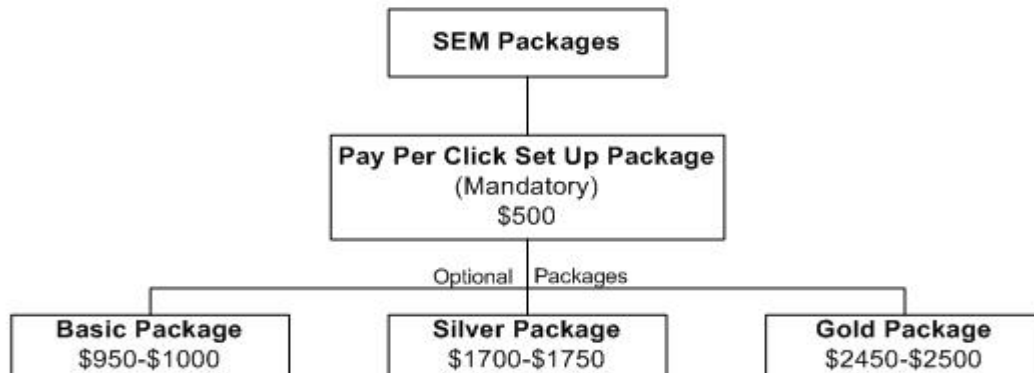


## Search Engine Marketing (SEM) Packages



### 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
  - Web site review for targeted keywords
  - Site conversion computability
  - Selection of landing pages for specific keyword listings & recommendations
4. Campaign Setup
  - Registration and 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 (main site & landing site).
3. Social Media Optimization (main site)
  - Set up total 5 accounts on Social Bookmarking websites and bookmark all the main website pages. E.g. Delicious, StumbleUpon etc.
  - Add 4 comments on external blog 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 (main site & landing site).
3. Social Media Optimization (main site)
  - Set up total 8 accounts on Social Bookmarking websites & bookmark all the main website pages
  - Add 2 posts per month on Third party blog (wordpress or blogger)
  - Add 8 comments on external blog 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 (main site & landing site).
3. Social Media Optimization (main site)
  - Set up total 12 accounts on Social Bookmarking websites and bookmark all the main website & landing website pages, blog posts etc.
  - Add total 4 posts per month on third party blogs i.e. wordpress and blogger
  - Add 12 comments on external blog 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](mailto:info@spectraforce.com)