

Search Engine Optimization (SEO) Packages



Basic SEO Package

1. Site Analysis & Keyword Research
 - Current Search Engine ranking report
 - Site content structure and navigation review
 - Website analysis (5 page maximum)
 - Basic keyword research based on targeted industry and business scope
 - Keyword analysis & selection based on effectiveness & competition
2. Website - On page Optimization
 - Homepage & internal pages Optimization (5 pages)
 - Search engine-friendly HTML & XML Sitemap development
 - Implementation of targeted, optimized META tags including title, keyword and descriptions
 - Recommendation for lead/ conversion improvements
 - Google Analytics account set up and optimization

Note: This doesn't include the website development efforts
3. Free Off-page Search Engine Submissions
 - Major directory category research and identification
 - Manual submissions to 5 free directories
 - Submission to major search engines like Google, MSN and Yahoo
4. Social Media Optimization-SMO
 - Set up & manage 1 account on Social Bookmarking website. E.g. Delicious
 - Set up 1 account on Feedburner.com and burn the feeds

Hours:- 60 - 65 Hours (depends upon project requirements)

Price: - \$950-\$1000

Silver SEO Package

1. Site Analysis & Keyword Research
 - Current Search Engine ranking report
 - Site content structure and navigation review
 - Website analysis (10 page maximum)
 - Keyword analysis & selection based on effectiveness & competition
2. Competitor Analysis
 - Basic competitor analysis and review (up to 2 competitor)
3. Website Advanced On-page Search Engine Optimization
 - Home & internal pages Optimization (upto 10 pages)
 - Search engine-friendly HTML & XML Sitemap development
 - Implementation of targeted, optimized META tags including title, keyword and descriptions
 - Implementation of optimized text link/anchored text
 - Recommendation for lead/ conversion improvements
 - Google Analytics account set up and optimization

Note: This doesn't include the web site development efforts
4. Free Off-page Search Engine Submissions
 - Major directory category research and identification
 - Manual submissions to 5 free directories
 - Submission to major search engines like Google, MSN and Yahoo
 - Submission in 2 free yellow page directories
5. Social Media Optimization
 - Set up & manage 2 accounts on Social Bookmarking websites E.g. Delicious, StumbleUpon etc
 - Set up 1 Blog on free blogs e.g. wordpress.com or blogger.com and add 2 initial posts
 - Add 4 comments on external blogs & websites
 - Set up 1 account on Feedburner.com and burn the blogs feeds

Hours:- 105 - 110 Hours (depends upon project requirements)

Price: - \$1700 - \$1750

Gold Package

1. Strategy Development
 - Current Search Engine ranking report
 - Create IM strategy
 - Website analysis (10 page maximum)
 - Keyword research based on targeted industry and business scope
 - Keyword analysis & selection based on effectiveness & competition
2. Competitor Analysis
 - Basic competitor analysis and review (up to 3 competitors)
3. Website Advanced Optimization
 - Homepage & internal page search engine optimization (upto 10 pages)
 - Search engine friendly content optimization (upto 10 pages)
 - Implementation of targeted, optimized META tags including titles, keywords and descriptions
 - Inter-linking strategy for website pages
 - Recommendation for lead/ conversion improvements
 - Google Analytics account set up and optimization

Note: This doesn't include the web site development efforts
4. Dedicated keywords based landing site
 - Landing site development (Max.3 pages)
 - Optimize website based on 2 highly targeted keywords or phrases
 - Search engine friendly content optimization
 - Integration and lead forwarding strategy to the main website
 - Search engine friendly HTML & XML Sitemap development
 - Google Analytics account set up and optimization
5. Free Off-page Search Engine Submissions (main site & landing site)
 - Major directory category research and identification
 - Manual submissions to 5 free directories (main website & landing site).
 - Submission to major search engines like Google, MSN and Yahoo
 - Submission in 2 free yellow page directories
6. Social Media Optimization (main site & landing site)
 - Set up & manage 2 accounts on Social Bookmarking websites
 - Set up 1 Blog each on free blogs i.e. wordpress.com & blogger.com and add 2 initial posts
 - Add 8 comments on external blogs & websites

Gold Package
<ul style="list-style-type: none"> • Set up 1 account on Feedburner.com and burn all the feeds
Hours: - 153- 156 Hours (depends upon project requirements)
Price: - \$2450 - \$2500

Add-on Services (Paid Activities- available as add-on with any package)	Cost
• Yahoo Directory Submission/ year	\$427
• Best of the Web (BOTW) Submission/ year	\$164
• Business.com Submission/ year	\$331
• Paid Yellow Pages Submission (http://listings.yellowpages.com - bronze listing: \$96 per month)	\$192
• Press Release Development & Submission (Prweb.com- Std. visibility, \$80/ release)	\$400
• Newsletter/Email Campaign Using Campaigner Tool (\$25/month for sending email blast to 501-2,500 customers). Note: This doesn't include development of content for the campaign.	\$265

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