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SEARCH ENGINE OPTIMIZATION (SEO) $1500.00 (one-time)

Your page content is the heart and soul of your search engine success. A page with no text to get indexed and analyzed will not do you any good on the search engines. The reality is that you have absolutely no idea exactly what your prospects will be searching for.

SEO considers how search engines work and what people search for. Optimizing a website may involve editing its content but more often it involves 'behind-the-scenes' HTML coding to both increase its relevance to specific keywords and to remove barriers of search engine indexing.

"Search Engine Optimization (SEO) is the process of increasing the amount of visitors to a Web site by ranking high in the search results of a search engine. The higher a Web site ranks in the results of a search, the greater the chance that that site will be visited by a user. It is common practice for Internet users to not click through pages and pages of search results, so where a site ranks in a search is essential for directing more traffic toward the site. SEO helps to ensure that a site is accessible to a search engine and improves the chances that the site will be found by the search engine." ~ www.webopedia.com

What to Expect in the Beginning:

- Research Industry Standard Keywords
- Develop a 'hammer' word strategy
- Optimize page titles with 'hammer' words
- Apply META tags with 'hammer' focus
- Install Google Analytics (if not already installed)
- Apply internal links throughout the site**
- Focus on 5-7 main pages to 'hammer'*
- Optimize image names and alt tags
- Optimize page headers with 'hammer' words
- Apply a Robot.txt file to aid search engines
- Set up User Accounts to view the site activity
- Analyze Analytics Benchmarking tool***
- Development Sitemaps (both for the user and for the search engines)
- Submission of the Sitemap and the Site address to mulitple search engines monthly over 6 months
- Set Goals and Monitor Conversion Rates: map out desired actions that you would like your visitors to take while on your site and monitor the success of these goals.
- Initial Search Engine Results Report (this information can be used as a metric to measure the SEO success)
- Monthly Stats Reports for 6 consecutive months complete with suggestions and analysis

Some of the topics covered in the reports may include:

- Geo Targeting: identifing the location of your audience
- User Paths: follow the path that your site visitors take by seeing their entry/exits routes
- Visitor Loyalty: identify repeat visitors, how often your traffic returns
- Traffic Sources: identify how visitors are arriving at your site
- Visitor Trending: indentify what day of the week and time of day your site is most active
- Most Popular Content: analyze the results for the most popular and the least popular content

* Hammer Words: These will be the words specific to each focus page. Each focus page will have a set of words that we will use throughout. If the Page titles, image name, alt tags, page header, etc., all have the same hammer words, the search engine spiders will make an assumption about your site. The more a word appears, the more likely that page is actually speaking of that specific topic.

** Internal Links: These are links within your text that link back to other pages within your site. This creates a type of 'web' so that when the Search Engine Spiders arrive within your site, they use links to bounce around. If we can provide them with more links to keep them within your site longer, they will be able to see more of your site with each visit.

***Benchmarking: Find out whether your site usage metrics underperform or outperform those of your industry vertical. Benchmarking compares your key metrics against aggregate performance metrics while preserving the confidentiality of your data.

SEARCH ENGINE OPTIMIZATION (SEO)   CONT...

What to Expect in Months 1 - 3:

The first few months are the least active months as far as results go. It takes time to see any results and even more time to see great results. Results can also vary based on the popularity of your content. For example, if you are in the hottest industry right now and you really want to see your website in the top 10, let's face it, you would need a miracle to see that happen within 6 months.

The first 3 months are spent reminding search engines to look at your site and submitting the sitemaps. During this time, your stats reports can be used as a metric to measure the progress in the months to come. As well, the first 3 months will be used to ensure that all the links to your site are clean. This means that there are no broken links that have been indexed by the search engines.
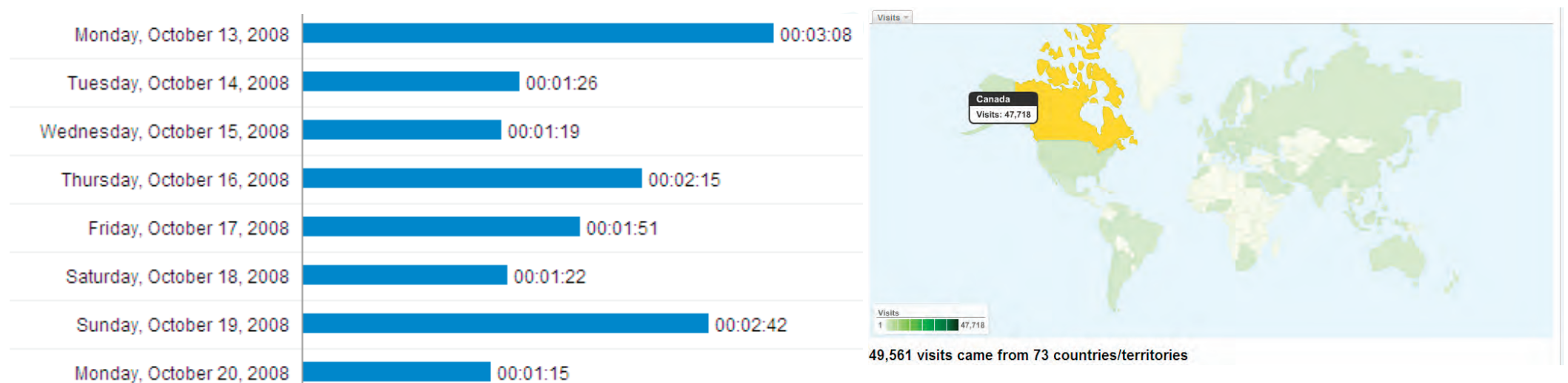
What to Expect in Months 4 - 5:

As in the first 3 months, your site will continue to be submitted to the most popular search engines, as well, you will continue to receive your stats reports. Only now, you should start seeing some results. Some of the possible improvements may include an increase in the following:

- General Traffic
- Time Spent on your Site
- Website Inquires
- World Wide Visitors
- Search Result Rankings
- Goal Conversion Rates
- Repeat Visitors
- Pages Indexed
- Referring Websites

What to Expect in Month 6:

You will receive your final stats report this month. This report will have a synopsis of your progress over of the past 6 months. As well as, there will be a 'next-steps' section that will outline any additional areas of focus to be looked at in on-going months if you choose to renew your SEO package. Renewal fees are $1000 for each 6 month segment.

Report Screenshot:

Monday, October 13, 2008	00:03:08
Tuesday, October 14, 2008	00:01:26
Wednesday, October 15, 2008	00:01:19
Thursday, October 16, 2008	00:02:15
Friday, October 17, 2008	00:01:51
Saturday, October 18, 2008	00:01:22
Sunday, October 19, 2008	00:02:42
Monday, October 20, 2008	00:01:15

Visits

Canada
Visits: 47,718

Visits
1   47,718

49,561 visits came from 73 countries/territories

All traffic sources sent a total of 49,561 visits

64.44% Direct Traffic
7.75% Referring Sites
27.81% Search Engines

Direct Traffic
31,937.00 (64.44%)

Search Engines
13,781.00 (27.81%)

Referring Sites
3,843.00 (7.75%)
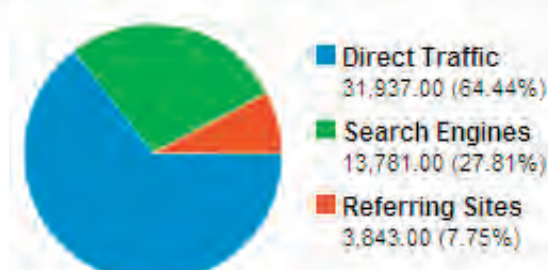
SEARCH ENGINE OPTIMIZATION (SEO) CONTRACT

WOW! That's a whole lot to think about! But there's one more thing, which is definitely value added... I am committed to developing a long-term relationship in order to help you build and evolve your website as your needs grow and change. This allows the flexibility to grow and maintain confidence that your SEO strategy continues to produce results.

By selecting Jackelyn Thompson you are guaranteeing yourself a team member who is committed to helping you grow and achieve your goals.

Agreement of Services

The agreement will be signed and a cheque for the total package costs will be sent to the supplier to formally commence the project deliverables.

Approval Signatures:

I _____ on this _____ of _____, 2012 agree to the terms of the SEO Package provided above for a one-time fee of $1500 (includes 6 months reporting).

_____   _____
(Signature)   (Print Name)

Jackelyn Thompson Agreement Terms:

The costs in this SEO Package are guaranteed for 12 months. Thereafter it may be subject to reassessment.

Work commences upon signed agreement and deposit for services. The deposit is for the total project costs and is non-refundable. If the stakeholder of this document does not hold authority to negotiate payment terms on behalf of their principal, the terms will require negotiation directly with the accounts payable department prior to commencement of the project.

Project cost does not include purchasing of adword credits or any other online campaign endeavors if fees apply.

For accounts in arrears of more than 30 days all current and planned projects and production will be placed on hold until the outstanding amount is paid in full.

For accounts in arrears of 60 days, any and all live content will be removed until outstanding amount is paid in full.

Reference to your website will be placed on www.getjackedaboutit.ca in my client profiles as a reciprical link.