

IN-DEPTH SEARCH ENGINE AUDIT, CONSULTATION, AND ACTION PLAN

You know you need to be listed well in the search engines if your site is going to meet its goals but have no idea where to start, let alone when enough is enough. You don't want to spend more than you have to and the whole subject seems daunting.

Have our expert **conduct an in-depth audit** of your web site, resulting in a detailed report, a "menu" of tasks designed to improve your search rank *for terms that convert sales*.

Spend a full hour of one-on-one time (in person or by phone) discussing your audit results and creating a viable and realistic plan of action for your search engine strategies and how best to implement them.

During this consultation our expert SEO will go over all the details, from tactics and costs to expected results.

Your in-depth audit will include over fifty points of inquiry and testing, covering the following areas:

- Crawling & Index
- Duplicate Content
- Content
- Site Architecture
- Video & Images
- Functional Elements
- WHOIS & DNS
- Uptime
- Google & Bing Webmaster Tools
- Social Media
- Responsiveness (mobile-friendly)

And, of course, any other specific issues that you may want to touch on or that may arise.

.....\$900.

YOUR CUSTOMIZED ACTION PLAN

The action plan developed during your in-Depth Search Engine Audit varies greatly from site to site. Yours will come to you with the resources needed to complete each of the items. Resources include information, tasks that you must complete and tasks we can complete on your behalf, along with any costs associated with our efforts.

While some sites are less, and some are more, plan on \$500 to \$2000 to get your site from where it is to where you want it to be.

Once your site is fully optimized, we can discuss what will be required to *keep* your hard-earned rank. The best results usually come through monthly retainer plans tied to deliverables. The retainer amount, and the deliverables attached to it can vary from month to month, depending your budget and the needs of your site(s).

.....TO BE DETERMINED

TRAINING FOR DIY OPTIMIZATION

It's powerful to learn how to optimize –and keep optimized –your own website. You best know your business, your target demographic and the changing needs of your business.

We offer training sessions for up to three people, meeting you where you are and taking you where you want to go. You can design the curriculum, or we are happy to do so.

Our Basic Search Engine Audit and Consultation (below) is an excellent way to begin a DIY effort, followed by this individual or small group training.

BASIC TOPICS.....\$80./HR

INTERMEDIATE AND ADVANCED TOPICS\$100./HR