

SEO PLANS

What's Included in ALL Plans?

Full Site Audit

- Site health checks for errors & warnings
- Technical SEO review (broken links, redirects, crawlability, etc.)
- Site structure, navigation, and UX reviews
- Backlink audit

On-Page Optimization

- Metadata optimization (title tags, h1s, meta descriptions, alt tags)
- Technical fixes (ex. errors, broken links, site speed, image compression, and JS/CSS minification)
- Keyword optimization & localization
- Duplicate content review
- Backlink disavows
- 404 page creation
- Submit sitemap.xml
- Robot.txt optimization
- Schema tag creation
- Canonicalization review & optimization

Keyword Research

Local Listing Management

- Data aggregators
- Directory listing creation & correction
- Google My Business setup & optimization
- Ongoing GMB management

Content Marketing Opportunities

- Content review & recommendations
- Content planning & wireframing
- Service page updates
- New content: Blogs, infographics, videos, etc.

Tracking & Reporting

- Google Analytics
- Google Search Console
- Keyword tracking
- Phone call, conversion & goal tracking
- Monthly reports of current results & actionable items for upcoming months

SEO Plans (per month)	Builder (\$1,000)	Complete (\$1,500)	Advanced (\$2,500)
Keyword tracking & optimization	Up to 50	Up to 100	Up to 150
Content marketing	Every 2 months	1x/month	2x/month
Recurring full site audit	Annually	Bi-annually	Bi-annually
Competitor search ranking tracking & analysis		✓	✓
Manual outreach & link building			✓
Conversion optimization (personas, journey mapping & heat mapping)			✓

Timeline

SEO is a long-term process. While you should see some improvements in ranking and traffic within 90-120 days, the real power of SEO happens in about nine months to a year.