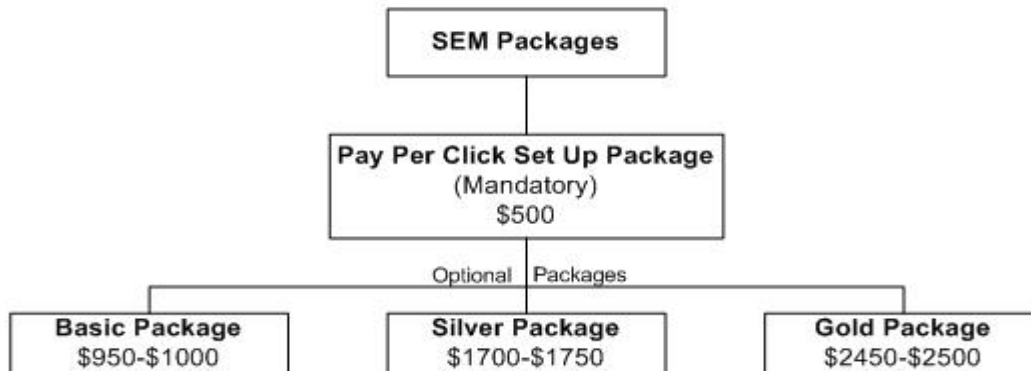


Search Engine Marketing (SEM) Packages



Pay Per Click (PPC) Set Up Package

PPC Budget (minimum \$500/month budget)

1. PPC competitor analysis
 - Research top rank PPC competitors
 - Recommendation of Pay Per Click campaigns based on budget
2. Keyword Research and Analysis
 - Extensive PPC Keyword research based on products and/or services
 - Keyword classification and Grouping (Broad or Phrase match type)
3. Website Review and recommendations
 - Website review for targeted keywords
 - Site conversion computability
 - Selection of landing pages for specific keyword listings & recommendations
4. Campaign Setup
 - Registration and PPC account setup
 - Google Analytics account set up and optimization (if required)
 - Keyword listings and bids (Up to 25 keywords)
 - Focused Ad Copy creation
 - Tracking URL setup
 - Conversion counter installation (Up to 4 pages)
 - Initial Keyword Report

Hours:- 30 - 32 Hours (depends upon project requirements)

Price: - \$480-\$500

Requirements

- The above set up fee is for one account i.e. Google Adwords/ Yahoo PPC/ MSN AdCenter
- A minimum budget of \$500 is required per PPC Account

Basic Package

1. PPC Account Management (\$500/month budget)
 - Keyword listings bids management (Up to 25 keywords)
 - Ad Copy Review and modification
 - Main website landing page review and modification
 - Traffic Analysis & Keyword Ranking Report and PPC Account Performance Report
2. Free Off-page Search Engine Optimization
 - Manual submissions to 5 free directories
3. Social Media Optimization (main site)
 - Set up & manage total 5 accounts on Social Bookmarking websites. E.g. Delicious, StumbleUpon etc
 - Add 4 comments on external blogs & websites

Hours:- 28 - 30 Hours (depends upon project requirements)

Price: - \$950-\$1000

Requirements:

- \$500 monthly PPC budget
- For account set up, please check the PPC Set up Package

Silver Package

1. PPC Account Management (\$750/month budget)
 - Keyword listings bids management (Up to 50 keywords)
 - Ad Copy Review and modification
 - Main website landing page review and modification
 - Traffic Analysis Report & PPC Account Performance Report
2. Free Off-page Search Engine Optimization
 - Manual submissions to 10 free directories
3. Social Media Optimization (main site)
 - Set up & manage total 8 accounts on Social Bookmarking websites
 - Add 2 posts per month on third party blog (wordpress or blogger)
 - Add 8 comments on external blogs & websites

Hours:- 60 - 62 Hours (depends upon project requirements)

Price: - \$1700 - \$1750

Requirements:

- \$750 monthly PPC budget
- For account set up, please check the PPC Set Up Package

Gold Package

1. PPC Account Management (\$1000/month budget)
 - Keyword listings bids management (Up to 60 keywords)
 - Ad Copy Review and modification
 - Main website landing page review and modification
 - Traffic Analysis Report & PPC Account Performance Report
2. Free Off-page Search Engine Optimization
 - Manual submissions to 12 free directories
3. Social Media Optimization (main site)
 - Set up & manage total 12 accounts on Social Bookmarking websites
 - Add total 4 posts per month on third party blogs i.e. wordpress and blogger
 - Add 12 comments on external blogs & websites

Hours:- 90 - 95 Hours (depends upon project requirements)**Price: - \$2450 - \$2500****Requirements:**

\$1000 monthly PPC budget

For account set up, please check the PPC Set Up Package

For further details, please contact our sales department at 919-233-4466 or email us at info@spectraforce.com