



MSW Interactive Designs LLC

We put the web to work for you!

ORGANIC SEO PACKAGE

Initial Website Setup/Analysis

1-3 page website : \$295 4-7 page website : \$395 (\$50 per additional page)

Includes:

- analysis of current site SEO
- keyword research
- baseline of current rankings
- competitor analysis
- determination of keywords that we will be building rankings for (max of two primary keyword phrases per page ... so a 5 page website will have 10 keyword phrases that we are working)

Monthly Fee

\$125 (12 month contract required*)

Monthly fee is reduced to \$50/month if combined with social media engagement package, below. *12 month contract requirement dismissed with social media engagement package purchase.

SEO TASKS COMPLETED MONTHLY

- ✓ Month 1: Modify/Add proper meta tags, title tags, and head tags to each page
- ✓ Month 2: Modify/Add appropriate ALT tags to images and modify image names for better SEO. Add social links to website.
- ✓ Month 3: Create HTML sitemap and XML sitemap. Submit XML sitemap to webmaster tools. ✓
Month 4: Modify content/copy on website to improve keyword density and create appropriate anchor text.
- ✓ Month 5: Setup Bing webmaster account for website, as well robots.txt. Setup and add sharing buttons on website pages.
- ✓ Month 6: Submit site to relevant local directories, including Google local. We may make recommendations for local paid directories, for the client's consideration (i.e. Chamber and CVB sites)
- ✓ Month 7: Submit site to 10 major directory websites.
- ✓ Month 8: Review analytics and create report showing improvements in rankings.



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- ✓ Month 9: Modify meta tags and content across the site to adjust for lower performing keyword phrases.
- ✓ Month 10: Prepare report with recommendations for website additions/improvements based on results obtained and lower performing keywords.
- ✓ Month 11: Implement approved recommendations by client. Submit/setup account for site on 10 additional directory websites.
- ✓ Month 12: Submit/setup account for site on 10 additional directory websites. Prepare summary report of results obtained for full keyword list.

Add-Ons We Strongly Suggest, if You Are Making an Investment in SEO

Mobile Website : \$75/page design + \$15/month hosting

As of April 2015, Google factors “mobile friendliness” into the search results it returns for mobile searches. If you don’t have a mobile friendly version of your website, this will negatively impact your rankings for mobile searches on Google.

Social Media Customization & Engagement

Social Channel Setup & Customization : \$75/channel design fee

While you may have a Facebook page or Twitter account setup already, is it properly optimized and is your profile filled out in such a way that it is search engine friendly? Do you have a business Google+ page? A company LinkedIn page? A business YouTube Channel? Having these channels for your business with professional cover images and SEO friendly profiles is very important for your SEO efforts. Once your channels are setup and customized, you should begin a robust and consistent social media engagement effort.

Social Media Engagement Package

\$350/per month, with \$50 used toward page promotions and boosted posts.

Google factors social reach, social interactions, and fresh content into the ranking results it returns. A consistent, strategy-driven social media campaign not only increases brand awareness and keeps your business top of mind, it also helps move and keep and your business at top of search.

Call MSW Interactive Designs at 573-552-8403 for more information!