

3 SEO packages

1. **Local - \$300**
2. **SEO + Local - \$600** (little practice)
For smaller practices in smaller markets who
3. **SEO + Local - \$1000** (big practice)
Typically for bigger practices in larger markets.

What You Get

	Monthly Budget: \$300	\$600	\$1,000
• One-Time Initial Setup Fee Waived (\$300)	✓	✓	✓
• Targeted Keywords	5	10	15
• On-site Optimization	1	1	2
• Content Creation	X	1	2
• Google Local Listing Optimization	✓	✓	✓
• Unique Link Building Articles Written and Published Monthly	1	2	3
• Technical SEO Tasks (Setup for Sitemap, Analytics, Redirects, etc.)	✓	✓	✓
• Monthly Reporting (Rankings, Link Building, Onsite Optimization)	✓	✓	✓

Note: All tasks performed monthly

Services Descriptions

Keyword Analysis for Targeted Keywords

Based on an analysis of your website and some of your competitors' sites, we've come up with a list of keywords we feel should be the focal point of your SEO campaign. These keywords will be the basis for link building and on-site optimization. This keyword list may evolve over time as we see what keywords are providing the best results.

This table shows each keyword's approximate monthly search volume for the U.S. according to Google, an expected difficulty score (the higher the more difficult), and your current rank for the keyword.

On-Site Optimization

On-site optimization is essential for making your site more search engine friendly. Our main areas of concern are meta tags, page content, and site structure. Below, we'll explain how each can help your site.

- **Meta Data Optimization** – Optimizing the title tags, meta descriptions, headings, etc., will allow us to build search engine relevance for targeted keywords, which helps boost visibility greatly.
 - **Page Content Optimization** – Placing keywords in page content can work for the benefit of both visitors and search engines. We'll work with you to add natural-sounding keywords to your pages and build helpful inner links between pages on your site.
 - **Site Structure, Footer Links, etc.** – We will analyze your site's structure, looking for opportunities to improve things like navigation and URL structure. We'll also check for robots.txt, sitemap.xml, and redirect errors.
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On-Site Content Creation

The advanced algorithms used to determine search engine rankings are basically just ways of determining what your site is about. We call this relevancy. The more relevant content on your site, the better the search engines will rank you for the keywords you're targeting.

We will look at your industry and write effective original content for your site. This content comes in three varieties:

1. New page content
2. Blog posts

3. Revisions and additions to existing site content

We look at a variety of factors to determine which will be most beneficial for your site, and the type of content we build may vary from month to month based on our evaluation.

Local Optimization

For local-oriented search terms, search engines often give special preference to businesses with physical locations in the cities searched for. Google gives businesses free +Local pages searchers can interact with. The better these pages and other business directory citations are optimized, the more they can help you rank well for local-oriented search terms.

- We will optimize the Google +Local page for your location, including merging any duplicates, adding appropriate content, and placing any special offers you're making for your customers.
- We'll also obtain and review citations in other city directories to ensure your business's name, address, phone number, and website are correctly listed. More mentions of your business on the web will help you rank better.

The screenshot shows a Google Local search results page for 'Boston dentist'. On the left, there is a list of four dental businesses, each with a lettered pin (A, B, C, D) and a red box highlighting the first entry. On the right, there is a map of Boston with pins A, B, C, and D. Below the map is an advertisement for 'Free Dental Exam'.

Dental Partners of Boston www.dentalpartnersofboston.com/ Score: 20 / 30 · 11 Google reviews You rated it very good.	A 800 Boylston St Boston, Massachusetts (617) 259-1100
Boston Dental www.bostondental.com/ Score: 21 / 30 · 11 Google reviews	B 36 Chauncy St Boston (617) 338-5000
Charles River Dental Associates www.charlesriverdental.com/ 7 Google reviews	C 50 Staniford St #303 Boston (617) 523-4555
Downtown Dental Center www.dentalcenterboston.com/ 4 Google reviews	D 333 Washington St Boston (617) 523-5151

Map for boston dentist

Ads ⓘ

Free Dental Exam
www.dentologyboston.com/
Next Day appointments.20+years exp.
TMJ,headaches,wisdom teeth,implants

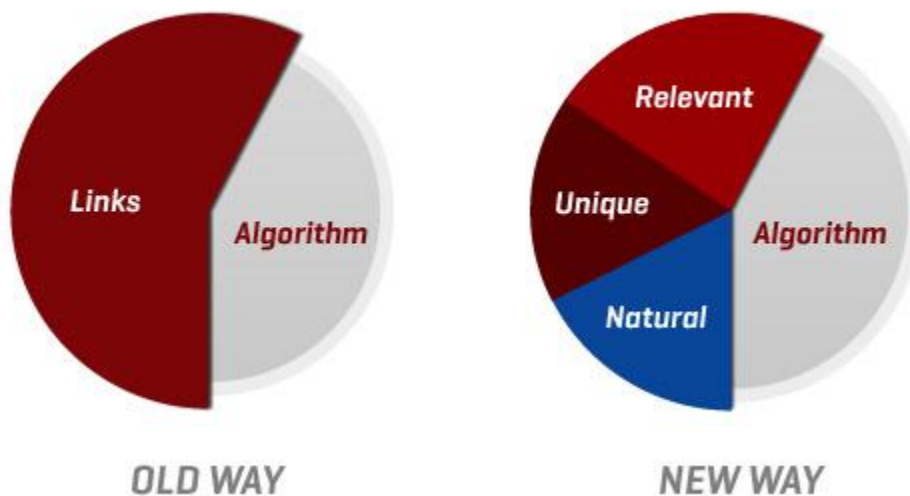
Links

There was a time when you could get ahead in rankings simply by creating a lot of inbound links. With recent search algorithm updates, though, Google cares much more about the quality of individual links than the total quantity of links. In fact, it can now be counterproductive to have a lot of links flooding in, as this looks unnatural to search engines.

What counts now is having helpful, relevant content linking to you from helpful, relevant sites. The spread between a quality link and a "fluff" link is growing larger. In many cases one great link can be

worth several low-quality links. We take extra measures to ensure that all our links are backed up by relevant, high-quality content on indexed sites, providing real value.

Each of our links is planted in high-quality, relevant, unique content and published to authoritative websites related to your industry. This kind of link building provides strong, lasting results for your website's rankings.



Technical SEO

Search engine “spiders” are automated programs that continually crawl the web, reading content, and indexing the content found on website pages. The goal of “technical SEO” is to make sure there are no technical roadblocks for these search spiders when crawling your site. If they are unable to access and index your content for whatever reason, your site will basically be a blind spot for the search engines.

Imagine you build a beautiful 7,000 square foot ranch on a 3-acre property half a mile from the road. Now imagine there is no driveway from the road to your house. It will be very hard for your friends and family to come visit you. This may not be realistic, but it works for this technical SEO analogy. In this example, your website that you spent so much time on is your house. Technical SEO is the nice paved driveway that leads the search engine spiders easily to your front door.

We will perform all regular technical duties, such as:

- Implementing sitemaps
- Uploading and submitting a robots.txt file
- Installing Webmaster Tools

- Setting up 301 redirects
- Fixing 404 page errors
- Checking for duplicate content and canonicalization issues

We will run a crawl diagnostic and find any potential crawl issues that might interfere with the search robots.

Reporting

We keep clients informed and aware of our efforts for their SEO campaign by providing the following monthly reports:

Ranking Report:

consists of your ranking in Google and other search engines for your targeted keywords.

Link Report:

contains a list of the links we built for the month.

Optimization Report:

a monthly report of the onsite content we optimized for the month.

Content Report:

contains the new unique content we wrote for your site.

