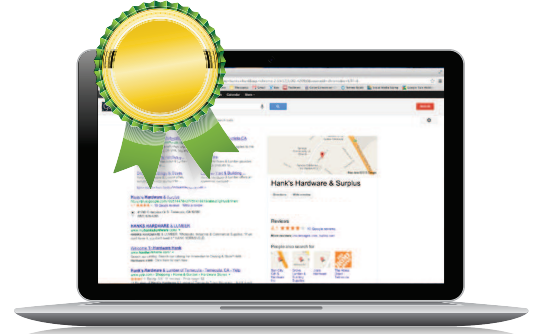




# SEARCH ENGINE OPTIMIZATION

*Shine brighter than your competitors.*

When customers search online, are they finding you or your competitors? If search engines don't know you exist, you are invisible. Ranking higher in search results helps customers find you, driving more customers to your website. Build upon your organic search ranking today to generate more business tomorrow.



Comparing Q1 2015 to Q4 2014, Propel's SEO customers saw:



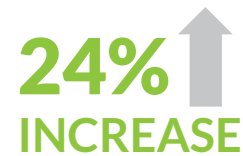
**24%** increase in new website visits



**21%** increase in all website traffic



**15%** increase in average page views



**24%** increase in the top 10 Google rankings

## KEY FEATURES:

- Analyze and refine website to be SEO friendly
- Personalized, local keyword strategy to zero in on your audience
- In-house expertise and management of SEO
- Monthly results reporting

Suggested product pairings:

**SEARCH ENGINE MARKETING**

**SOCIAL MEDIA OPTIMIZATION**

Contact your PMMG Representative today for more information!

**Stephanie Fairbanks**  
**sfairbanks@poconorecord.com**  
**570-420-4374**



Effective Date: December 2015  
\$299 video editing fee. **Minimum Agreement:** 6-month for Search Engine Optimization. All agreements subject to Propel Marketing's terms and conditions: [propelmarketing.com/legal/advertising\\_terms](http://propelmarketing.com/legal/advertising_terms). Rates subject to change.





## SEO Packages

### Basic

### Starter

### Plus

### Pro

### Deluxe

	1		2		3		4		6	
Number of Keywords*										
Length of Contract	6 MONTHS	12 MONTHS	6 MONTHS	12 MONTHS	6 MONTHS	12 MONTHS	6 MONTHS	12 MONTHS	6 MONTHS	12 MONTHS
Account Setup & Login	Green	Blue	Green	Blue	Green	Blue	Green	Blue	Green	Blue
Keyword Selection Consultation	Green	Blue	Green	Blue	Green	Blue	Green	Blue	Green	Blue
Ranking & Reporting	Green	Blue	Green	Blue	Green	Blue	Green	Blue	Green	Blue
Google Analytics & Webmaster Tools	Green	Blue	Green	Blue	Green	Blue	Green	Blue	Green	Blue
Onsite Recommendations	Green	Blue	Green	Blue	Green	Blue	Green	Blue	Green	Blue
Social Bookmarking		Blue	Green	Blue	--	Blue	--	Blue	Green	Blue
Duplicate Content Review & Report			Green	Blue	Green	Blue	Green	Blue	Green	Blue
Onsite Optimization & Implementation					Green	Blue	Green	Blue	Green	Blue
Dedicated Account Manager							Green	Blue	Green	Blue
Monthly Review Call							Green	Blue	Green	Blue
Directory Submissions								Blue		Blue
YouTube Channel & Video Creation**	1 VIDEO	1 VIDEO	1 VIDEO	2 VIDEOS	1 VIDEO	2 VIDEOS	1 VIDEO	2 VIDEOS	2 VIDEOS	4 VIDEOS
Custom Article Content & Publication**	1 ARTICLE	4 ARTICLES	2 ARTICLES	5 ARTICLES	--	6 ARTICLES	1 ARTICLE	6 ARTICLES	1 ARTICLE	7 ARTICLES
Google Authorship Set-up & Blog Posts**							1 BLOG	4 BLOGS	2 BLOGS	8 BLOGS

\*Number of keywords may vary depending on competitiveness of industry and SEO strategy. Competitive industries (law, medicine, contracting, etc.) benefit most from more advanced packages. \*\*Amount over course of contract.

**Account Set up & Login:** Captures essential information needed in order to begin optimization and set up account.

**Keyword Selection Consultation:** Each client benefits from important research and analysis that helps select the best keyword search terms for a successful campaign.

**Ranking & Reporting:** Every campaign benefits from useful and easy-to-understand reports, which are updated in real time and provide a single location to track rankings, traffic, and overall progress made throughout a campaign.

**Google Analytics/Webmaster Tools Install:** Our team will setup, install and monitor both Google applications.

**Social Bookmarking:** Keyword focused links to your site in the form of bookmarks within social bookmarking communities. We bookmark your website where other users and search engines can see it.

**Duplicate Content Review & Report:** Audit website content and (if needed) recommend changes to avoid duplicate content penalties with search engines.

**Onsite Optimization & Implementation - Images, Content, Meta Descriptions, Title Tags, Keywords:** An in-depth content audit will be performed on the client's website. This audit will ensure that the client's website has quality content that is optimized and highly relevant in the eyes of search engines.

**Directory Submissions:** Submissions to top online directories will quickly build links to your website that search engines can see. These promote keywords and categorize your business.

**Dedicated Account Manager:** Personal access to an SEO expert who is assigned to your account and knows your campaign history and needs.

**Monthly Review Call:** In addition to a dedicated account manager, you will have a scheduled monthly review call to discuss campaign progression, strategy, and next steps.

**YouTube Channel & Video Creation:** Set-up or optimize business YouTube channel including an About write-up. Create and post related videos.

**Custom Article Content & Publication + Blog Post Creation:** Original content written about your keywords and linked to your website URL. This helps build lasting, relevant, and powerful links.

\*Feature based on existing blog on business's website. If no blog is available, Propel will create a blog on Blogspot.com and link to business website.

**Google Authorship / Publisher Setup:** Status within Google to link created content to a specific domain and author or publisher to increase visibility, credibility and search engine results.

\*Feature based on business Google+ profile, Propel reserves the right to substitute other features when not available.

**Onsite Edit Recommendations:** Optimization recommendations for the content on a client's website, based on targeted keywords. This helps build the authority of a client's website in relation to specific search terms.



Powered by

