

Search Engine Optimization



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Why do you need SEO?

The vast majority of traffic is driven and routed with search engines. If your site cannot be seen or even indexed by Google, Yahoo, or Bing, then you're missing out on the opportunities generated by those search engines. Investing in SEO can provide your organization with an incredible rate of return.

How long does SEO take?

While most companies provide a "single-shot" SEO service, we provide evolving SEO management services. This ensures that your websites gets the best ranking possible and stays there. You should see better search engines rankings in less than a month. However, we recommend using our services for at least three months to see the full impact of our SEO services.

What is the process for optimizing a typical website?

The Beginning:

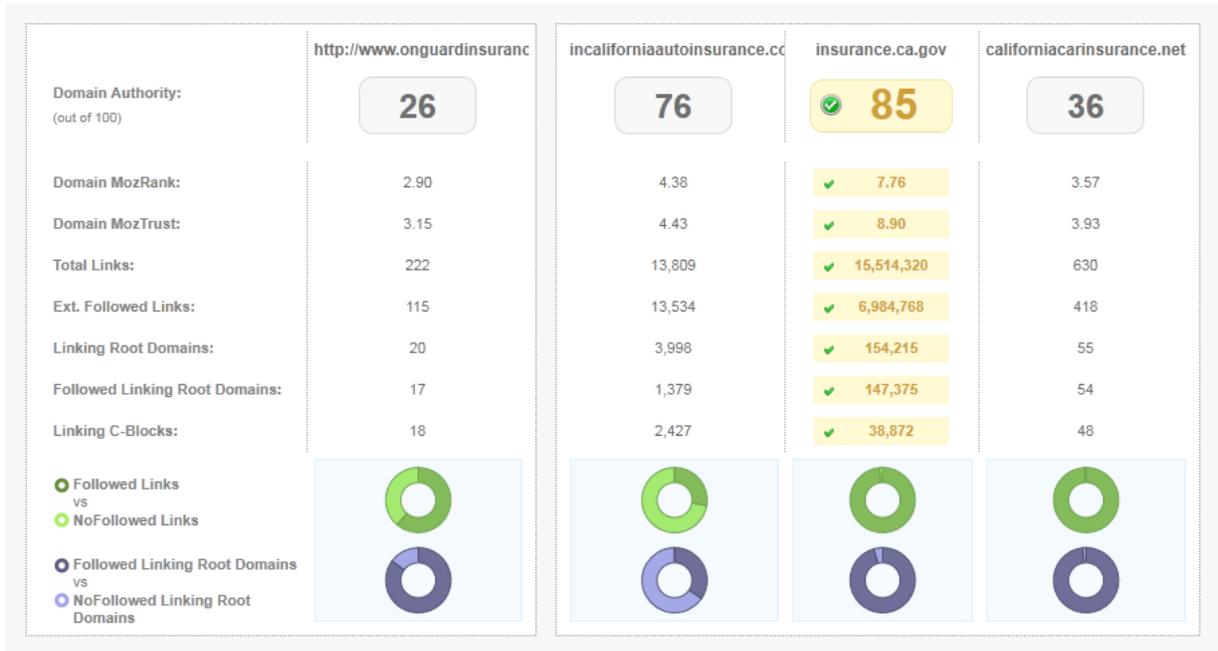
Our Search Engine Optimization service starts by compiling a list of targeted keywords. These can be pulled from the website directly or provided by the client. The keywords should focus on obtaining the best results possible in a niche search. For example, it's easier to optimize a website for "California web designers" than it is to optimize for "web designers." We'll start with a list between 3 and 5 keywords and move up from there. It's much better to be on the front page of 3 keywords than it is to be on the 40th page of 30 different keywords.

After generating a list of keywords, we'll analyze your competition to see what keywords they're using to generate hits. We'll also compare your domain MozRank and your total links to your competition:

Competitive Domain Analysis

[Help](#)

Export to PDF

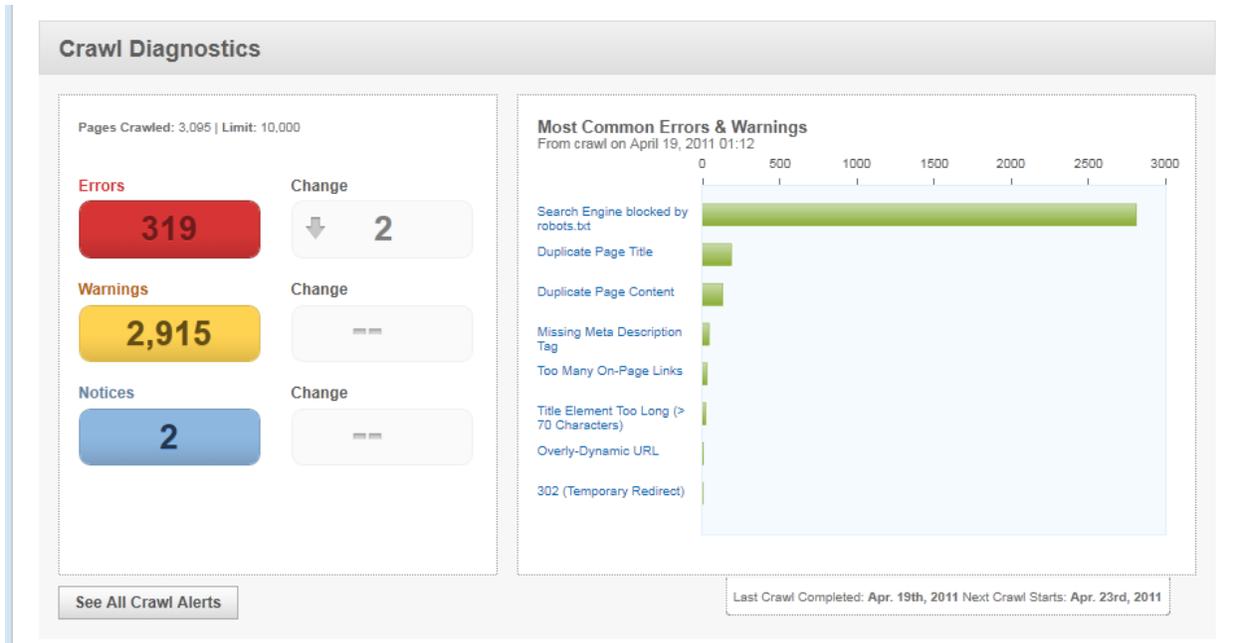


We'll then use a tool that analyzes exactly where your competition has established links to their site. This information will be sent via CSV file. The client can then use this information to generate backlinks. This data can be sorted by domain authority and page authority so that you can pursue the highest quality backlinks.

Note: We do not provide backlink services. We only provide the information necessary to pursue backlinks.

The Middle:

The next step in the SEO process is performing a crawl analysis that finds errors in page titles and the robots.txt file, looks for duplicate page titles and content, missing meta tags, and more:



This analysis is run at least once a week to ensure that any changes made to the site have been appropriately applied. Depending upon the size of the site, it can take weeks to purge all of the errors, warnings, and notices.

The Infinite End:

The final step of the SEO process is ever-evolving maintenance of the previous items mentioned. We'll also analyze your Analytics to determine if we should target other keywords based upon search terms used to reach your site.

We'll also perform weekly on page analysis to ensure that your pages are perfectly optimized and stay optimized:

Good Job! This URL received a A grade



After analyzing your page for the supplied keyword's prominence, we issue your page a letter grade (e.g. an A would mean that your keyword appears in 90-100% of our tool's parameters, while a C signifies that your keyword appears in 70-80% of the tested elements). The higher the percentage, the better targeted your page is for the keyword you specified.

Factor Overview

Critical Factors	4 / 4
High Importance Factors	7 / 7
Moderate Importance Factors	7 / 9
Low Importance Factors	8 / 11
Optional Factors	5 / 5

On-Page Keyword Usage for: rayco pest control

Title	URL	Meta Desc	H1	H2-4	Body	B / Strong	IMG ALT
1	0	0	1	1	5	1	0

Total Keyword Usage for this Page = 9

Cost:

SEO Step #1 - Speed optimization

Speed optimization is required if a site is not optimized for search engines already. We drastically reduce load times that will be a lot more appealing to your clients and will be available for search engines to crawl and rank in an orderly fashion. Some of the optimization done is hard coded into your ftp and will not be affected by back-end user changes or updates. We will combine external CSS, JavaScripts and minify your CSS, HTML and JavaScript files. These are just a few of many optimizing steps we take to insure quality load and content on your site.

SEO - Keyword Friendly

Search Engine Optimization, Maintenance, and Management costs \$500 per month per site. If the website contains over 50 pages (e-commerce under 200 products or large informational site), then the cost will be negotiated on a per-site basis.

SEO - Keyword Guru

Search Engine Optimization, Maintenance, and Management costs \$1000 per month per site. If the website contains over 500 pages (ecommerce or large corporate site), then the cost will be negotiated on a per-site basis.

Please allow up to 3 months for satisfactory results as any changes to the site must be indexed by the search engines.