



SOCIAL MEDIA OPTIMIZATION

How many places do you shine?

Social media is the new word-of-mouth. It's no coincidence that businesses who engage their customers via social media grow faster than those who don't. Now it's easy to keep your loyal customers updated and gain new ones.



7/10



7 of 10 customers are more likely to use a local business if present on social media.

LOCAL CONSUMER REVIEW SURVEY, 2012

81%



81% of U.S. respondents indicated that friends' social media posts directly influenced their purchase decision.

FORBES, 2012

27%



27% of total U.S. Internet time is spent on social networking sites.

EXPERIAN, 2012

KEY FEATURES:

- Custom solutions for your business needs: "Do It Yourself" or "We Do It For You"
- Online dashboard to manage your social media networks with DIY
- Access to comprehensive library of topics and content
- Track social engagement and compare to your competitors

Suggested product pairings:

REPUTATION MONITORING
SEARCH ENGINE MARKETING


hudson valley media group

Partnered with

PROPEL
MARKETING



SEO Packages

Basic

Starter

Plus

Pro

Premium

Deluxe

	1	2	3	4	4	6
Number of Keywords						
Account Setup & Login						
Keyword Selection Consultation						
Directory Submissions						
Onsite Edit Recommendations						
Ranking & Reporting						
Competitive & Keyword Linkbuilding						
Social Bookmarking						
Account Management						
DIY Google Analytics /Webmaster Tools						
Custom Blog/Article Content & Publication						
Google Analytics/Webmaster Tools Install/Monitor						
Onsite Edit Implementation						
Onsite Optimization Content Audit						
Dedicated Account Manager						
Monthly Review Call						
XML Site Map Creation (if needed)						

*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.

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.

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.

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.

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.

Competitive & Keyword Link Building: Competitive link building targets websites where your competitors are building backlinks for keywords you are trying to target. Keyword link building increases backlinks directly related to relevant industry keywords. This provides credibility and trust for your business in your specific market.

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.

Account Management: Account management services help to identify target keywords, share optimization opportunities, answer questions, make suggestions and monitor each campaign's progress.

DIY Google Analytics/Webmaster Tools: This guide contains setup instructions for both Google applications along with explanations of key metrics found within the applications.

Custom Blog Content: Original content written about your keywords and linked to your website URL. This helps build lasting, relevant, and powerful links.

Google Analytics/Webmaster Tools Install/Monitor: In addition to the DIY guide, our team will setup, install and monitor both Google applications.

Onsite Edit Implementation: Our team will handle all implementation of onsite edit recommendations after approval and with the correct domain login credentials.

Onsite Optimization Content Audit: 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.

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.

XML Sitemap Creation: An XML sitemap will be created and placed on the customer's website if one does not exist already. XML sitemaps allow a search engine to find all the website's pages that need to be indexed.