

YOUR WEB PRO



GOOGLE MARKETING PLANS



Local Marketing (SEO)

Identify your local targets, and optimize your online presence.



Google AdWords

Specific keyword advertising services.



Social Media

Facebook and Twitter management services.

WHAT WE DO



1

Research

We research the best keyword choices for your services and service areas.

Research includes:

- Google Guideline Compliance
- Best Keyword Combinations
- What Your Competition Is Doing
- Confirm Your Business Listings
- Social Media Review



2

Installation

We optimize your on-line showroom/website to Google's Best Practices.

Optimization includes:

- H Tags
- Alt Tags
- Title Tags
- Description Tags
- Landing Pages
- Desktop Speed Optimization
- Mobile Speed Optimization (image & video)



3

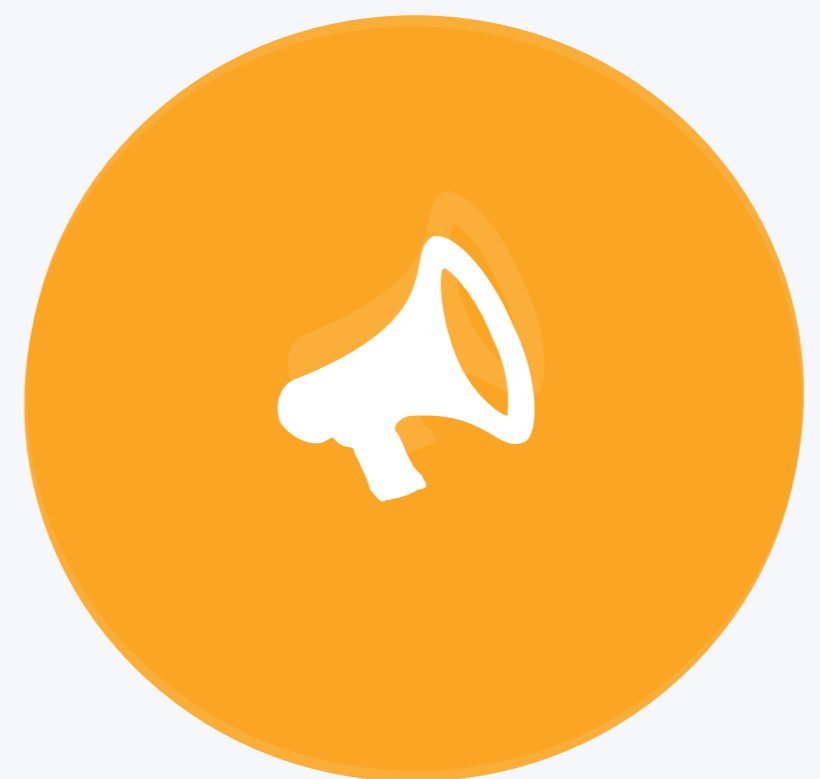
Local Search/SEO

We create and optimize your Business listings information.

Optimization includes:

- Landing Pages
- Business Portals
- Google "My Business"
- Google Map Pack
- Installing Directory links

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Google AdWords

AdWords "Pay Per Click" are not one size fits all. We develop your advertising plan by installing keywords best suited and matched to your service area.

Our tiered approach is designed to work within your budget.

Analytical reporting provides "Real-Time" knowledge of the interaction with Google.



Social Media

Facebook and Twitter are leveraged to build your online audience. Social media content will be created including posting your daily projects, testimonials and local involvement.

No Social media? Full creation and optimization services are available.

Boosting and retargeting are also available.

MONTHLY ACCOUNT REVIEW



REPORTING

- 1) You will receive a report monthly detailing the exact position we attained in Google.
- 2) Graphical Traffic reporting allows you to see how/where/when customers visit.

YOUR DEDICATED ACCOUNT EXECUTIVE

You receive a monthly call from your dedicated account advisor to review and discuss your marketing plan and ensure your goals are met.


This session will include reviewing your marketing *statistics (including clicks, calls & contact requests), your keyword placement and your social media results from month to month.

** Call tracking available in Premium & Ultimate plans*

MONTH TO MONTH ADJUSTMENTS

Your dedicated account advisor will suggest detailed adjustments to your program.

PRICING PLANS


 **Standard Plan**

- ✓ Keyword Planning & Research (Includes 20 Keywords)
- ✓ Local Marketing / (SEO)
- ✓ A Dedicated Account Executive.
- Recommended**
- ✓ * Website Security (SSL)
- ✓ * Review Monitoring Service

* Additional installation and monthly subscription fees apply

\$500 Monthly

Installation equals first month service


 **Premium Plan**

- ✓ Keyword Planning & Research (Includes 30 Keywords)
- ✓ Local Marketing / (SEO)
- ✓ A Dedicated Account Executive.
- ✓ Google AdWords (Conservative Plan - \$150.00 Starting budget included)
- ✓ Social Media Posting 1-3 weekly (Facebook +\$50 Boost Budget)
- Recommended**
- ✓ * Website Security (SSL)
- ✓ * Review Monitoring Service

* Additional installation and monthly subscription fees apply

\$900 Monthly

Installation equals first month service

 **Ultimate Plan**

- ✓ **Keyword Planning & Research (Includes 50 Keywords)**
- ✓ Local Marketing / (SEO)
- ✓ A Dedicated Account Executive.
- ✓ Google AdWords (Aggressive Plan - \$250.00 Starting budget included)
- ✓ Social Media Posting 3-5 weekly (Facebook +\$50 Boost Budget)
- Recommended**
- ✓ * Website Security (SSL)
- ✓ * Review Monitoring Service

* Additional installation and monthly subscription fees apply

\$1200 Monthly

Installation equals first month service