

seanalan

Search Engine Marketing Pricing Guide

Search Engine Marketing

seanalán

Simply throwing a website online isn't enough for your business to be found in search results - especially in more competitive markets. This fact makes Search Engine Marketing (SEM) a critical component to your overall strategy.

One-time Optimization

These packages are meant to jumpstart brand new websites and for clients who want to manage ongoing efforts in-house. Often times, this can be enough to start ranking for more specific long-tail keywords.

Ongoing Optimization

Getting your site to rank highly is one thing. Staying on top re-

quires a sustained effort to monitor how your site is being found by customers, what people are saying about your brand on social media sites, by adding and improving content or even changing targeted keyword phrases based on changing trends.

With ongoing, we can also see which keywords are generating traffic to your site, use A/B or multivariate testing to maximize conversions, set goals and track where you're losing potential buyers in the sales funnel, get recommendations to increase your rankings and much more.

Choose One-Time or Ongoing - not both. For the ongoing packages, most items are done every month.

ONE TIME OPTIMIZATION

- Access to Google Analytics
- Install & Verify Tracking Code
- Access to Google Webmaster Tools
- Webmaster Tools Verification
- Link Webmaster Tools & Analytics
- Install SEO for Wordpress Plugin
- XML Sitemaps Submitted to Google
- Robots.txt to Define Crawler Access

Does not include any on-site optimization or keyword analysis. Provides the essential tools for clients to do their own optimization and stats analysis. Not available with the bare bones web package.

training wheels

\$129

Everything in the Training Wheels Package Plus:

- Keyword Research (3-5 phrases)
- Website Analysis & Ranking Report
- Thorough On-site Optimization (3-5 keyword phrases, one-time, on up to five pages)

look ma, no hands

\$949

Everything in the Look Ma, No Hands Package Plus:

- Competitor Analysis
- Keyword Research (10-15 phrases)
- Thorough On-site Optimization (10-15 keyword phrases, one-time, on up to ten pages)

off to the races

\$1,499

Ongoing Optimization

(tasks with a '*' are done once, all others are done every month)

Planning & Analysis	START UP	BASIC	ADVANCED	PRO
Keyword Research & Analysis	✓*	✓*	✓	✓
Marketing Assessment	✓*	✓*	✓	✓
Competitor Analysis		✓	✓	✓
Content Suggestions			✓	✓
Incoming Links Report				✓
Monthly Progress Report	✓	✓	✓	✓
On-Site Optimization	START UP	BASIC	ADVANCED	PRO
Keyword Phrases Optimized	3*	5	15	30
Total Pages Optimized	3	5	10	20
Submit Site to Major Search Engines	✓*	✓	✓	✓
Optimized Page Names and Titles	✓	✓	✓	✓
Unique Meta Description Tag on Each Page	✓	✓	✓	✓
Image Alt Tag Optimization			✓	✓
Link Title Tag Optimization			✓	✓
Revisions to Content Suggested				✓
Keyword Density Analysis		✓	✓	✓
XML Sitemaps Submitted to Google	✓	✓	✓	✓
XML Sitemaps Submitted to Yahoo!/Bing	✓	✓	✓	✓
Access to Google Analytics	✓	✓	✓	✓
Access to Google Webmaster Tools	✓	✓	✓	✓
Link Analytics & Webmaster Accounts	✓	✓	✓	✓

Google Places Listing	START UP	BASIC	ADVANCED	PRO
Google Places Business Listing		✓	✓	✓
Google Places Optimization			✓	✓

Link Building	START UP	BASIC	ADVANCED	PRO
Social Bookmarking Submissions		300	500	800
Directory Submissions		1200	1500	1800
One Way Backlinks	20-30	300	750	1200

Pricing	START UP	BASIC	ADVANCED	PRO
Contract Term	6 mos.	6 mos.	6 mos.	6 mos.
On-Site Optimization (one-time)	\$800	\$1500	\$2200	\$3200
Ongoing Optimization (per month)	\$450	\$1800	\$3000	\$4500
Link Building (per month)	\$400	included	included	included



Hourly Rates

Meetings / Consultation
Research / Concept Development
Layout / Design
Graphic Design
Training

XHTML / CSS Coding
Javascript / Ajax Programming
Flash Programming
Database Programming
Testing / Debugging

Search Engine Marketing
Stats, Reporting & Analysis

AdWords Campaigns
Facebook Ad Campaigns

60

Maintenance Plans

Annual and monthly maintenance plans give you more than just a discount on hourly rates. They also provide peace of mind, the ongoing support your site will need to be truly successful and our commitment to an ongoing relationship with you to help your business grow. Each plan is based on the tasks above with a 10% discount applied. If you need updates from time to time but not on a regular basis, new features or content changes will be treated as a work order and billed at the full hourly rate. Unfortunately, at this point the plans do not roll over into the next month or year so you should try to choose the plan that best suits your needs. Of course those needs will change over time and you can change your monthly plan at any time.

Annual Agreements

60 Plan	\$3200
30 Plan	\$1600
15 Plan	\$800

Monthly Agreements

10	\$540
5	\$270
3	\$160

The advantage of an annual plan is primarily *flexibility*. You may use your hours all at once for large projects such as a redesign or new application, or you can spread them out over the year. Annual plans can help you maintain fixed costs while providing plenty of time to implement mid term strategic goals and build new features, along with ample time for any monthly updates.

Monthly plans give you a set number of hours you receive per month and work well for both static and dynamic sites that need to be routinely updated.