WSI SEO+ Packages
Powered by WSI Proven Results

	Starter+	Bronze+	Silver+	Gold+	Platinum+
Number of Keywords	5	10	20	30	40
Number of Pages Optimized	3	10	20	30	40
Keyword Research (Desktop + Mobile)	✔	✔	✔	✔	✔
Google Analytics Setup	-	✔	✔	✔	✔
ANALYTICS AND REPORTING					
*NEW Keyword Mapping	-	✔	✔	✔	✔
Website Diagnosis	✔	✔	✔	✔	✔
Site Recommendations	✔	✔	✔	✔	✔
Rank Check	✔	✔	✔	✔	✔
Competition Analysis	-	✔	✔	✔	✔
Monthly Activity Report	✔	✔	✔	✔	✔
ON PAGE OPTIMIZATION					
Google + Yahoo + Bing Listing	✔	✔	✔	✔	✔
On Page Implementation	3 pages	10 pages	20 pages	30 pages	40 pages
Meta Tag Creation + Implementation	✔	✔	✔	✔	✔
H1 Tag Creation + Implementation	✔	✔	✔	✔	✔
Alt Tag Creation + Implementation	✔	✔	✔	✔	✔
XML Sitemap Creation	-	✔	✔	✔	✔
Robots.txt Setup	✔	✔	✔	✔	✔
OFF PAGE OPTIMIZATION					
Search Engine Submission	80 Total	80 Total	80 Total	80 Total	80 Total
Article Submissions	200 Total	500 Total	500 Total	1000 Total	1000 Total
Directory Submissions	200 Total	750 Total	1000 Total	2500 Total	5000 Total
Local Directory Submission	60 Total	100 Total	100 Total	100 Total	100 Total
Press Releases Submission	-	1/month	3/month	5month	10/month
Social Bookmarking	100 Total	250 Total	500 Total	750 Total	1000 Total
DMOZ Submission		✔	✔	✔	✔
Squidoo Lens Creation			✔	✔	✔
SOCIAL OPTIMIZATION					
*NEW Facebook Optimization	-	-	✔	✔	✔
*NEW Google+ Optimization	-	-	✔	✔	✔
Video Optimization	-	-	1 Video	5 Videos	10 Videos
Setup Cost	**$395**	**$495**	**$695**	**$1095**	**$1495**
Monthly Cost	**$200**	**$300**	**$450**	**$650**	**$1050**

GLOSSARY OF TERMS

Number of Keywords	Refers to the number of keyword phrases (what users type into Google) that your site will be optimized for.
Number of Pages Optimized	Refers to the number of pages that our team will work on to improve your rankings.
Keyword Research (Desktop + Mobile)	An analysis that will show different variations of user searches (keyword phrases) along with the search volumes for both desktop and mobile devices.
Google Analytics Setup	The process of our team installing Google Analytics on your website so we can measure performance.

ANALYTICS AND REPORTING

Keyword Mapping	The process in which our team will determine if there is existing content on your website that directly relates to the keyword phrases you wish to rank for.
Website Diagnosis	A scan on your website to see if there are any technical issues that might hinder the optimization process
Site Recommendations	Suggestions on what improvements can be made to the site to enhance our ranking efforts.
Rank Check	A table that will display your current rankings in the search engines
Competition Analysis	An analysis conducted that measures your sites performance based on the competitors you had outlined in our questionnaire.
Monthly Activity Report	The monthly report you will receive that will show the Google Analytics report and SEO Page Rank Report.

ON PAGE OPTIMIZATION

Google + Yahoo + Bing Listing	Submitting your business listing to Google, Yahoo and Bing.
On Page Implementation	This process involves our team strategically placing keyword phrases in: • Title Tag • H1 Tag • Incoming Links • Description Tag • Body • Keywords Tag • Page Names • Internal Links • ALT Tags
Meta Tag Creation + Implementation	Each page on your website contains a set of meta tags that can be populated for search engine optimization purposes. This is one of the first areas the search engines check to see what keyword phrases the site/page is trying to rank for.
H1 Tag Creation + Implementation	The Header Tag lets the search engines know what the title of the content is on the page. Having your keyword placed in this section helps the SEO process.
Alt Tag Creation + Implementation	Behind each image you can define a short description to let the search engines know what that image is of. This is another way of having your keywords displayed on your page to improve rankings.
XML Sitemap Creation	This file is a table of contents for the search engines, and lets them know all the pages of your website along with other important information as to when they were last modified.
Robots.txt Setup	This is the first file the search engines check to see exists on a website. It is used to communicate with the various search engines letting them know what pages you want them to crawl and avoid.

OFF PAGE OPTIMIZATION

Search Engine Submissions	Getting high quality links from websites is an important part of the SEO process. This refers to the top search engines people use to search the internet.
Article Submissions	A great way to get incoming links is to submit your articles that have embedded links across the web. This refers to the number of submissions we will do for that month.
Directory Submissions	A great way to get incoming links is to submit your website to various directories across the web. This refers to the number of submissions we will do for that month.
Local Directory Submissions	A great way to get incoming links is to submit your business information and website to local search directories. Local directories advertise your business in the area you provide serice.
Squidoo Lens	Creation of an optimized Squidoo Lens page. A very high quality link for websites and businesses.
DMOZ Submission	Submission to DMOZ directory. A popular and high quality link to your website.
Press Releases Submission	A great way to get incoming links is to submit your press releases that have embedded links across PR related websites. This refers to the number of submissions we will do for that month.
Social Bookmarking	This is the process of submitting your website to social bookmarking sites such as Digg, Technorati, StumbleUpon etc. Not only will this help drive traffic, but also creates high quality incoming links pointing back to your website.

SOCIAL OPTIMIZATION

Facebook Optimization	The process of optimizing your Facebook page. Includes creating cover and profile photo.
Google+ Optimization	The process of optimizing your Google+ page. Includes creating cover and profile photo.
Video Optimization	The process of populating the meta tags of your video and syndicating it across video sharing websites such as YouTube, Dailymotion, Metacafe, Vimeo etc.

MOBILE OPTIMIZATION

Mobile Sitemap Creation	A table of contents that lets the search engines know you have a mobile website and where the pages are located
Mobile Site Meta Tag Creation	Each mobile page on your website contains a set of meta tags that can be populated for search engine optimization purposes. This is one of the first areas the search engines check to see what keyword phrases the site/page is trying to rank for.
Mobile Site/Search Engine Submission	The process of submitting your mobile site to various mobile directories in efforts to improve mobile rankings.