

Sub: Local Search Engine Marketing - PRICING

I found you on Google

Local SEO is the process of optimizing your website so that you can gain higher local search rankings. Over a third of all searches in 2014 will be local and when you include non geo-targeted keywords that trigger local results, the number nears 50%!

What types of businesses need Local SEO?

Any business that gets some or all of its customers or clients locally should consider local SEO. That could be a local medical clinic, dentist, lawyer, retail outlet, or restaurant, but it could just as easily be a local ad agency. If you have a physical address in a city and expect people to go there, you should be doing local SEO for that location.

Local SEO Vs National SEO

While all of the elements that apply to national SEO also impact local SEO (on-page factors, link building, social, indexing, etc.), **but local comes with a few unique elements.**

Explore Phase by Phase the necessary elements of Local Search Engine Optimization.

- Onsite Optimization for Local Searches
 - Keyword Research for local search [Geo-targeted]
 - Claim listing on Google Maps
 - Google Places
 - Scheme Markup for Local Search Results
 - Local Search Directories
 - Citation & Reviews on Local listings
 - Content Marketing
 - Link Building for Local keywords
 - Claim Your Page/Location on Facebook
 - Claiming Profiles on Multiple High Profile Communities, Pages and Social networking sites.
- MANY MORE LOCAL ACTIVITIES & NATIONAL SEO ACTIVITIES...**

Why Choose Us?

We Help Small Local Businesses Dominate Online by:

- ✓ By Better Understanding Your Industry and Targets.
- ✓ By Providing You Cost Effective Options.
- ✓ By Serving You with most Advanced Proven Google Safe Techniques to Rank You Locally & Internationally.
- ✓ By Assigning You a dedicated Account Manager for Your Project/Campaign.
- ✓ By Assisting You with our 10+ Years Experienced Consultants Recommendations.
- ✓ By Providing You timely updates.
- ✓ By helping You not just with Your Marketing prospective, even we engage with our clients to improve the website appearances for maximizing their **ROI**
- ✓ By Strictly following the Google Guidelines and Providing Google Penalization Proofed Services i.e.
 - * Google Panda Proofed
 - * Google Penguin Proofed
 - * Humming Bird Proven
 - * Any other possible Google Future updated Services.. as we only adopts the White Hat Programs.
- ✓ By going beyond the commitments to provide all possible additional benefits for your business growth.

Local SEO Pricing Packages

View our local search pricing chart below to see the features of our local SEO strategy.

Compare all plans	Economy	Deluxe	Ultimate
Campaign Setup Fee	\$350	\$450	\$550
Monthly Management (from 2nd Month)	\$550	\$850	\$1,050
Targeted Keyword / Phrases - "Geo. Targeted /Local keywords"	10	20	30
Guaranteed Keywords ranking in Top 10 Position of Google	6 to 8	12 to 16	20 to 25
Delivery Time Frame	4-6 Month	4-6 Month	4-6 Month
Monthly Work Status Reports	YES	YES	YES
Client Support	Email/Chat, Phone	Email/Chat, Phone	Email/Chat, Phone
On Page Optimization			
Keyword Research Locally Optimized & Geo. Targeted	Yes	Yes	Yes
Website Analysis	Yes	Yes	Yes
Competitive Analysis	Yes	Yes	Yes
Search Engine Optimization Strategy	Yes	Yes	Yes
Website Structure Optimization	Yes	Yes	Yes
Canonicalization	Yes	Yes	Yes
HTML Code Optimization	Yes	Yes	Yes
Title and Meta Tag Creation & Optimization	Yes	Yes	Yes
Anchor Tag Optimization	Yes	Yes	Yes
Content Optimization - Recommendations & Directions ONLY	Yes	Yes	Yes
Image Optimization	Yes	Yes	Yes
Page Emphasizing	Yes	Yes	Yes
HTML Sitemap Creation	Yes	Yes	Yes
Google XML Sitemap Creation	Yes	Yes	Yes
Robots.txt Optimization	Yes	Yes	Yes
Google Analytics Setup & Monitoring	Yes	Yes	Yes
Google Webmaster Tool	Yes	Yes	Yes
hCard or Schema Markup For Local Search Result	Yes	Yes	Yes
NAP/Maps Optimization/Management			
Google Places - Setup / Optimization	✓	✓	✓
Google+ Page Setup / Optimization	✓	✓	✓
Google Places - SEO copywriting	✓	✓	✓
Google Places - Photo/Multimedia additions (Content Provided by Client)	✓	✓	✓
Google Places - Categories setup	✓	✓	✓
Google Places - Address matching	✓	✓	✓
Bing Local - Local optimization	✓	✓	✓
Yahoo! Local - Local optimization	✓	✓	✓
Customer Review Building Guide	✓	✓	✓
Dedicated account representative	✓	✓	✓
Foursquare checkins - Verification/setup of location	✓	✓	✓
Local optimization at 5 other local business websites (superpages.com, urbanspoon.com, yellowpages.com, etc)	✓	✓	✓
Business Listings - Ad listings - Business Profiles			
Business Listing to Major Business Communities/Websites	YES	YES	YES
Classified Ad listings	50 Monthly	100 Monthly	150 Monthly
Brand Protection or Business Profiles Over Major Sites (Knowem)	15	25	35
Info graphics Creation	NO	YES	YES
Info graphics CREATION	NO	1 per 3 Months	1 per 2 Months
Slide / PPT / PDF Creation	NO	NO	NO
Slide / PPT / PDF Submission - Provided by client**	NO	YES	YES
Content Marketing & Link building			
On site blog creation	YES	YES	YES
Blog Writing for onsite Blog Posting	1/Month	2/Month	4/Month
3rd Party blogging or Blog posts -- UNIQUE*** Hand Written	10	20	30

Press Releases OR News Distribution	1 Normal	Premium Email buzz (2) per month	Premium Email buzz (4) per month
Article Marketing	1	2	3
Yahoo Answers or Other Popular Q & A buildings	5/month	10/month	15/month
Image Submission	(5)_ Every 3 months	(8)_ Every 3 months	(10)_ Every 3 months
Search Engine Submissions	YES	YES	YES
Social Bookmarking	300	500	800
Directory Submission	100 /Month	150 /Month	200 /Month
Social Media Marketing			
REAL** Dedicated Social Networking Activities HOURS/Month	15 hours	25 hours	35 hours
Facebook Account Setup	YES	YES	YES
Twitter Account Setup	YES	YES	YES
G+ Account Setup	YES	YES	YES
Facebook Fan page Creation with Likes	YES	YES	YES
Twitter Followers	YES	YES	YES
Google+ Activity	YES	YES	YES
Youtube Channel Creation (Need 4-5 Video from Client End) + Increase Views	No	No	YES
Performance over more Social Sites (Pinterest, Instragram, Myspace ETC)	YES	YES	YES
PPC [Pay Per Click Campaign] YES YES YES			
<small>PPC Management is Bonus for Annual or Bi-Annual upfront payment Buyers.</small>			