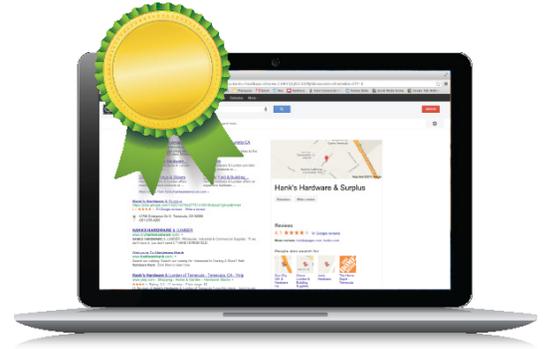




SEARCH ENGINE OPTIMIZATION

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.



88% of users will not leave the first page of search results to find a local business.

GOOGLE, 2011



Over 76% of people used a search engine to find a local business in the last year.

PRNEWswire, 2011



100 billion Google searches are conducted each month.

SEARCH ENGINE LAND, 2012

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:

LOCAL PROFILES
SOCIAL MEDIA OPTIMIZATION





Conversations Packages

Basic Starter Plus Premium Deluxe

	1	2	3	4	5
Social Networks					
Social Marketing Plan					
Dedicated Account Manager					
Invite Email Contacts					
Social Account Optimization					
Custom Content Calendar					
Facebook & Twitter Reporting					
Comment Responding					
SPAM Monitoring & Removal					
PropelRep					
Facebook Ads Campaign Management					
Competitive Analysis					
Lead Search					
Monthly Consultation	1	1	1	2	2
Weekly Updates/Posts					
Facebook	3	3	4	5	7
Twitter	7	7	14	21	35
Google+	3	3	4	5	7
LinkedIn	3	3	4	5	7
YouTube	custom	custom	custom	custom	custom

Social Marketing Plan: Each client will receive a customized document outlining their specific package for their reference.

Dedicated Account Manager: We will walk you through getting started on social media and answer your questions.

Invite Email Contacts: We will upload any list of email contacts (Excel, Word, or text file) to your social networks to help build a following.

Social Account Optimization: Key information provided to us to improve organic search, helping customers find your social networks.

Custom Content Calendar: Our expert team will curate content and create a schedule based on optimal times to post for YOUR business. Nothing will be posted without approval.

Comment Responding: We will save you time by interacting with fans on your behalf. Complaints or questions that we can't answer will be forwarded to the customer via email.

SPAM Monitoring & Removal: We will monitor for SPAM and will remove anything inappropriate.

Monthly Consultation: Review the monthly events/posts for your business and have all of your social questions answered with our expert team.

Weekly Updates/Posts: Number of posts will vary depending on the customers plan (See packages).

Reputation Monitoring: Monitor your web presence and conversations about your brand around the web to build trust, address and improve your online reputation.

Facebook Ads Campaign Management: We will setup and manage Facebook Ads along with your posts to drive fans to your page.

Competitive Analysis: We will run a quick survey to find out how many fans and followers your competition has, as well as what social networks they are on.

Lead Search: We will proactively spend time searching for and connecting with people talking about your business.