

2023 SEO PACKAGES



SEARCH ENGINE OPTIMIZATION

A long-term strategy to boost your business' organic position on Search Engines & Other Directory sites + Increase organic traffic to your fully optimized website using an on & off-page campaign strategy. Here are our 3 main pillars:

LOCAL BUSINESS LISTINGS

Want to be Found on over 50 industry-specific directory sites? We'll create and manage your profile on sites like Google, Yelp, Amazon, YP, Nextdoor & more

TECHNICAL SEO STRATEGY

Using Google Search Console and SEMRush Audits, we will identify any technical SEO issues and fix them! We also take care of image, alt title tags, and meta descriptions, & heading / titles

BACKLINK CAMPAIGNS

Acquire links to your site through directories and keyword research, optimization & implementation. We also post content!

\$1,000 START UP FEE FOR ALL NEW ACCOUNTS

- SEO SEARCH VISIBILITY SCAN
- PAGE SPEED INSIGHTS.
- WEBSITE CRAWL
- KEYWORD RESEARCH
- GOOGLE SEARCH CONSOLE CREATION
- GOOGLE MY BUSINESS VERIFICATION
- BACKLINK STRATEGY
- LOCAL, REGIONAL & NATIONAL DIRECTORY LISTINGS CREATION AND MANAGEMENT
- SOCIAL MEDIA INTEGRATION
- BLOG WRITING AND DISTRIBUTION (OPTIONAL)
- CALL TRACKING (OPTIONAL)

THIS IS A ONE TIME FEE!

HERE ARE YOUR OPTIONS:

We offer 4 SEO packages. Option 1-3 are all monthly and require the start-up fee.



OPTION 1: \$800/MONTH

Perfect for businesses who serve their clients locally! Includes:

- Directory Management
- Technical SEO work (1 hr/mo).
- Reporting & Account Management



OPTION 2: \$1,100/MONTH

Best for companies who serve their clients regionally & have multiple locations. Includes:

- Directory Management & Backlink Strategy
- Technical SEO work (1 hr/mo).
- Reporting & Account Management



OPTION 3: \$1,350/MONTH

Ideal for companies who serve large regional or national areas. Includes:

- Directory Management & Aggressive Backlink Strategy (2 hr/mo).
- Technical SEO work (2 hr/mo).
- Reporting & Account Management

WE PREFER 3-6 MONTHS FOR SEO TO HAVE TIME TO SET UP, OPTIMIZE & ADJUST ACCORDINGLY. THESE ARE LONG-TERM RESULTS & IT CAN TAKE TIME TO SEE PROGRESS WHILE WE WORK ON YOUR LISTINGS, WEBSITE, PAGE SPEED, ETC.

NEED SOMETHING A LITTLE MORE AFFORDABLE?

Check out our one-time SEO Optimization for Small Businesses

Small Business SEO

One-Time Listings & Website Optimization



ONLY \$500

Perfect for the Local Small Business Owner!

Includes:

- One-time sweep of local business listings
- Website SEO & Performance Audit
- Let you know of any urgent errors
- Suggest a few website optimization updates

Additional Offerings:

REVIEWS

- We set up notifications for each review that comes in so we can respond as quickly as possible.
- We process review management so we can pulse customer feedback.

Additional \$50/month

BLOG WRITING

- Want to add more content and use those keywords to get more traffic to your website?
- We will write a blog post for you & make you look like the expert!

\$150/month for 500 words

\$275/month for 1,000 words

What We Need to Get Started:

1. ACCESS TO GOOGLE MY BUSINESS

- Please add me (DigitalSavvyKY@gmail.com)
- *Don't have a GMB page? For a one-time fee of \$100 I can set this up & optimized for you!*

2. ACCESS OR LOGIN TO WEBSITE

- Whether you are adding me as a user or allowing me to login with your username & password, I will need to be able to access your existing sitemap, page content, and meta tags for each page on site.
- *Don't worry! I would never share any information with anyone not on the Digital Savvy Team.*

3. ACCESS TO GOOGLE PROPERTIES

- Please add me (DigitalSavvyKY@gmail.com) as an owner. I will be adding one more person as well so I will need ownership access.
- *Don't have a Google Analytics or Google Search Console account? We can help set it up for \$100*

4. CONFIRMED BUSINESS INFO & ANY ADDITIONAL ORGANIC LOGINS

- We want to make sure your listing is right on ALL platforms so we may need to confirm.