

Search Engine Optimization Programs – Esultants Web Services

SEO Report & Website Audit – \$400 No page minimum

- Review website analytics, online marketing strategy, content, user experience, and social media to evaluate for recommendations for improvement

Basic – \$750 Up to 10 pages

- On page SEO – keywords, titles, descriptions
- Submit to search engines
- Set-up Google Analytics & Webmaster Tools
- XML Sitemap for Search Engines
- 301 Redirects
- Simple URLs

Standard – \$2500 Up to 25 pages

- **Annual Report**
- **Make changes based on recommendations from Annual Report**
- **Fix Site Audit Errors Where Possible**
- On page SEO – keywords, titles, descriptions
- Submit to search engines
- Set-up Google Analytics & Webmaster Tools
- XML Sitemap for Search Engines
- 301 Redirects
- Simple URLs

Advanced – \$3500 Up to 25 pages

Basic

- On page SEO – keywords, titles, descriptions
- Submit to search engines
- Set-up Google Analytics & Webmaster Tools
- XML Sitemap for Search Engines
- 301 Redirects
- Simple URLs

Always Included

- Semi-annual reports

1. Copy Review

- Review header titles and revise with keywords
- Optimize links anchor text
- Add image alt tags to pictures and charts
- Fix site audit report errors
- Proofread and offer advice on blog posts
- Schedule blog posts

2. Social Assistance

- Claim Google+ Business Listing
- Set up social media sites
 - Google Plus
 - Facebook
 - Twitter
 - LinkedIn
 - Instagram
 - Pinterest
 - YouTube
 - Etc...
- Assist in developing a social media strategy and posting tips
- Social media posting

3. Local On-Page Optimization

- Review copy and rise to fit needs and direction of business
- Add local keywords into copy
- Add new content and optimize layout
- Create landing pages
- Review mobile website and optimize for better user experience
- Submit site to local and national business directories (citations)

Additional Options

- Pay-per-click campaign (*minimum \$5,000 SEO program and customer pays Google*)
- Blog post writing
- Social media post writing