



Search Engine Optimization Packages*

SEO Objective: The goal of SEO is to increase the likelihood that your website will be listed among the top sites when internet users search the web using keyword phrases related to your product or service.

SEO Benefits

- **Qualified Leads** – SEO can increase the number of potential clients who are already interested in and looking for your product or service.
- **Improved User Experience** – SEO also focuses on creating a streamlined and engaging interface with your clients that reduces bounce rates while increasing conversions or sales.
- **Increased Visibility** – With a properly optimized page, your website can draw regional, national, and international attention.
- **Greater Brand Awareness** – SEO can increase market awareness and brand visibility for your business's products or services.
- **Long-term Credibility and Ranking**– SEO can increase traffic from organic searches and help establish your business as reliable and dependable.

Features	Lite Plan	Advanced Plan	Professional Plan
Customer Account			
Dedicated SEO project manager agis will designate a point person to work with you and your business for optimal results and return on investment.	✓	✓	✓
SEO consultation The SEO consultation gives you the opportunity to ask questions and learn more about the SEO process. It also gives agis an opportunity to learn more about your business and its product/services, goals, marketing strategies, and industry competition.	✓	✓	✓
SEO Research & Analysis			
Initial website review and analysis We begin the implementation process with an overall SEO and architectural analysis of your website.	✓	✓	✓
Competitive research and analysis We will research your industry's leading competition to identify their strategies related to key word/phrase searches, SEO methods, and website content.	✓	✓	✓
Key word/phrase analysis and research We'll ask you to complete an SEO questionnaire and identify key words/phrases your clients are using to find you. We'll use your responses and our in-depth analysis to formulate strong key words/phrases used in organic searches for your business's service or product.	✓	✓	✓

Meta tags & heading tag analysis (title, keyword, description, h1 to h3)

We will review and analyze the meta information on your website to ensure best practices and standards are being met. Meta data (descriptions, keywords, page names & titles) is used by search engines to help categorize or index pages correctly. Most meta data is not visible to the end user.

✓

✓

✓

Implementation – Directory Submissions & Indexing

Google Analytics (GA) tracking setup *

We will establish GA tracking to capture the metrics needed to evaluate your website's performance. Metrics are helpful in making adjustments to your SEO.

✓

✓

✓

Google & Yahoo sitemap.xml creation and submission

We will submit a list of all the pages and links on your website to Google and Yahoo. Search engines use sitemaps to find all of the pages in your site. XML is the Google standard.

✓

✓

✓

DMOZ submission

We will submit your website to DMOZ – a major business directory categorized by people who have arranged all websites in this directory by topic. Directory projects like DMOZ are valuable resources for driving traffic to a website.

✓

✓

✓

Free & paid directory submissions**

In addition to the two major directories listed above, we will submit your site to a variety of free directories and recommend paid directories if beneficial to your business.

✓

✓

✓

Robots.txt file setup

We will create a robots.txt file that provide search engine robots with information concerning which files you will not allow to be crawled and indexed -typically secure sections / client information.

✓

✓

✓

Yahoo directory submission

The Yahoo directory is a collection of categorized websites similar to DMOZ.

Additional \$299

Additional \$299

Additional \$299

Implementation - Optimization, Link Building & Conversion Setup

Key-phrases optimized for 1st page results on Google, Yahoo, Bing***

Depending on your SEO Plan, we will optimize these pages for 1st page results. Optimizing pages around focused key-phrase groups ensures that longer key-phrases in those groups will be included.

3 - 4

5 - 7

8-10

Number of key-phrases optimized (key-phrases with less than 1M results)

Depending on your SEO Plan and based on our initial keyword analysis, we will optimize keywords and phrases on your site. Keywords are the words users type into search engines to look for something on line. (Results may vary depending on competition. Optimized for key-phrases with less than 1 million monthly searches.)

5 - 15

16 - 30

30 - 50+

Meta tag & heading tag review and adjustments (title, keyword, description, h1 to h3)

After we have completed our research, we will adjust all meta information on your optimized web pages to help search engines categorize and list them correctly.

✓ ✓ ✓

Alternate text added to images

We will review alternate text for all images on your optimized webpages. Alt text helps search engines understand what the image looks like and how to categorize it.

✓ ✓ ✓

Basic link building (internal & inbound)

We will create internal (page to page) and inbound links (from other websites) to all optimized pages of your website. Inbound links provide opportunities for users to come to your site without searching for you. This type of visit (inbound from an external link) adds credibility to your site and helps to improve your ranking or listing on the search engine results page (SERP).

✓ ✓ ✓

Local search optimization

We will work with you for website submissions to local search directories like Google local, Yahoo local and Yellow Pages. We'll also optimize keywords for "locations served" if applicable.

✓ ✓ ✓

Thematic/Trade specific link building**

We will create industry-specific inbound links from other websites related to your business. This is a more specialized SEO method that focuses on building quality links specific to your industry. This type of visit (inbound from an external link) adds credibility to your site and helps to improve your ranking on the SERP.

-- ✓ ✓

Conversion setup

We will identify and establish conversion points to determine how users are interacting with your site. Conversion points are actions you want your users to take like making a purchase or downloading a file.

1 2-3 4-6

Copywriting (Updates to your current copy)

Depending on your plan, we will write SEO friendly copy to ensure your key phrases are properly incorporated into your website content.

-- ✓ ✓

SEO overview/landing pages

We will work with your marketing department to create compelling overview/landing pages that are optimized specifically to encourage user action or conversion.

-- -- ✓

Universal search (Video, Maps, Images, News)

A normal web search will find content related to a webpage. By optimizing media for universal search, we allow users to search for your website through media like images or video.

-- -- ✓

Customer Focus

Client Objectives

We will work together with you and your business to determine customized approaches to SEO. You might want to "own" a particular service region or product. We'll focus on keywords/phrases, meta data, and links to help you achieve your goals.

✓ ✓ ✓

Quarterly Tracking & Reporting	Online	Onsite & Online	Onsite
Performance Overview, Traffic (Search, Referral, Direct) Your quarterly reports will evaluate the type of traffic to your site. Search traffic are visits resulting from an organic search using a browser. Referral traffic is traffic resulting from a link on another site. Direct traffic is traffic resulting from people who already know who you and do not need to look for you.	✓	✓	✓
Keyword phrase/web Ranking, Competitor Ranking Your quarterly reports will evaluate the performance of your optimized key-phrases and those of your competitors.	✓	✓	✓
Social Network Performance – Measures inbound traffic from your social networks. Reports include % new visits, bounce rate, pages/visit and Avg. visit duration.	--	✓	✓
Entry pages, Referring sites, Link Building, New vs. Returning Additional reports include metrics on types of visitors to your site and how they got there. Were they first-time visitors (new)? Did they reach your site through a search, or was it through an inbound link?	--	✓	✓
Google Query New from Google, the Google Query report displays keywords for which Google feels your site is relevant.	--	✓	✓
Conversions Conversion tracking reports measure how many users came to a specific page and completed the desired task (downloaded a brochure or made a purchase).	1	2-3	4-6
SEO Package Pricing	Lite	Advanced	Professional
One time campaign investment:	\$2,000-\$3,000	\$3,000- \$5,000	\$5,000- \$8,000
Progressive monthly optimization: (Lite package includes reporting only)	\$250	\$350	\$500 to \$1,000

*Packages include creation of website sitemap and Google Analytics tracking for website with a maximum of 35 pages.

**It is possible that paid directory submissions and link building may require additional purchases that would be the financial responsibility of the SEO client.

***While we are confident that our SEO packages will achieve ranking results for various keyword phrases, Search Engine Optimization is a long term investment, and Google is always changing their criteria and algorithms that determine the way pages and keywords are ranked. agis cannot guarantee 1st page ranking for specific search engines due to the level of competition in your industry. Search engine results can take anywhere from 15 to 90 days depending on how often search engines update their results; longer lasting results are better seen after 6-12 months.