

LOCAL PUSH

GIVE YOUR BRAND THE RECOGNITION IT *DESERVES*

SILVER
FOR NEW BUSINESSES

\$599
PER MONTH*
+\$300 ACCOUNT SETUP

GOLD
FOR ESTABLISHED BUSINESSES

\$899
PER MONTH*
+\$400 ACCOUNT SETUP

PLATINUM
FOR MAXIMUM LOCAL PRESENCE

\$1499
PER MONTH*
+\$500 ACCOUNT SETUP

SEO 101

Local Search Engine Optimization (SEO) is the process of improving the content and structure within your website while increasing your online presence off-site to generate new traffic from location-based searches on popular search engines like Google, Bing, and Yahoo. Local SEO is a low-cost, long-term play that will drastically improve traffic through conventional search methods and application like Google Maps, Google MyBusiness, Bing for Business, Siri, and Cortana.

Marketing in the Digital Age

The rapid growth of mobile device usage and “searching on-the-go” has opened up new pathways for local businesses to acquire relevant traffic. Now, more than ever before, people are using mobile devices to search for anything ranging from “Pizza Places Near Me” to “Dentists in Orlando.” If you have a weak online presence in today’s business environment, you’re missing out on thousands of potential customers and letting the competition get the best of you. Businesses are increasingly prioritizing digital strategies in their marketing efforts to better capture the attention of their target audiences. Local SEO efforts are key to success in this ever-changing environment. Don’t wait - proper organic SEO can take month to reach full effectiveness, and it is important that you get started sooner than later before your competition gains too big of an edge over your brand.

Putting Your Mark on the Market

Digital marketing is a brand new arena, and we are here to give you the home court advantage. Implementing a successful SEO strategy requires intimate knowledge of how search engines work, how different users browse the web, and what techniques capture the attention of your unique target audience. We’ve helped over 250 brands extend their online reach locally. Decades of experience in marketing for a diverse set of industries has equipped us with valuable user data, analytics, and market knowledge that empowers us to successfully build a bridge between your brand and its audience.

MONTHLY ON-PAGE LOCAL BUSINESS SEARCH OPTIMIZATION

	SILVER	GOLD	PLATINUM
MOBILE FRIENDLY WEBSITE DESIGN	7 PAGES	12 PAGES	17 PAGES
KEYWORD RESEARCH & TARGETING	5 KEYWORDS	10 KEYWORDS	15 KEYWORDS
GEO PAGES (1 KEYWORD + 1 LOCATION PER PAGE)	1 MANAGED GEO PAGE	2 MANAGED GEO PAGES	4 MANAGED GEO PAGES
KEYWORD & SEARCH OPTIMIZED SITE STRUCTURE	✓	✓	✓
INTERNAL LINKING & PAGE RELATIONSHIP OPTIMIZATION	✓	✓	✓
PROFESSIONALLY DRAFTED SEO CONTENT	✓	✓	✓
ENTERPRISE CLASS WEBSITE HOSTING	✓	✓	✓
LOGO DESIGN WITH UP TO 3 REVISIONS	✗	✗	✓
1000 BUSINESS CARDS	✗	✗	✓
TWO 30 - 60 SECOND SOCIAL MEDIA VIDEOS FOR MARKETING	✗	✗	✓
ON-SITE LOCAL BUSINESS REVIEW TOOL	✗	✓	✓
REPUTATION & SOCIAL MENTION MONITORING	✗	✗	✓
IMAGE SEARCH OPTIMIZATION	✗	✗	✓
MONTHLY CONTENT ADDITIONS & SITE IMPROVEMENTS	✗	1 HOURS / MONTH	2 HOURS / MONTH

MONTHLY OFF-PAGE LOCAL BUSINESS SEARCH OPTIMIZATION

MANAGED LISTINGS ON 80+ POPULAR LOCAL DIRECTORIES	✓	✓	✓
GOOGLE MY BUSINESS (GOOGLE MAPS) OPTIMIZATION	✓	✓	✓
BING PLACES FOR BUSINESS (BING MAPS) OPTIMIZATION	✗	✓	✓
GOOGLE ANALYTICS SETUP & MONITORING	✓	✓	✓
GOOGLE WEBMASTER TOOLS SETUP & MONITORING	✓	✓	✓
MONTHLY REPORTS & ANALYTICS	✓	✓	✓