

Plan Feature	Description	Included in Plan	Included in Plan	Included in Plan
Start-up		SEO Bronze	SEO Silver	SEO Gold
Keywords	# of keywords used to optimize your website.	5	10	20
Keyword Finder	Use keyword discovery tool to find relevant keywords for your customers & build a bundle of keywords that fits your budget.	Yes	Yes	Yes
Keyword Mapper	Our keyword mapping tool allows you to specify the target page for each of the keywords you have specified.	Yes	Yes	Yes
Topic Keywords	Improving traffic from target keywords is the ultimate goal of the campaign. Topic keywords are related long-tail keywords that can be used for on-site blogging and content marketing. Our software helps you find and manage this list.	Yes	Yes	Yes
Onsite Report	Our SEO Analysts will review your website and make specific recommendations to optimize existing pages for your target keywords. Recommendations in title, description, keyword density, internal linking and rich snippet markup.	5 pages	10 Pages	20 Pages
Conversion Report	Our SEO Analyst team will review your website and make recommendations to improve the conversion rate and ability to track conversions. Recommendations include a review of the call to action, website analytics setup, web to lead, phone tracking and overall website design.	Yes	Yes	Yes
Onsite Implementation	Our expert web development team will implement the actionable recommendations in your onsite report. This includes page updates and some conversion optimization recommendations.	5 pages	10 Pages	20 Pages
G+ Authorship	Google+ Authorship links your Google+ profile to content that you create. Google shows your picture in the search results.	Yes	Yes	Yes
Schema.org	SEO Analysts will review website for schema.org markup options. This includes location, product, review and video markup.	Yes	Yes	Yes
Website Copy Edits	SEO Analysts will make edits to website copy to include targeted keywords. This service is for existing website copy. New copy creation is not included.	1 pages	3 Pages	7 Pages
Web-to-Lead Setup	Setup a web-to-lead form that collects your important lead data and provides sales analytics.	Yes	Yes	Yes
Phone Tracking	Use our phone tracking service to track phone calls to a website. Get a better understanding of your online marketing performance. All programs include a credit towards the phone tracking service.	Yes and \$10 credit	Yes and \$10 credit	Yes and \$10 credit
Local				
NAP Syndication	We submit your Business NAP (Name Address Phone Number) to the main repository of business information. Most local directories subscribe to this central database. Your listing information is then updated in those local directories.	Yes	Yes	Yes
Google+	Google+ Local (formerly Google Places) is by far the most important local business directory. Claiming your Google+ listing and optimizing the profile is the most important part of Local SEO.	Yes	Yes	Yes

Yahoo Local	Yahoo Local is another top local listing service. Our analyst team will claim and enhance your Yahoo Local listing.	Yes	Yes	Yes
Bing Local	Bing Local is a service provided by Microsoft. Bing is one of the top three US search engines and the default service on all new PCs. Our analyst team will claim and enhance your Bing Local listing.	Yes	Yes	Yes
Yelp	Yelp is a popular destination for local business information. Yelp has a large database of customer review information. They have very good placement in other search engine results for many popular search terms. Our analyst team will claim and enhance your Yelp profile.	No	Yes	Yes
1 Video for Local	Video is important for your Google+ local profile. Our Starter-L plan includes 1 video in the first month. All other programs have video content <i>included on a recurring basis</i> . See the recurring content section for more information.	Yes	In Content	In Content
Recurring Content				
Onsite Blog	Fresh content on a website is an important part of engaging the target audience. Our premium writing team will create compelling blog posts about the topics you select. Our team can publish the content on your behalf or just let you know when it is ready for you to post.	Extra Cost	1	2
Articles	In addition to creating compelling content on a website, our writing team develops informational articles about the topics you select. Each article is unique content. We never spin or reuse content. All writers are graded for quality and reliability by our editor.	2	3	4
Press Release	Each month a Press Release questionnaire is sent to you. Answer the questions about upcoming events with the business and then our writing team will turn those events and news into a Press Release.	Extra Cost	Extra Cost	Extra Cost
Video	Our video analysts use the research facts and our image library to create informative videos about topics relevant to your business. These videos are slide show videos built around themes with music.	Extra Cost	1	1
Infographic	Our graphic design team uses research facts to develop relevant infographics. These infographics are typically 640 pixels wide so that they can be easily embedded in blog posts to facilitate sharing.	Extra Cost	Extra Cost	1
Syndication				
Article Syndication	The articles the writing team creates are placed on category or news related sites. These sites attract an audience seeking information on the article topics. Search engines also discover this information and include them in their index.	2	4	6
RSS	We promote your articles by submitting them to relevant RSS aggregation sites.	6	12	18
Social Sharing	Social sharing sites specialize in letting users bookmark interesting information. Our team promotes your website and content using these sites.	8	16	24

Twitter Sharing	We share your content on twitter and look for retweets and other sharing. Additionally, you can provide your twitter handle and we will tweet the information on your behalf.	16	32	48
Blog Engagement	Interacting with relevant blogs is a great way to participate in your industry's community. We seek out relevant opportunities to engage in the blog community.	4	8	12
Business Interview	Complete our business interview form and we will promote your brand on websites that specialize in profiling businesses.	0	1	1
Press Release	Our team submits the press releases to relevant Internet press release sites. For really big news, upgrade to the national wire services.	Extra Cost	Extra Cost	Extra Cost
Video	Our team places your video content on sites like YouTube as well as industry specific video information sites.	Extra Cost	3	3
Infographic	A picture is worth a thousand words. Our team places your Infographic content on one of many general and category specific Infographic repositories.	Extra Cost	Extra Cost	3
Citation	Our team publishes your Business Name, Address and Phone Number (NAP) to relevant business directories.	2	2	2