

CodeGeek.Net Search Engine Optimization Packages

Improving the search engine rankings for your web site is both art and science and requires regular effort and tweaking. Incorporating additional Search Engine Optimization (SEO) techniques over time is a proven way to compete effectively. SEO is a labor intensive endeavor, which is the primary factor in the price of our packages.

Our regular rates of \$90 - \$125 per hour are heavily discounted to create the following packages.

Initial Search Engine Optimization

The investment for initial SEO varies depending on how your web site is currently written and coded. The investment for initial SEO typically ranges between \$1250 and \$2500 for ten keyword phrases and optimizing five to ten web pages, and takes between one and four weeks.

What we deliver:

- Top 5 Competitor analysis
- Optimize the site using the agreed-upon keyword phrases:
 - Research and analysis, resulting in a list of up to 10 keyword phrases
 - Selection of five to ten web pages to be optimized (note: you do not have to optimize every page on your web site to be effective)
 - Copy editing of up to 5 web site pages to incorporate the keyword phrases
 - Creation of corresponding page titles and meta tags
 - Coding necessary to implement these changes into your site
- Create Google Local (Google Maps) and Yahoo Local listings for your business
- Baseline analysis of all necessary statistics:
 - Keyword phrases: review popularity and relevance
 - Search engine rankings: review web site position for active keywords in the four major search engines
 - Current visitor statistics, if available
- Create Google Analytics Account; Add Google Analytics tracking code to your website

SEO Monthly Maintenance Packages

These maintenance packages are applicable when your web site *has already been optimized* for five to ten keyword phrases.

PACKAGE #1: “The Basic Package”

\$420/month (includes approx 7 hours of labor)

- 🌐 Optimize the site using the agreed-upon keyword phrases (“active keywords”)
 - This plan covers up to 10 keyword phrases, and between five and ten optimized web pages (note, you do not have to optimize every page on your web site to be effective)
 - Larger numbers of keywords or optimized pages can be quoted separately
- 🌐 Monthly analysis of all necessary statistics:
 - Active keywords: review popularity and relevance
 - Search engine rankings: review web site position for active keywords in the four major search engines
 - Optimized web pages: review site visitor traffic reports (as made available by your existing web host, or Google Analytics)
- 🌐 Review web site content:
 - Create report of suggested edits to web site copy and code, and either:
 - Client implements updates, or
 - CodeGeek updates content & code (for an additional fee)
- 🌐 Review Google Analytics visitor statistics and report on suggested site improvements
- 🌐 Share monthly reports summarizing everything above

PACKAGE #2: “The Prudent Package”

\$790/month (includes approx 14 hours of labor)

- 🌐 Optimize the site using the agreed-upon keyword phrases (“active keywords”)
 - This plan covers up to 10 keyword phrases, and between five and ten optimized web pages (note, you do not have to optimize every page on your web site to be effective)
 - Larger numbers of keywords or optimized pages can be quoted separately
- 🌐 Monthly analysis of all necessary statistics:
 - Active keywords: review popularity and relevance
 - Search engine rankings: review web site position for active keywords in the four major search engines
 - Optimized web pages: review site visitor traffic reports (as made available by your existing web host, or Google Analytics)
- 🌐 Review web site content:
 - Create report of suggested edits to web site copy and code, and
 - **CodeGeek updates content & code (included)**
- 🌐 **Ongoing inbound link development:**

- Directory and local search submissions
- Explore opportunities to have your customers link to your web site
- Forums: We will identify and recommend forums where your participation can result in expanding your web presence and creating additional inbound links.
- 🌐 Free consulting on emerging trends in search engines
- 🌐 Review Google Analytics visitor statistics and report on suggested site improvements
- 🌐 Share monthly reports summarizing everything above

PACKAGE #3: “The Complete Package”
\$1090/month (includes approx 20 hours of labor)

- 🌐 Optimize the site using the agreed-upon keyword phrases (“active keywords”)
 - This plan covers up to 10 keyword phrases, and between five and ten optimized web pages (note, you do not have to optimize every page on your web site to be effective)
 - Larger numbers of keywords or optimized pages can be quoted separately
- 🌐 Monthly analysis of all necessary statistics:
 - Active keywords: review popularity and relevance
 - Search engine rankings: review web site position for active keywords in the four major search engines
 - Optimized web pages: review site visitor traffic reports (as made available by your existing web host, or Google Analytics)
- 🌐 Expand the list of active keywords on a quarterly basis
- 🌐 Review web site content:
 - Create report of suggested edits to web site copy and code
 - Create one page of new web site content per month, for example
 - Solicit and add new testimonials
 - Ghost write blog posts
 - Create new content based on new active keywords
 - CodeGeek updates content & code (included)
- 🌐 Ongoing inbound link development:
 - Directory and local search submissions
 - Explore opportunities to have your customers link to your web site
 - Forums: We will identify and recommend forums where your participation can result in expanding your web presence and creating additional inbound links.
- 🌐 Free consulting on emerging trends in search engines
- 🌐 Review Google Analytics visitor statistics and report on suggested site improvements
- 🌐 Share monthly reports summarizing everything above
- 🌐 Annual focus group brainstorm session for new keywords

A la carte items, can be added to any package:

- Initial Pay-Per-Click (PPC) campaigns, e.g. Google AdWords, Yahoo! Search Marketing, etc. The investment for initial PPC varies depending on how many ads you want written per keyword phrase and the number of landing pages that need to be created or revised. The investment for initial PPC typically ranges between \$1200 and \$2500 for five keyword phrases and optimizing up to five web pages, and takes between one and four weeks.
 - Initial keyword research for PPC
 - Ad copy writing
 - Creation of landing pages, if applicable

- On-Going Pay-Per-Click:
 - \$490 per month includes campaign monitoring and tweaking 3 to 5 times per week

- Press release writing and marketing
 - Investment:
 - \$1900 for package of three press releases.
 - Press Release submission fees, approximately \$80 - \$150 each

- Optimize the images on your site with keyword phrases

- Optimize your site with list and table title tags with keyword phrases

SEO Disclaimer

WHO CONTROLS SEARCH ENGINE RESULTS?

Search engine results are controlled solely by each individual search engine and their proprietary algorithms. These complicated algorithms evaluate pages on the web against keyword searches performed by users. It is impossible for ANY business to guarantee high rankings for any website or webpage.

SOME INFORMATION IS PUBLIC, SOME IS NOT

The search engines make certain information and recommendations public regarding how to become indexed and ranked within their system. However, they give no magic "recipe" for success. We've accumulated several years of data, testing, experience, results and have an in-depth understanding of what has and does currently work to increase the chances that a website will perform and gain top search engine placement on the major search engines.

SEO IS A PROCESS

Search engine optimization is the process of applying techniques to your website that increase your chance of being ranked for specific keywords. "We" do not tell the search engine where to rank you. We only try to follow best practices through our experience that will out-perform

your competitors and put you as high as possible on the major search engines for your targeted keyword phrases.

NO GUARANTEES

We can legally and ethically make no guarantee or promise, other than the fact that our work, process, past experience and proven system can give your website the chance to rank well on the Major Search Engine Results pages for specific keyword phrases we target.