

## LOCAL PUSH

## GIVE YOUR BRAND THE RECOGNITION IT *DESERVES*

POWERED BY: **BRANDCODERS OPTIMIZE & RISE**

### WHAT'S INCLUDED IN YOUR PACKAGE?



#### Premium Mobile Optimized Website Design

Our website design process takes advantage of cutting-edge user experience design (UXD) concepts. Adhering to strict UXD principles ensures faster ROI and better long-term results.



#### Keyword Research & Targeting

The process of discovering your market's keyword demand to learn which terms and phrases to target with SEO, and to learn more about your customers as a whole.



#### Meta Data, Titles, Headers & Keyword Optimization

Structured data is embedded throughout every page on your website so that major search engines can easily identify page subjects and better determine relevancy.



#### Search Optimized Sitemap Structure

Google and other search engine giants must be able to read your website. It is important to have a sitemap that is easy for them to navigate and crawl new pages.



#### Internal Linking & Page Relationship Optimization

Your website will need re-structuring with a local-optimized link hierarchy. Linking certain pages internally (within your site) will strengthen your structure if done right.



#### Professionally Drafted SEO Content

Professionally crafted SEO content utilizes selected keywords and hierarchical structure with the intent of balancing search crawler optimization with readability.



#### On-Site Local Business Review Tool (\*Growth & Advanced Packages Only)

We place a tool that makes it easy for your customers to review you online. Also, we monitor reviews throughout social spaces and send reports periodically to your email.



#### Monthly Content Additions & Site Improvements (\*Advanced Packages Only)

As your website begins ranking in your local environment, data is gathered. Monitoring search patterns can allow us to actively adjust content and focus on top-performing keywords.



#### Google My Business (Google Maps) Optimization

Google pages are keyword and location specific pages embedded with local ranking features for purpose of attracting relevant local searches to your website.

**SILVER**  
FOR NEW BUSINESSES

**GOLD**  
FOR ESTABLISHED BUSINESSES

**PLATINUM**  
FOR MAXIMUM LOCAL PRESENCE

**DIAMOND**  
FOR MAXIMUM LOCAL PRESENCE & AN EXTRA PUSH FOR SOCIAL MEDIA

**\$499**  
PER MONTH\*  
+\$300 ACCOUNT SETUP

**\$749**  
PER MONTH\*  
+\$400 ACCOUNT SETUP

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

**\$2499**  
PER MONTH\*  
+\$500 ACCOUNT SETUP

#### MONTHLY ON-PAGE LOCAL BUSINESS SEARCH OPTIMIZATION

PREMIUM MOBILE OPTIMIZED WEBSITE DESIGN	7 PAGES	12 PAGES	17 PAGES	17 PAGES
KEYWORD RESEARCH & TARGETING	5 KEYWORDS	10 KEYWORDS	15 KEYWORDS	15 KEYWORDS
META DATA, TITLES, HEADERS, & KEYWORD OPTIMIZATION	UP TO 7 PAGES	UP TO 12 PAGES	UP TO 17 PAGES	UP TO 17 PAGES
SEARCH OPTIMIZED SITEMAP & STRUCTURE	✓	✓	✓	✓
INTERNAL LINKING & PAGE RELATIONSHIP OPTIMIZATION	✓	✓	✓	✓
PROFESSIONALLY DRAFTED SEO CONTENT	✓	✓	✓	✓
ENTERPRISE CLASS WEBSITE HOSTING	✓	✓	✓	✓
REPUTATION & SOCIAL MENTION MONITORING	✗	✓	✓	✓
MONTHLY WEBSITE & DATABASE BACKUP TO CLOUD	✗	✓	✓	✓
HACKER PROTECTION & FREE WEBSITE RESTORATION	✗	✓	✓	✓
ON-SITE LOCAL BUSINESS REVIEW TOOL	✗	✓	✓	✓
LOGO DESIGN WITH UP TO 3 REVISIONS	✗	✗	✓	✓
1000 BUSINESS CARDS	✗	✗	✓	✓
TWO 30 - 60 SECOND SOCIAL MEDIA VIDEOS FOR MARKETING / YEAR	✗	✗	✓	✓
SOCIAL MEDIA MARKETING	✗	✗	25 HOURS/MONTH	40 HOURS/MONTH
MONTHLY CONTENT ADDITIONS & SITE IMPROVEMENTS	✗	✗	1 HOUR / MONTH	1 HOUR / MONTH

#### MONTHLY OFF-PAGE LOCAL BUSINESS SEARCH OPTIMIZATION

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

#### MAINTENANCE PLANS & OPTIONS (AFTER 24-MONTH CONTRACT IS FULFILLED)

OPTION 1: GROUND-UP WEBSITE RE-DESIGN SETUP FEE WAIVED FOR EXISTING CUSTOMERS, NEW 24 MONTH CONTRACT	<b>\$499/MO</b> WITH NEW 24 MONTH CONTRACT	<b>\$749/MO</b> WITH NEW 24 MONTH CONTRACT	<b>\$1499/MO</b> WITH NEW 24 MONTH CONTRACT	<b>\$2499/MO</b> WITH NEW 24 MONTH CONTRACT
OPTION 2: LOCAL SEO & SITE MAINTENANCE PLAN ALL SEO & SUPPORT SERVICES CONTINUE TO RUN ON CURRENT SITE	<b>\$299/MO</b> NO CONTRACT, CANCEL ANYTIME**	<b>\$399/MO</b> NO CONTRACT, CANCEL ANYTIME**	<b>\$499/MO</b> NO CONTRACT, CANCEL ANYTIME**	<b>\$499/MO</b> NO CONTRACT, CANCEL ANYTIME**
OPTION 3: ENTERPRISE HOSTING-ONLY PLAN NO SEO TOOLS, MONTHLY REPORTS, OR SUPPORT (\$100/HR FOR CHANGES)	<b>\$49/MO</b> NO CONTRACT, CANCEL ANYTIME**	<b>\$49/MO</b> NO CONTRACT, CANCEL ANYTIME**	<b>\$49/MO</b> NO CONTRACT, CANCEL ANYTIME**	<b>\$49/MO</b> NO CONTRACT, CANCEL ANYTIME**