



SEO Starter Packages

Powered by EworksWSI & SocialMindz – 12 Month Program – Call +35722675747

STANDARD

	LOCAL	BRONZE	SILVER	GOLD	PLATINUM
Number of Keywords	10	10	20	30	40
Number of Pages Optimized	-	10	20	30	40
Keyword Research	-	✓	✓	✓	✓
Keyword Suggestions	-	✓	✓	✓	✓
Google Analytics + Webmaster Setup	-	✓	✓	✓	✓
ANALYTICS AND REPORTING					
Website Analysis	-	✓	✓	✓	✓
Competitor Link Analysis	-	✓	✓	✓	✓
Site Recommendations	-	✓	✓	✓	✓
Monthly Activity Report	✓	✓	✓	✓	✓
ON PAGE OPTIMIZATION					
Schema Optimization	-	✓	✓	✓	✓
Google + Yahoo + Bing Listing	✓	✓	✓	✓	✓
Meta Tag Creation + Implementation	-	✓	✓	✓	✓
H1 Tag Creation + Implementation	-	✓	✓	✓	✓
Alt Tag Creation + Implementation	-	✓	✓	✓	✓
Social Sharing Implementation	-	✓	✓	✓	✓
XML Sitemap Creation	-	✓	✓	✓	✓
Robots.txt Setup	-	✓	✓	✓	✓
OFF PAGE OPTIMIZATION					
Directory Submissions	-	150 Total	150 Total	150 Total	150 Total
Social Bookmarking	-	10/month	20/month	30/month	40/month
* Blog Submission	-	15/month	20/month	25/month	60/month
Local Citations	25/month	50 Total	75 Total	100 Total	150 Total
SOCIAL OPTIMIZATION					
Development of Google+ Page	✓	✓	✓	✓	✓
* Submission to Facebook	-	✓	✓	✓	✓
* Submission to Twitter	-	✓	✓	✓	✓
* Submission to Google+	-	Weekly	Weekly	Weekly	Weekly
Video Optimization	-	-	1 Video	5 Videos	10 Videos
REVIEWS					
Quarterly Review with SEO Team	-	✓	✓	✓	✓
Customer Reviews	✓	Additional	Additional	Additional	Additional
PRICING					
Setup Cost	€800	€999	€1,500	€1999	€2750
Monthly Cost	€450	€125	€199	€250	€335

* Submissions only – content to be provided by client. Otherwise packages available a la carte below

CONTENT

CONTENT PERFORMANCE

€199	Press Release Creation	€299	Press Release Syndication
€69	Blog Post Creation	€299	Guest Blogging
€85	Web Page Content Creation	€30/post	Social Blogging
€145	Social Media Account Setups	€15/post	Facebook Posts

These services will enhance your SEO performance



SEO Premium+ Packages

Powered by EworksWSI & SocialMindz – 6 Month Program Call +35722675747

PREMIUM

	BRONZE+	SILVER+	GOLD+	PLATINUM+
Number of Keywords	10	20	30	40
Number of Pages Optimized	10	20	30	40
Keyword Research	✓	✓	✓	✓
Keyword Suggestions	✓	✓	✓	✓
Google Analytics + Webmaster Setup	✓	✓	✓	✓
CONTENT DEVELOPMENT				
Blog Post Creation	2/month	2/month	4/month	8/month
Article Creation (Published On Site)	1/month	2/month	2/month	2/month
ANALYTICS AND REPORTING				
Website Analysis	✓	✓	✓	✓
Competitor Link Analysis	✓	✓	✓	✓
Site Recommendations	✓	✓	✓	✓
Monthly Activity Report	✓	✓	✓	✓
ON PAGE OPTIMIZATION				
Schema Optimization	✓	✓	✓	✓
Google + Yahoo + Bing Listing	✓	✓	✓	✓
Meta Tag Creation + Implementation	✓	✓	✓	✓
H1 Tag Creation + Implementation	✓	✓	✓	✓
Alt Tag Creation + Implementation	✓	✓	✓	✓
Social Sharing Implementation	✓	✓	✓	✓
XML Sitemap Creation	✓	✓	✓	✓
Robots.txt Setup	✓	✓	✓	✓
OFF PAGE OPTIMIZATION				
Directory Submissions	150 Total	150 Total	150 Total	150 Total
Social Bookmarking	10/month	20/month	30/month	40/month
* Blog Submission	15/month	20/month	25/month	60/month
Local Citations	50 Total	75 Total	100 Total	150 Total
SOCIAL OPTIMIZATION				
Development of Google+ Page	✓	✓	✓	✓
* Submission to Facebook	✓	✓	✓	✓
* Submission to Twitter	✓	✓	✓	✓
* Submission to Google+	Weekly	Weekly	Weekly	Weekly
Video Optimization	-	1 Video	5 Videos	10 Videos
REVIEWS				
Quarterly Review with SEO Team	✓	✓	✓	✓
Customer Reviews	Additional	Additional	Additional	Additional
PRICING				
Setup Cost	€300	€725	€1450	€1800
Monthly Cost	€440	€605	€825	€1125



SOCIAL MEDIA PACKAGES

Powered by EworksWSI & SocialMindz Call +35722675747

SOCIAL MEDIA SERVICES

[a] Facebook Timeline Page <ul style="list-style-type: none"> Development of Cover Image (851 x 315) Development of Profile Picture (180 x 180) 3 Thumbnail Images (111 x 74) 	€349	€799 Combo
[b] Facebook Fan Gate <ul style="list-style-type: none"> Front Page Design (LIKE OUR PAGE) Interior Page Design 	€599	
[c] YouTube Page Design	€225	€350 Combo
[d] Twitter Page Design	€225	
[e] Google+ Page Setup	€89	
[f] Video Optimization + Syndication (10 Sites)	€125 setup and €125/video	
[g] Social Blogging	€30/post	

SOCIAL IMPACT PROGRAM

PROGRAM SETUP INCLUDES

Development of Facebook Page	✓
Development of YouTube Page	✓
Development of LinkedIn Page	✓
Development of Twitter Page	✓
Development of Google+ Page	✓
2 Videos Optimized	✓
Development of 2 Ads	✓
Scheduled Tweets	✓

€1999 Setup
(One Time Cost)

MONTHLY PROGRAM INCLUDES

2 Videos Optimized	✓
10 Social Blog Posts	✓
Custom Reporting	✓

€600/month

CONTENT DEVELOPMENT

Web Copy or Article [300-450 Words]	€85/page
Blog Post [300-450 Words]	€69/post
Press Release [300-450 Words]	€199
Facebook Post [Minimum 5/month]	€15/post

Q: How do I know what package I need? (Bronze, Silver, Gold etc)

A: You need to consider a few elements when deciding what package is best needed for your website.

#1: Number of Pages: If you have a 10 page website, and don't plan on adding any additional pages, it would not make sense to pick a package that is optimized for 40 pages – as you will not get the full benefit of the program. So you need to consider the number of pages your site has and if you plan on growing it.

Tip: To find out how many pages your current site has, you can go to Google and search for **site:domain.com** (replace domain.com with your actual website URL) as seen below:



#2: Number of Keywords: The more keywords you want optimized, the higher level your package needs to be. Please note that plurals are variations of the same phrase are considered the same keyword. For example:

- Dentist Toronto
- Dentists Toronto
- Dentists in Toronto

Although these are 3 variations – they would be considered the same keyword (1 keyword).

#3: Competition: Understanding how strong the top 10 results in Google are for the keywords you want optimized will give you guidance as to what level of package you will need in order to compete. Please speak to your WSI consultant who can advise you on this approach.

Q: Is it possible to start with one package and then upgrade to a different level later on?

Yes at any time you can upgrade your package as long as it is in the **same package level**. For example, a Bronze Starter Package can be upgraded to a Silver Starter Package. The setup costs difference between the packages will need to be paid upfront prior to the new program starting.

However, if you would like to upgrade from a Starter Package to a Premium Package (that includes content) please contact us directly for a quote.

Q: When does WSI need the content for my social sites (Facebook, Twitter, Google+) submitted by so the postings can be scheduled in for the month?

If your site currently has a blog, WSI can set it up so each time a post is made to the blog, it automatically gets published to your Facebook Page, Twitter Page, and LinkedIn Page. If you do not have a blog, or if you have additional posts that you would like to be published on your social media accounts including Google+ , then all postings must be submitted before the 15th of the month to be scheduled in for the following month.

For example: If you would like a posting to go out on June 1st, WSI would need to have the content by May 15th in order for it to be scheduled in.

Q: How long will it take for me to see results?

There are several variables that will determine how quickly you see results. For example, it depends on the keywords you select, how competitive they are, how strong your existing website is, how strong the competing websites on Google currently are, how much content you have etc. Although SEO is a 12 month commitment, typically our clients start to see results in the first 90-120 days of the program.

GLOSSARY OF TERMS

Number of Keywords	The set number of primary keyword phrases WSI will be optimizing.
Number of Pages Optimized	Generally WSI likes to optimize 1 keyword phrase per page (minimum). This is the total number of pages we will perform on page optimization for.
Keyword Research & Suggestions	The process of finding search volume and keyword opportunities based on how your customers are searching for your products/services.
Google Analytics + Webmaster Setup	Installing Google Analytics on your website so we can measure traffic and conversions. Google Webmaster verification is done to help WSI communicate with Google and vice versa during optimization process.
ANALYTICS AND REPORTING	
Website Analysis	WSI will analyze your existing website to see if there are any potential HTML errors that can be preventing your website from ranking
Competitor Link Analysis	The process of analyzing your competitors' backlink profiles to find valuable directories and citations for submission purposes.
Site Recommendations	Based on the above two reports, providing suggestions to further enhance the SEO program
Monthly Activity Report	Detailed report including rank position, web traffic, and social media activity.
ON PAGE OPTIMIZATION	
Schema Optimization	Schema is a collection of shared vocabularies webmasters can use to mark up their pages in ways that can be understood by the major search engines: Google, Microsoft, Yandex and Yahoo!
Google + Yahoo + Bing Listing	Submitting your business listing to Google, Yahoo and Bing.
Meta Tag Creation + Implementation	Each page on your website contains a set of meta tags that can be populated for search engine optimization purposes and to increase click through rates if your website is listed in the search engine results page.
H1 Tag Creation + Implementation	The Header Tag lets the search engines know what the title of the content is on the page. Having your keyword placed in this section helps the SEO process.
Alt Tag Creation + Implementation	Behind each image you can define a short description to let the search engines know what that image is of. This is another way of having your keywords displayed on your page to improve rankings.
Social Sharing Implementation	Adding social icons on your website so your visitors can quickly share your content amongst their social channels.
XML Sitemap Creation	This file is a table of contents for the search engines, and lets them know all the pages of your website along with other important information as to when they were last modified.
Robots.txt Setup	This is the first file the search engines check to see exists on a website. It is used to communicate with the various search engines letting them know what pages you want them to crawl and avoid.
OFF PAGE OPTIMIZATION	
Directory Submissions	A great way to get incoming links is to submit your website to various directories across the web. This refers to the number of submissions we will do for that month.
Social Bookmarking	This is the process of submitting your website to social bookmarking sites such as Digg, Technorati, StumbleUpon etc. Not only will this help drive traffic, but also creates high quality incoming links pointing back to your website.
* Blog Submission	A great way to get incoming links is to submit your blog posts to various blog aggregators across the web. This refers to the number of submissions we will do for that month.
Local Citations	There are several local directories (like YellowPages, Yelp, MerchantCircle) that allow us to claim and submit your business information. Submitting to these types of sites will increase the local rankings for your search terms.
SOCIAL OPTIMIZATION	
Development of Google+ Page	The creation of a Google+ page for your business.
* Submission to Facebook	The process of publishing your content to your Facebook page.
* Submission to Twitter	The process of publishing your content to your Twitter page.
* Submission to Google+	The process of publishing your content to your Google+ page.
Video Optimization	The process of populating the meta tags of your video and syndicating it across video sharing websites such as YouTube, Dailymotion, Metacafe, Vimeo etc.
REVIEWS	
Quarterly Review with SEO Team	In depth analysis of your existing SEO program with the SEO team to ensure maximum results
Customer Reviews	The process of receiving customer reviews published on your website and across the web

SEO FLOW CHART

The following flow chart will help understand the deliverables and time frames as to when items are expected to be completed for any of our SEO programs.

