SEO Silver Package

Package Name	SEO Silver
Recommended Minimum Duration	6-12 month

Services	Included

Keywords and On-Page SEO Research and Analysis	
Manual and Software Driven Keyword Research	Yes
Keyword Competition Analysis	Yes
Keyword Grouping	Yes
URL Architecting	Yes
URL Mapping	Yes

Account Setups & Optimizing	
Google My Business listing optimization (setup included if necessary)	Yes
Social Media optimization as needed (max 2 accounts - setup is separate charge)	Yes

Business Directory	
Top Business Directories Setup and/or optimization	Yes

On-Page Website Optimization	

General On-Page Optimization	
Homepage Redirect Optimization	Yes
Domain Redirect Optimization	Yes
Website Logo Alt Text Optimization	Yes
Schema setup	Yes

Page Titles and Meta Tags	
Page Title Optimization	Yes
Meta Description Optimization	Yes
Uploading of Optimized Meta Tags	Yes

Website Content	
New page setup and optimization - $185 per page	No
Promo Call to Action Installation popup creation	Yes

XML & HTML Sitemaps	
XML & HTML Sitemap Analysis, Generation & Installation - Google & Bing	Yes

Analytics and Webmasters	
Google Analytics Script Analysis, Generation & Installation (Target Pages & Homepage)	Yes
Google Search Console Script Generation & Installation	Yes
Google Search Console Geographic Target Setting, Preferred Domain	Yes

Website Backup and Security	
Monthly WordPress & Website theme and plugins updates as needed	Yes
Website Backup -weekly	Yes
Security Setup (was included in your website design)	Yes

Reporting and Auditing	
Traffic & Ranking Report Updates Monthly or as needed	Yes

Uploading and Interlinking Content on Blog	
Uploading Content to Blog	1/month
Categorizing and Tagging Content in Blog	Yes
Interlinking Blog Page to Target and Related Pages	Yes
Blog Article Page Title and Meta Tag Writing & Uploading	1
Image or Video optimization (as applicable)	Yes

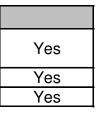|	
Website Content Distribution	
Social Sharing Distribution	Yes
Off-Site Blog Distribution	Yes

Competitive Link Building	
Back link Count and Referring Domains Overview	Yes
Competition Back-Link Analysis *(Note: Competition back link analysis will be performed monthly unless we have more back link opportunities than we are able to address monthly)	Yes
Targeted Back-Link Development	Yes