

CUSTOM SEO

MORE TRAFFIC, MORE SALES

Search Engine Optimization gives your website greater searchability and higher visibility in the organic search engine result pages. SEO increases engagement and website traffic, allowing you to build exposure to potential customers. It ultimately helps you to increase conversions, which means more sales, more loyal customers, and more growth for your business. We are proud to introduce our new **Custom SEO** solution designed to drive more traffic and more sales for your business. **Simply put, it's SEO that works.**

OUR CUSTOM SEO SOLUTION FOCUSES ON OPTIMIZATION IN 4 KEY CATEGORIES:

WEB PRESENCE ASSESSMENT

We will perform a thorough assessment and audit of your website from a technical perspective, which will help identify issues that need to be addressed. We will also make recommendations to share with your webmaster, as needed.

ON-SITE OPTIMIZATION

All of these optimization activities take place within the advertiser's website, to improve its position in search rankings:

- Content and Keyword Mapping
- Site Mapping
- Site Monitoring - we will provide up-time monitoring of your website, and alert you if any downtime was experienced during the reporting period.
- Content Updates
- Schema Implementation and Updates
- Search Console Audit
- Site Crawler Fixes
- Internal Link Creation
- XML Updates to Sitemap

OFF-SITE OPTIMIZATION

All of these optimization activities take place outside of the actual website, to improve its position in search rankings:

- Web Directory Optimization on Over 125 Platforms
- Google My Business Profile Optimization
- Google My Business Posts
- Backlink Creation on Industry-Relevant Sites and Category-Relevant Sites - Links to your site are posted on sites in your industry or sites in general. All links are quality links. We monitor the links going to your site and also try to disavow any links that are toxic to your site.
- Social Sharing of Positive Reviews

CUSTOM SERVICES

- Custom Copywriting
- Quarterly Press Release creation and distribution for link value and social shares
- Blog Posts written for the business and published on your website. If your site doesn't support blogs, we will publish the article on a page of your site and link it to your sitemap only.
- Article creation - SEO keywords will be mapped to your current content or new content we create for you
- Keyword Research and Recommendations
- Site Updates for Tier 3 Customers

Our **Custom SEO** packages are designed to deliver consistent, ongoing optimizations for greater impact on ranking organically in search engine result pages (SERP). Select the package that works best for your business!



TIER 1

Targeted at fairly new small businesses with new websites.

Optimize to
10 Keywords



TIER 2

Targeted at small businesses that have an established online footprint and website.

Optimize to
10 Keywords



TIER 3

Ideal for businesses with more than one location.

Optimize to
20 Keywords



TIER 4

For larger local businesses with many products or services available.

Optimize to
30 Keywords