

## SEO (search engine optimization)

## SEM (search engine marketing)

### EXTENDED SEO

All ADS website builds include a basic search engine optimization, however, this EXTENDED program includes analysis of one market segment and your website content with a specific eye on Google® SEO, keyword/phrase consultation, content consultation, site and directory submissions, Google Analytics, and Google LocalPlaces profile completion. Re-analysis / implementations occur monthly over the length of the program (one-time, 6-, 12- or 24-months).

A typical application includes:

- Market analysis/consultation to for content and a list of 10 - 20 keywords/phrases, then target 8-10.
- Metadata analysis, implementation, validation
- Keyword-density analysis and implementation using the approved list
- HTML / CSS validation and adjustments
- Inbound\* / Outbound link analysis and implementation
- Google Analytics and Places
- Search engine and directory submission and report

### MARKET ANALYSIS, KEYWORD/PHRASE CONSULTATION

We ensure that meta-data is written specifically for the page and that the keywords are appropriate for the density of keywords in content on each page. We'll also revise meta-data clearly missing i.e. h1, h2, h3, TITLE and ALT tags and a full set of revisit, copyright, etc.

### HTML, CSS VALIDATION

Using World Wide Web consortium standards, we will analyze your web site for errors and will provide the corrective action to fix poor coding on the site relating to SEO. Depending on your site, additional quoting may be necessary.

### INBOUND\*/OUTBOUND LINK ANALYSIS

We will look at inbound and outbound links on your site, verifying and correcting existing outbound links, coordinating with your staff for additions/revisions.

\*With contact info, we can contact vendors for the addition/correction of inbound links to your site from theirs for improved overall footprint.

### GOOGLE ANALYTICS AND LocalPlaces (map)

ADS will implement and provide access to a custom Google Analytics account for your site; you can monitor traffic patterns, traffic sources, rankings per your keywords/phrases as well as access to other Google monitoring settings and tools (i.e. funnels/goals). We will also complete your LocalPlaces business profile at Google including all pertinent info, photos (up to 10), videos, hours, credit cards, etc.

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## SEM

### SUBMISSIONS

Analysis and implementation of your website to general directories (yelp, merchantcircle, northshoreinsider, superpages, yellowbook, localsearch, citysearch.com/chicago, buyerszone.com, etc.) as well as and industry specific ones to help broaden your online footprint. Based on a provided script, creation of Social Media profiles (Twitter, Facebook, Angie's List, LinkedIn) is provided.

Consultation of e-marketing considerations (html e-mail, banner ads, inbound links, etc.) as well as traditional methods (direct mail, post- or rack-card development) can be quoted separately.

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### Search Engine and Directory Submission Report

We provide a report showing search engine and industry-specific directory submissions as well as an analysis of "pay" services available within your industry.

Final pricing depends largely on the amount and type of content and number of pages but is generally below \$1,500.

## OPTIONS

### Google AdWords

Using results from the keyword process aforementioned, we can assess costs on implementation of a Google AdWords campaign whereby you can have specific word or phrase triggers resulting in ads in the right column on a Google search. We consult and adjust to your budget settings for daily and monthly spend (throttle).

