 10 Pages	Up to 15 Pages	Up to 20 Pages	Up to 30 Pages
Broken Link Fixing	-	Up to 10 Pages	Up to 15 Pages	Up to 20 Pages	Up to 30 Pages
Bing Webmasters Account Creation, Installation & Setup	✓	✓	✓	✓	✓

## Sitemap Creation and Uploading

User HTML Sitemap Creation, Uploading & Linking	✓	✓	✓	✓	✓
XML Sitemaps Creation & Submission to Google & Bing	✓	✓	✓	✓	✓

### Local Search Website Optimization

Google My Business, Bing, Apple Maps & Facebook Local Listings	✓	✓	✓	✓	✓
Yelp Advanced Optimization (Phone Verification Required)	-	-	-	✓	✓
Authority Business Listings	1	2	3	4	6
2nd Tier Local + Industry Specific Citations	2	4	6	8	12

### Business Listings Audit and Fix

Local Citation Audit	✓	✓	✓	✓	✓
NAP Inconsistency Fix	-	-	✓	✓	✓
Optimize Existing Listings	-	-	✓	✓	✓
Troubleshoot Duplicate Listings	-	-	✓	✓	✓

### Link Strategy

Website Social Boost	1 URL X 20 Sites	2 URL X 20 Sites	3 URL X 20 Sites	4 URL X 20 Sites	6 URL X 20 Sites
Video Creation & Distribution	-	1 Video X 5 Sites	1 Video X 5 Sites	1 Video X 10 Sites	2 Video X 10 Sites
PPT Creation & Distribution	-	1 PPT X 5 Sites	1 PPT X 5 Sites	1 PPT X 10 Sites	2 PPT X 10 Sites
GEO Tagged Photo Submissions	-	2 Photo X 5 Sites	3 Photo X 5 Sites	4 Photo X 5 Sites	6 Photo X 5 Sites
Social Network Citations	1	2	3	4	6
Local & Social Community Setup	✓	✓	✓	✓	✓
Coupon Distribution (if provided)	1	Up to 2	Up to 3	Up to 4	Up to 6

### Month 3 & On-going Monthly

### Link Acquisition + Ongoing SEO

Editorial / Guest Blogs	1	2	3	4	6
Social Network Citations	1	2	3	4	6
Authority Business Listings	1	2	3	4	6
2nd Tier Local + Industry Specific Citations	2	4	6	8	12

GMB Posts	-	1	2	3	4
Continued SEO Enhancements	✓	✓	✓	✓	✓
<b>Reporting</b>					
Full Web-Based 24/7 Access to all Reports	✓	✓	✓	✓	✓
Weekly SEO Status Reports	✓	✓	✓	✓	✓
Monthly SEO Performance Reports	✓	✓	✓	✓	✓
Customer Support (Email, Chat & Telephone)	✓	✓	✓	✓	✓