



## SEO Evaluation/ Optimization services:

### **Search Engine Optimization Evaluation-**

We conduct a full examination of your site including meta tags, keyword relevance and density, tags, titles and overall coding of your site. Includes "on page" SEO recommendations for up to 5 pages. We provide a full report on this evaluation which includes content and keyword specific recommendations. \$500

### **SEO Jump Start:**

Especially effective for newer websites (under 2 years old), we help you build your SEO presence with a targeted and regular directory submission and social bookmarking campaign (reddit, digg, stumbleupon etc). This helps to build a strong foundation going forward. Integrates well with an ongoing social media campaign. \$780 flat fee for a 6 month campaign.

### **Keyword Assessment and Evaluation:**

After we perform the SEO evaluation, we can then generate a list of 25 top keywords and modifiers that we believe are appropriate to your website's market and visitor profile. Integrating these keywords into your site will help improve your site's placement in the SERPs (search engine results pages) for your best keywords. \$200

SEO Package: choose all three services for \$1200

### **Google Analytics and Webmaster tools integration:**

We set up an individualized Google account for your website. Using that account, we can prove tracking code and Google credentials, your webmaster can easily place this code in the correct places on the site. This will give us access to exceptional statistics and website tracking tools that Google provide through its Webmaster Tool and Analytics services. Information from this includes, statistics on what pages are most popular, what websites are referring visitors, and what keywords are driving traffic to your site. We can place the code on your site for a small fee, if you webmaster is not familiar with these Google services. \$300 setup and initial training. We can do ongoing report delivery and analysis for \$150 per month *Please note, we need access to site/ FTP for this service.*

### **Google Adwords Advertising Campaigns:**

We have extensive experience with Google Adwords Pay Per Click (PPC) advertising. We can set up and optimize an online PPC campaign for your website's specific target market. This can be an ongoing campaign targeting your keywords, seasonal marketing or sale based campaign. These campaigns are unique and can be managed on a daily or weekly basis. For an additional fee, we can also set up Bing and Yahoo PPC campaigns for extra market coverage. \$300 setup; \$150 one month later and then 20% total cost of the campaign for ongoing maintenance.

### **Wordpress Website Design:**

Need a microsite for your new branding campaign or a simple website for your shop? We will build you a simple 3-5 page wordpress based website which you can easily manage on your own (wordpress is blogging software that can be used to design a website too). We install Wordpress, and customize your header into a standard template, add your content and setup automated backup and SEO plugins. \$600 ask about upgrades for customized templates.