







# SEARCH ENGINE OPTIMIZATION (LOCAL PLANS)

SEO Local Plans	Local Basic		Local 1	Local 2	Regional 1	Regional 2
Suggested Retail Price Per Month	\$499		\$799	\$1099	\$1399	\$1699
Minimum Contract Period	Below Mentioned Deliverables are for 6 Months					
Recommended For	These packages are designed for local businesses with geographically targeted cities & keywords that are less competitive.			These packages are designed for local businesses with geographically targeted major cities & keywords that are more competitive		
Agency Platform Reporting & Customer Dashboard	✓	✓	✓	✓	✓	✓
Targeted GEOs	1	1	Up to 2	Up to 3	Up to 4	
Total Keywords	25	50	75	100	150	
Primary Keywords	5	10	15	20	30	
Secondary Keywords	20	40	60	80	120	
Conversion Tracking						
Call Tracking	\$45 / month	\$45 / month	\$45 / month	\$45 / month	\$45 / month	\$45 / month
Retargeting Setup	-	-	-	✓	✓	
Web Form Conversion Tracking	✓	✓	✓	✓	✓	
Google Analytics	✓	✓	✓	✓	✓	
HeatMap <span>New*</span>	-	-	Homepage	Homepage	Homepage	

ScrollMap <b>New*</b>	-	-	Homepage	Homepage	Homepage
Overlay Report <b>New*</b>	-	-	Homepage	Homepage	Homepage
Confetti <b>New*</b>	-	-	Homepage	Homepage	Homepage
User Testing Video <b>New*</b>	-	-	✓	✓	✓
Website Conversion Optimization Report	\$499	\$499	\$499	\$499	\$499
On-Page Optimization					
Onsite Recommendations & Implementation	Basic	Basic	Professional	Professional	Professional
Adding Rich Snippets	✓	✓	✓	✓	✓
Backlink Analysis	✓	✓	✓	✓	✓
Onsite Blog Setup	-	-	-	✓	✓
Inbound Content Marketing					
Website Content Writing (250 Words Per Page)	1	1	3	5	8
Guest Blog Post Writing & Posting	-	4	6	12	15
Guest Blog Post Social Sharing   	-	✓	✓	✓	✓
Informational Content Writing & Posting	5	9	12	15	21
Informational Content Social Sharing   	✓	✓	✓	✓	✓
Press Release Writing & Distribution	1	1	1	1	1

Press Release Social Sharing	✓	✓	✓	✓	✓
Infographic Creation & Distribution	-	-	-	1	1
Infographic Social Sharing	-	-	-	✓	✓
Magazine / News Placement <b>New*</b>	✓	✓	✓	✓	✓
Q&A Posting <b>New*</b>	✓	✓	✓	✓	✓
Local Search Website Optimization					
Google My Business/ Bing, Apple Maps & Facebook Local Listing Optimization	✓	✓	✓	✓	✓
Authority Business Listing (Yelp, Local.com etc) <b>New*</b>	✓	✓	✓	✓	✓
Local Citation Building	✓	✓	✓	✓	✓
NAP Syndication	✓	✓	✓	✓	✓
Review Widget <b>New*</b>	✓	✓	✓	✓	✓
Coupon Distribution	✓	✓	✓	✓	✓
Startup Business Listings	✓	✓	✓	✓	✓
Link Strategy					
Website Social Sharing	✓	✓	✓	✓	✓
Video Creation	-	1	1	1	1
Video Submission	-	✓	✓	✓	✓

PPT Creation	-	1	1	1	1
PPT Distribution	-	✓	✓	✓	✓
Social Profiles	✓	✓	✓	✓	✓
Local Community Setup <b>New*</b>	2	2	2	2	2
Social Community Setup <b>New*</b>	1	1	1	1	1
Social Media Marketing					
Facebook & Twitter Marketing	-	-	-	✓	✓
Social Reputation Monitoring	-	-	-	✓	✓
Access To Premium Apps	-	-	-	✓	✓
Twitter & FB Account Setup	-	-	-	✓	✓
YouTube Channel Setup/ Optimization	-	-	-	✓	✓
Facebook Cover Image	-	-	-	✓	✓
Twitter Background Image	-	-	-	✓	✓
Twitter Header Image Background	-	-	-	✓	✓
Content For Facebook Info & Twitter Bio	-	-	-	✓	✓
Content Posting on Twitter & Facebook	-	-	-	9	12

Pinterest Account Creation <b>New*</b>	-	-	-	✓	✓
Pinterest Optimization <b>New*</b>	-	-	-	✓	✓
Custom Pinboards <b>New*</b>	-	-	-	6	8
Pin Images <b>New*</b>	-	-	-	12	15
Follow Pinboards <b>New*</b>	-	-	-	30	36
Reporting					
Weekly SEO Status Reports	✓	✓	✓	✓	✓
Monthly SEO Performance Reports	✓	✓	✓	✓	✓
Customer Support (Email, Chat & Telephone)	✓	✓	✓	✓	✓

**Note\*:** We have attractive renewal options available at the end of the campaign. Please get in touch with the sales rep / concerned project manager for further details.



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