

Search Engine Optimization Overview

(Prices are estimates - work is done on an hourly rate)

1) Initial Keyword Research - **\$100 - \$125**

Analyze and use a proprietary formula to find most “strategic” keywords for your site relative to your industry (client should provide what they think are 5-10 “most” important keywords, more if they want). Our spreadsheet will have 100-150 keywords with 30-40 top keywords, and around 10 that we believe are most strategic. “Strategic” means well-searched keywords that have a really good chance of getting ranked in the top 10 within 45-60 days. Keyword research is also done periodically as part of SEO.

2) Title and Metatag Enhancement - **\$100 - \$200**

(Usually the top 3-5 pages are done to start)

Analyze and implement “MetaTag” enhancement for existing site.

<TITLE> tag is most important now, but other metatags should also be used.

3) On Page Keyword Usage and Geographic Relevancy - **\$100 - \$300**

(Usually the top 3-5 pages are done to start)

Review on-page keyword usage and application.

Identify geographic relevancy to expand search to national level. “On page” SEO includes what we call the “SEO footer,” a column approach to listing strategic keywords with locations and pages specific to each location.

5) SEO Press Release - **\$150-\$180 (includes \$90 online fee paid on my credit card)**

Issue keyword-rich online press releases to develop backlinks/inbound links.

This includes the initial writing of the release, posting online, and adding the release to the client web site for SEO spider-food. I like to see a press release once per month for 2-3 months to get the ball rolling more quickly.

6) SEO Review and Next Phase - **\$200 - \$400 (depending on how many pages)**

Review website for opportunities for organic search engine optimization. This should be done every 30-60 days using the previous Google cache to determine which pages are being ranked for particular keywords.

Moving further into the SEO methodology we look at Google analytics (Search Query Reports) to see the **exact** keyword phrases that are bringing visitors to the site through organic search – find where the site is ranked for this exact phrase (and which page) – then adjust on page keywords to enhance ranking.

SEO Price Breakdown

The methodology is quite the same for every client. The total SEO cost is usually around \$1,000 - \$2,000 spread out over 3-6 months. If a client wants faster results and is willing to invest more up front, the results come more quickly.

\$400-\$600 – make the site Google-friendly
(depends on how many pages)

- absolute URLs and text-based CSS navigation rather than images (\$200)
- minimize large sections of javascript (call .js files)
- eliminate or reduce flash (use of .js and <div> instead)
- include sitemap.xml and sitemap.html on Home page (\$100)
- adjustments to metadata/title tags
- keyword-rich text on important pages
- Google analytics loaded – first 30 and 60 day reports are critical (\$60-\$100 to load – depends on how many pages. \$100-\$150 per month for reporting/analyzing as needed)

\$500 – PPC-GoogleAds

Using GoogleAds is a great way to gauge the market and to “see” how effectively your site is selling. GoogleAds gives you a great place to test your initial sales language and landing pages. You can also run reports that show you exactly what people typed into the search bar to find you – this can be extremely helpful.

Getting ranked in the top 1-5 spots with important keywords typically takes time. It is something done in iterations – I take notice of what Google has done with your site as we implement changes, then I react and make edits - this is why I suggest spreading the costs over 2-3 months initially. My clients with top 1-3 rankings in top keywords are the ones who have continued to spend \$300/month for at least 6 months. Clients who have continued to invest in SEO over the long haul continue to do the best.

Based on past experience the tasks outlined in the first phase should allow for advancement in Google search ranking positioning for strategic keywords within 60 days. However, organic search engine optimization does not guarantee search ranking. Additional phases of optimization may be required to reach and maintain optimal search positioning.

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