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SEARCH ENGINE MARKETING

Price list as of 01/19/2011

	Cost
1. SEO Website Audit	\$300

That includes a technical analysis of your website:

- Creation of account on Google Webmaster Tools and Analytics
- Number of Indexed Pages
- Search for unwanted Duplicate Content
- Amount of content on every page
- Efficient use of MetaData, Title Tags and H1 and H2 Tags
- Efficient use of Alt tags in links and photos
- Check the XML Sitemap file, review the Robot.txt file, perform a redirect check
- Analysis of existing onsite keywords/key-phrases

PLEASE NOTE the fee to perform the SEO Website Audit does not include making changes to the website itself.

2. Pay-per-click (PPC) Packages

- Search engines results (Google, Yahoo!, Bing and Ask) for your brand name
- Search engines results (Google, Yahoo!, Bing and Ask) for your keyword/key-phrases
- Search engines results (Google, Yahoo!, Bing and Ask) for your top 5 competitors
- Identification of main and rising search terms in your industry
- Creation of the short head (10 to 20 keywords that drive the largest amount of visits to your website)

2. Pay-per-click (PPC) Packages (cont.)

- Creation of the long tail (hundreds of keywords and key phrases that drive visits, at lower cost than short head terms)
- Compose and oversee all ad copy that is used in the PPC campaign
- Daily monitoring of your PPC campaign. Weekly reporting of your PPC campaign.
- Continuous monitoring of trends and development in the industry to spot new keyword/ key phrases opportunities

1 Search Engine Platform (Google AdWords) / 2 months **\$1,200**

1 Search Engine Platform (Google AdWords) / 3 months **\$1,800**

2 Search Engine Platforms (Google AdWords, Yahoo! Search Marketing) / 2 months **\$2,200**

2 Search Engine Platforms (Google AdWords, Yahoo! Search Marketing) / 3 months **\$3,400**

PLEASE NOTE advertising spend is directly to Google or Yahoo! and is not included in our fees. However, you are in total control of your daily budget, at campaign level and keyword level, and it can be as small as \$5 per day. **See our website for introductory offers.**

3. Organic Search: SEO (Search Engine Optimization) and Social Media

\$75 per hour

- Positioning on Social Networks (Facebook, MySpace, LinkedIn)
- Positioning on Video Channels (YouTube, Blip, Google Videos, Veoh)
- Creation of a Blog or audit of an existing blog
- Creation of “feeder pages” (ex: Squidoo, Weebly, Hubpages)
- Establish relationships with Online Communities in your industry
- Content Broadcasting (Twitter)
- Offerings/Sales/Incentives/Promotions to create engagement with your brand
- Inclusion in Google’s Pages (previously Local Business Center), as well as Bing and Yahoo
- Online PR activity (Scribd, PR Newswire, Ezines Articles, PR Web, Web Wire, Article City, Go Articles)
- Link Building Campaign (Internal links, Reciprocal links, Link Baiting)