

Search Marketing / Optimization

Market Analysis	Cost est.
<ul style="list-style-type: none"> <input type="checkbox"/> Prospect / Customer research <input type="checkbox"/> Identify keyword searches <input type="checkbox"/> Product / Competitive / Segment Analysis <input type="checkbox"/> Search Recommendations 	N/C
Search Engine Optimization (SEO)	
<ul style="list-style-type: none"> <input type="checkbox"/> Comprehensive Keyword Process <input type="checkbox"/> Reverse Engineering <input type="checkbox"/> Optimization of site for major search engines <ul style="list-style-type: none"> <input type="checkbox"/> Google <input type="checkbox"/> Yahoo <input type="checkbox"/> MSN <input type="checkbox"/> Copywriting – keyword-rich content <input type="checkbox"/> Inbound Links / Targeted Verticals <input type="checkbox"/> Placement Local / Maps <input type="checkbox"/> Keyword rankings <input type="checkbox"/> Monthly SEM updates / optimization of content for visitors / spiders to maintain rankings 	<p>Main Home / Index Page 75 x 4</p> <p>Additional Pages if needed 75</p>
Metrics / ROI	
<ul style="list-style-type: none"> <input type="checkbox"/> Google Analytics installed <input type="checkbox"/> ROI-based <input type="checkbox"/> Identify all site visitors / origin <input type="checkbox"/> Identify which keywords attract traffic <input type="checkbox"/> Pages visited / time spent / bounce rate <input type="checkbox"/> Conversion Rates 	N/C
Search Engine Marketing (SEM)	
<ul style="list-style-type: none"> <input type="checkbox"/> Goals: Top Ranking on Search Results <input type="checkbox"/> Keyword research / analysis <input type="checkbox"/> Identify keywords / phrases target market uses <input type="checkbox"/> Ad Development / content <input type="checkbox"/> Campaign Management <input type="checkbox"/> Manage / Monitor Keyword Rankings <input type="checkbox"/> PPC Bid Management / optimization 	<p>Optional:</p> <p>Account Set-up / Identify Keywords, Develop Ads 75</p> <p>PPC – Client Determined Budget</p>
Site Development	
<ul style="list-style-type: none"> <input type="checkbox"/> Optimized Site Design <input type="checkbox"/> Hosted Domain – est \$9.95 / month (outsourced) 	<p>Main Page 75 x 4</p> <p>Additional Pages as required 75</p>
Bottom Line	
<ul style="list-style-type: none"> <input type="checkbox"/> Optimize current site or develop new one...as low as.... <input type="checkbox"/> No Upfront <input type="checkbox"/> No Overhead <input type="checkbox"/> Results + Satisfaction First 	\$300