

# MONTHLY SEO PACKAGES



**STARTER**  
**\$1000/mth**

**CAD \$**

**Keyword Research x 10**  
On Site Content Audit  
On Site SEO Fixes  
Competitor Audit  
Analytics + GSC Setup  
Toxic Link Monitoring  
**High DA Articles x 3**  
**High DA Guest Posts x3**  
**Blog Posts = 0**  
**Business Listings x 5**

Weekly Ranking Reports

**SETUP FEE**  
**\$500**



**GROW**  
**\$1350/mth**

**CAD \$**

**Keyword Research x 30**  
On Site Content Audit  
On Site SEO Fixes  
Competitor Audit  
Analytics + GSC Setup  
Toxic Link Monitoring  
**High DA Articles x 3**  
**High DA Guest Posts x3**  
**Blog Posts x 4**  
**Business Listings x 15**

Weekly Ranking Reports

**SETUP FEE**  
**\$500**



**GROW MORE**  
**\$1900/mth**

**CAD \$**

**Keyword Research x 40**  
On Site Content Audit  
On Site SEO Fixes  
Competitor Audit  
Analytics + GSC Setup  
Toxic Link Monitoring  
**High DA Articles x 6**  
**High DA Guest Posts x4**  
**Blog Posts x 4**  
**Business Listings x 30**

Weekly Ranking Reports

**SETUP FEE**  
**\$500**



**TAKE OVER**  
**\$2450/mth**

**CAD \$**

**Keyword Research x 50**  
On Site Content Audit  
On Site SEO Fixes  
Competitor Audit  
Analytics + GSC Setup  
Toxic Link Monitoring  
**High DA Articles x 8**  
**High DA Guest Posts x 8**  
**Blog Posts x 4 (1000/wds)**  
**Business Listings x 50**

Weekly Ranking Reports

**SETUP FEE**  
**\$500**

\*DA = Domain Authority - Search engine score directly impacts a domain's ranking. Your score goes up the more your site is linked to from sites with a higher DA than yours.

# ADD ONS

## **\$600/month - GOOGLE MY BUSINESS MANAGEMENT**

Optimizing your Google business profile for keywords, descriptions and categories.  
Auditing online web properties and creating online listings.  
Geo-tagged image placements with latitude-longitude metadata.  
Content creation to help build your site authority online.  
Weekly GBP updates.  
Backlink building to help ensure top local search positioning.  
Monthly progress report.



## **\$600/month - PAY PER CLICK AD CAMPAIGNS**

**SETUP FEE: \$250**

Weekly optimization can include any of the following but not limited to:

Budget optimization  
Mobile bidding adjustments  
Display campaign adjustments  
Ad rotation adjustments  
Location bidding adjustments  
Keyword bidding changes  
Ad copy changes/revisions/testing  
Negative keywords and keyword expansion  
Ad extension updates/expansions  
Campaign/ad group optimization  
New campaign creation  
Monthly report



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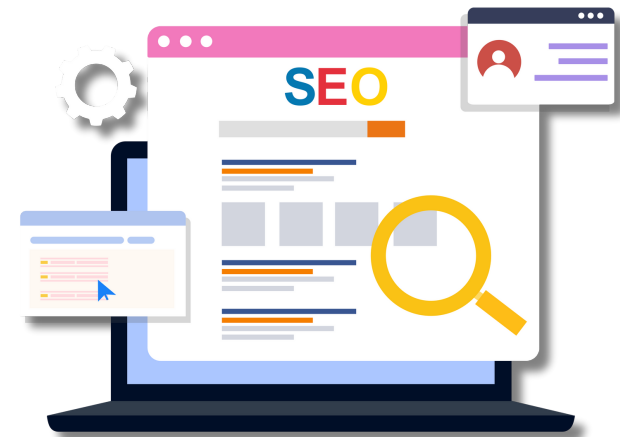
# ADD ONS

**\$600**

## **ON SITE SEO FIXES**

(These On-Site Fixes are **Included** in **All Monthly SEO Plans**)

- Meta title, tag rewrites with keywords.
- Meta descriptions optimized and written with keywords
- Headings optimized
- Image alt tag optimization
- Content optimization with keywords
- Broken link errors fixed, etc. 404 errors
- Index issues
- Robots.txt issues
- Sitemap issues
- Search Console & Google Analytics connected



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# OUR PROCESS | SEARCH ENGINE OPTIMIZATION

## **Intake Questionnaire**

We will send you an intake questionnaire in order for us to get more familiar with your brand, keywords, target audience, competitors and goals. Once it's filled out, we can move on to the keyword research phase.

## **Keyword Research**

We will begin to research what keywords will provide your site with the best results for your products and services. We will be looking at keywords with strong search volume, attainable levels of ranking based on your niche and competition, buyer intent, and a strong relevance to what you are offering to your prospects on your website. We will share a finished file with you and ask for your approval on the chosen keywords. Once you are happy, we will move forward with the next step.

## **On-Site SEO Work Starts**

Once the keyword research has finished and you are happy with the ones we chose, we will start with the on-site SEO work. We will provide a PDF report showing all of the on-site SEO work that we have completed on your website. We will also provide you with a list of suggestions for you to help complement your SEO plan and keyword rankings even further.

## **Weekly Ranking Snapshots**

We will provide a keyword snapshot on a weekly basis that displays which keywords you are ranking for and their current positions. Our weekly reports have a comparison column from where your keywords initially ranked. This makes it easy to monitor your upward movement and performance for every single keyword.

At the end of every month of SEO work, we will send a monthly PDF report which outlines all of the off-site ongoing SEO work that has been completed throughout the last 30 days. We will also provide an overview of the results of our monthly work. This allows us to be transparent and allows you to see what you are paying for in terms of the results that we are providing along the way.

## **Regular Email Communication**

Along with our emails along the way, you can contact us any time via email for any questions or concerns about your campaign. We are also readily available via, Skype, WhatsApp, Telegram, Slack, or whatever works best for you. Looking forward to working with you!



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# BACKLINK GLOSSARY

## Citations

A citation is a post that mentions the NAP (name, address, phone #) of a business. Citations can be posted on local directories, on Web 2.0 sites, and even on top social or review platforms. Citations like this can help your audience and local businesses and can also impact SEO. More specifically, having quality citations can help you rank better on Google Maps.

## Web 2.0

A web 2.0 site consists of a website or blogging platform that focuses on user-generated content. These forms of links are from high-authority domains and can hold some great ranking power when it comes to SEO. Platforms like Blogger, WordPress and Weebly would be examples of web 2.0 sites.

## Guest Posts

Each post includes a couple of natural anchor-text backlinks to your web pages to push through the benefit of the authority and inbound relevance to your pages; this is what Google is looking for in an offsite strategy. These articles are not directly aligned with your website but act as a similar resource that points to your website as another relevant page; therefore, your website visitors do not read these articles, nor do they reach your website from these articles. The strategy is all about improving your Google presence, and these articles and backlinks are helping you achieve better Google rankings for your own web pages through the agreed keywords.

## Competitor Backlinks

Competitor backlinking is one of our SEO strategies that consists of analyzing the backlinks of your competing websites. The goal of this research is to increase your Google keyword rankings. This also helps you understand the link-building techniques used by your top competitors who are ranking in the top positions in Google. By studying the backlinks of your competitors, it is possible to see the number and, more importantly, the quality of links that are required to outrank them. Another reason to research your competitor's links is to see which types of links they are submitting and the gaps that can work to our advantage.



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# OUR HAPPY CLIENTS



I have been working with them for a number of years now. They're great! I can always count on them. I don't have to worry about a thing.  
**We are getting the results we want.** Thank you! - K.G



**These guys are the real deal with SEO services** for both on page and off page SEO work. I've worked with other agencies in the past that only do on page SEO, this is only half the equation for getting your site to rank. Their team has a good understanding of what works and provides excellent weekly small reports and monthly full reports. I would recommend them to anyone. Steve R.



Jean-Marc and **his team are truly experts.** They knew exactly what I needed to do to reach my customers, and then they did it. M.H