

## **Search Engine Optimization Overview**

*(Prices are estimates - work is done on an hourly rate. These services are typically included in an initial estimate for building a site.)*

### **1. Initial Keyword Research - \$100 - \$125**

Using licensed software, I analyze and find the most “strategic” keywords for your site relative to your industry (client should provide what they think are 5-10 “most” important keywords). The goal is to focus on 8-10 keywords that we believe are most strategic. “Strategic” means well-searched keywords that have a really good chance of getting ranked in the top 10 within 45-60 days. This initial list can/will be expanded as we move forward, but this list gives us a baseline for Google rankings. I will keep records on the Google rankings for your site; this baseline will be my guide.

### **2. Title and Metatag Enhancement - \$100 - \$150**

Implement strategic keywords in the <TITLE> tag of every page continues to be a very most important part of Google ranking. This is done during the initial website build in the HTML code and is only visible to Google robots. I am happy to show the client how to “see” it – it's easy. The strategic keywords are also applied to *title* and *alt* tags on photos/graphics as the site is built. This is also in the HTML code and mainly only seen by Google.

### **3) On Page Keyword Usage and Geographic Relevancy - \$100 - \$300**

Identify geographic relevancy (towns and cities) that the business wants to reach search to national (or local) markets. These would be “landing” pages to attract visitors through Google search. “On page” SEO includes an “SEO footer” with brief descriptions and links to “local” landing pages.

### **4) SEO Press Release - \$150-\$180 (includes \$90 online fee paid on my credit card)**

Publishing a keyword-rich online press release helps to develop inbound links and get your website indexed more quickly by Google. The fee includes the initial writing of the release, posting online, and adding the release to the client web site. All of this has been shown to enhance the SEO quality of the site to attract Google robots.

**5) SEO Review and Next Phase** - \$120 - \$200 (depending on how many pages)  
Review website for opportunities for organic search engine optimization. This should be done every 30-60 days using Google rankings and Google Analytics to assess the SEO “baseline” and know which pages are being ranked for particular keywords, then charting strategy for improvement.

Moving further into the SEO methodology we look at Google Analytics (Search Query Reports) to see the *exact keyword phrases* that are bringing visitors to the site through organic search – find where the site is ranked for this exact phrase (and which page) – then adjust on page keywords to enhance ranking.

### **SEO Price Breakdown**

The methodology is quite the same for every client. The total SEO cost is usually around \$1,000 - \$2,000 spread out over 3-6 months. If a client wants faster results and is willing to invest more up front, the results come more quickly.

### **\$500 – PPC-GoogleAds**

I do recommend using GoogleAds. This is a great way to gauge the market and to “see” how effectively your site is selling. GoogleAds gives you a great place to test your initial sales language and landing pages. My experience has been that GoogleAds are a cost-effective advertising method, but must be done with efficiency in mind – simple is better because my hourly rates come into play. Once the Ads are running properly very little time is needed to manage these Ads. I can show you how to do it fairly quickly.

Getting ranked on the top page with important keywords typically takes time. It is something done in iterations, taking note of what Google has done with your site as, then reacting and making edits. Clients who have continued to invest in SEO over the long haul continue to do the best, but we are not talking about \$500/mo – more like \$200/mo. However, organic SEO (Search Engine Optimization) does not guarantee search ranking.

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