

Services	Bronze	Silver	Gold
Time Period	6 Months	6 Months	6 Months
1 st Month Fee	\$400	\$600	\$800
Monthly Fee (Afterwards)	\$300	\$400	\$600
Site-wide Optimization			
Initial Website Review/Rank Check	Yes	Yes	Yes
Detailed SEO Strategy Plan	Yes	Yes	Yes
Keyword Research & Analysis	Yes	Yes	Yes
Competitive Analysis	Yes	Yes	Yes
Optimization for Google, Bing, Yahoo	Yes	Yes	Yes
HTML Sitemap Creation	Yes	Yes	Yes
XML Sitemap Creation / Submission	Yes	Yes	Yes
Robots.txt file Optimization	Yes	Yes	Yes
W3C HTML Code validation for Homepage	–	Yes	Yes
Search Engine 1st page Placement			
Google 1st page placement	–	up-to 5 keywords	up-to 10 keywords
Yahoo 1st page keywords	–	up-to 5 keywords	up-to 10 keywords
Bing 1st page keywords	–	up-to 5 keywords	up-to 10 keywords
On-page Optimization			
Meta Tags & Page Headers	Yes	Yes	Yes
Directory, URL, Navigation	Yes	Yes	Yes
Image Optimization	Yes	Yes	Yes
Anchor Tag Optimization	Yes	Yes	Yes
Content Optimization Suggestions	Yes	Yes	Yes
Suggestions for New Pages	No	Yes	Yes
Link Bait Suggestions	–	–	Yes
Off-page Optimization			
Search Engine Submission	Yes	Yes	Yes
Directory Submission	Free	Free/Paid	Free/Paid
Link Building	Yes	Yes	Yes
“No Follow” Link Check	Yes	Yes	Yes
Social Media Optimization	–	Yes	Yes
Additional Technical Setup			
Google Analytics Setup	Yes	Yes	Yes
Google Webmaster Tools Setup	Yes	Yes	Yes
Yahoo Site Explorer Setup	Yes	Yes	Yes
Analysis and Reporting			
Keyword Rankings Report	monthly	bi-weekly	weekly
Google Analytics Reports	Yes	Yes	Yes
Personalized Attention			
Online Marketing suggestions	Yes	Yes	Yes
Website Usability recommendation	–	Yes	Yes
Email Support	Yes	Yes	Yes
Phone Support	–	–	Yes