

SEO Local Plans

SEO Local Plans are ideal for local businesses to generate online visibility by targeting geographical cities / states and industry relevant keyword categories. These also include advanced on page optimization, locally relevant content writing, informational content syndication, guest blogging, local citation building and social media posting.

We make it possible for local businesses to compete online by ranking their website higher in local search results of Google. Why is it important to rank higher in Google? Well, more than 90% of consumers search on Google before making a buying decision. We help your website rank higher, beat your competition and drive more sales.



THE PROCESS

⦿ **SITE ASSESSMENT AND INTAKE**

We audit your website, online presence of your business and gather information about your target audience and goals.

⦿ **KEYWORD RESEARCH**

We research the best keywords based on the industry vertical and physical location to bring the most effective results.

⦿ **CONTENT AND ON PAGE OPTIMIZATION**

From our website assessment and keyword research, we implement high-quality content optimization on your website. Extensive on page optimization includes Google tools integration, duplicate content analysis, page load time check, mobile friendly testing and implementation of page titles, meta descriptions, header tags, internal anchor text linking, local schema setup, image alt text addition and hyperlink optimization.

⦿ **LOCAL OPTIMIZATION**

Once the content optimization is in place, we focus on building the local presence by submitting the business to top local search engines. These include Google My Business, Bing Local, Apple Maps, Facebook and many more.

⦿ **MONTHLY LINK BUILDING**

With monthly link building via informational content posting, guest blogging, local citations and NAP enabled directory submissions, we rank the website for target keywords with an authoritative backlink portfolio.



KEY FEATURES

⦿ CUSTOMIZABLE WHITE-LABEL DASHBOARD

Track your campaign progress with the ability to access and view campaign performance.

⦿ AFFORDABLE SEO WITH NO OBLIGATION

We offer comprehensive, high-quality SEO at reasonable prices. We're so confident in our work and our pricing that we don't have long term contracts!

⦿ EXPERIENCE AND TECHNOLOGY

We've have helped over 45,000 businesses boost their search rankings and we manage over 5 million keywords. This experience, coupled with our industry-leading technology, gives us access to vast amounts of data that keeps us ahead of other SEO providers.

⦿ COMPLETE TRANSPARENCY AND MEASURABLE RESULTS

Our powerful reporting dashboard shows your customers exactly where their SEO dollars are going. Every SEO task performed is reported in real-time to track progress and clearly outline value.

⦿ CAMPAIGN MONITORING







We monitor every SEO campaign to identify areas of improvement. We also provide automated weekly and monthly updates on campaign performance to ensure your goals are being met.



SEARCH ENGINE OPTIMIZATION (LOCAL PLANS)



SEO Local Plans	Local Basic	Local 1	Local 2	Regional 1	Regional 2
Wholesale Price Per Month	\$500	\$650	\$850	\$1050	\$1400
Minimum Contract Period	Below Mentioned Deliverables are for 6 Months				
Recommended For	These packages are designed for local businesses with geographically targeted cities & keywords that are less competitive.		These packages are designed for local businesses with geographically targeted major cities & keywords that are more competitive		
Agency Platform Reporting & Customer Dashboard	✓	✓	✓	✓	✓
Targeted GEOs	1	1	Up to 2	Up to 3	Up to 4
Total Keywords	25	50	75	100	150
Primary Keywords	5	10	15	20	30
Secondary Keywords	20	40	60	80	120
Conversion Tracking					
Call Tracking	\$25 / month	\$25 / month	\$25 / month	\$25 / month	\$25 / month
Retargeting Setup	-	-	-	✓	✓
Web Form Conversion Tracking	✓	✓	✓	✓	✓
Google Analytics	✓	✓	✓	✓	✓
HeatMap	-	-	Homepage	Homepage	Homepage
ScrollMap	-	-	Homepage	Homepage	Homepage

Overlay Report Confetti User Testing Video	-	-	Homepage	Homepage	Homepage
	-	-	Homepage	Homepage	Homepage
	-	-	✓	✓	✓
Advance Website Conversion Optimization Report					
\$750					
\$750					
\$750					
\$750					
\$750					
On-Page Optimization					
Onsite Recommendations & Implementation Adding Rich Snippets Backlink Analysis Onsite Blog Setup	Basic	Basic	Professional	Professional	Professional
	✓	✓	✓	✓	✓
	✓	✓	✓	✓	✓
	-	-	-	✓	✓
Inbound Content Marketing					
Website Content Writing (250 Words Per Page) Guest Blog Post Writing & Posting Guest Blog Post Social Sharing    Informational Content Writing & Posting Informational Content Social Sharing    Press Release Writing & Distribution Press Release Social Sharing	1	1	3	5	8
	-	4	6	12	15
	-	✓	✓	✓	✓
	5	9	12	15	21
	✓	✓	✓	✓	✓
	1	1	1	1	1
	✓	✓	✓	✓	✓











Infographic Creation & Distribution	-	-	-	1	1
Infographic Social Sharing	-	-	-	✓	✓
Magazine / News Placement	✓	✓	✓	✓	✓
Q&A Posting	✓	✓	✓	✓	✓
Local Search Website Optimization					
Google My Business/ Bing, Apple Maps & Facebook Local Listing Optimization	✓	✓	✓	✓	✓
Authority Business Listing (Yelp, Local.com etc)	✓	✓	✓	✓	✓
GPS Business Listings	✓	✓	✓	✓	✓
Local Citation Building	✓	✓	✓	✓	✓
NAP Syndication	✓	✓	✓	✓	✓
Review Widget	✓	✓	✓	✓	✓
Coupon Distribution	✓	✓	✓	✓	✓
Startup Business Listings	✓	✓	✓	✓	✓
Link Strategy					
Website Social Sharing	✓	✓	✓	✓	✓
Video Creation	-	1	1	1	1
Video Submission	-	✓	✓	✓	✓

PPT Creation	-	1	1	1	1
PPT Distribution	-	✓	✓	✓	✓
Social Profiles	✓	✓	✓	✓	✓
Local Community Setup	2	2	2	2	2
Social Community Setup	1	1	1	1	1
Social Media Marketing					
Facebook & Twitter Marketing	-	-	-	✓	✓
Social Reputation Monitoring	-	-	-	✓	✓
Access To Premium Apps	-	-	-	✓	✓
Twitter & FB Account Setup	-	-	-	✓	✓
YouTube Channel Setup/ Optimization	-	-	-	✓	✓
Facebook Cover Image	-	-	-	✓	✓
Twitter Background Image	-	-	-	✓	✓
Twitter Header Image Background	-	-	-	✓	✓
Content For Facebook Info & Twitter Bio	-	-	-	✓	✓
Content Posting on Twitter & Facebook	-	-	-	9	12
Pinterest Account Creation	-	-	-	✓	✓

Pinterest Optimization	-	-	-	✓	✓
Custom Pinboards	-	-	-	6	8
Pin Images	-	-	-	12	15
Follow Pinboards	-	-	-	30	36
Reporting					
Weekly SEO Status Reports	✓	✓	✓	✓	✓
Monthly SEO Performance Reports	✓	✓	✓	✓	✓
Customer Support (Email, Chat & Telephone)	✓	✓	✓	✓	✓

SEARCH ENGINE OPTIMIZATION (Local Citation Packages)

Dray Web
Services

Local Citation Packages	Local Presence Basic	Local Presence Standard	Local Presence Advanced
One - Time Pricing	\$200	\$275	\$350
Total Sites	30	40	50
Local Business Listing Research and Creation			
Duplicate Google My Business, Bing Local, Facebook Places & Yelp Listings Check	✓	✓	✓
NAP (Name, Address, Phone Number) Consistency Check among Existing Directories	✓	✓	✓
Google My Business - Creation and Optimization (Videos, Hours of operation to the listing) 	✓	✓	✓
Bing Local - Creation and Optimization (Videos, Hours of operation to the listing) 	✓	✓	✓
Apple Maps - Creation and Optimization 	✓	✓	✓
Facebook Places - Creation and Optimization 	✓	✓	✓
Yelp - Listing Creation and Optimization 	✓	✓	✓
Major Local Directory Account Creation and Optimization			
	✓	✓	✓
	✓	✓	✓
	✓	✓	✓
	✓	✓	✓
	✓	✓	✓
	+ 21 more	+ 31 more	+ 41 more

SEO DELIVERABLES EXPLAINED

Primary Keywords – These are the top most keywords selected after mutual consent with the client which are relevant to the website services / products being offered.

Secondary Keywords – These are the most relevant keywords revolving around the primary keywords. We will add these keywords from our end after doing the research and does not necessarily involve client consent.

Usability & Conversion Optimization – We will generate a report featuring the most important usability & conversion optimization factors. Includes suggestions to make the site more usable and conversion friendly thus increasing your business' online leads.

HeatMap – We will generate a heatmap of your home page displaying which parts of your page users visit and click frequently. You get to know what's hot and what's not, so you can make changes accordingly to increase conversions.

ScrollMap - The scrollmap shows how far down the page people are scrolling and helps determine where visitors abandon the page. Now you'll know exactly where to add elements to hold a visitor's interest longer.

Overlay Report – With the overlay report, you will be able to see the number of clicks on each element of your web page.

Confetti - With confetti, you will be able to distinguish all the clicks you get on your site segmented by referral sources, search terms & more.

Follow Pinboards – We will follow other relevant Pinboards to get updates from related sources with a change that they'll even follow yours.

User Testing Video - A user testing video with voice over talking about the errors / difficulties encountered while browsing your website from a layman's perspective.

Magazine / News Placement - We will posting a magazine / client interview based on the information provided by you.

Q&A Posting - We will posting Q&A's relevant to the your business on high authority sites.

Local Community Setup - We will create a profile on local community networks and share guest posts, videos and other information to attract users.

Social Community Setup - We will create a community profile on important / relevant social networks and share guest posts, videos and other information to attract users.

Review Widget – We will be adding a widget on your website pages which will help you build positive customer reviews.

Pinterest Account Creation – We will create an account on Pinterest for your business also called as Pinterest Business Account.

Pinterest Optimization – We will optimize your Pinterest Business account by filling in all relevant details with your business logo, description about your business and even verifying the profile.

Custom Pinboards – We will create custom Pinboards relevant to your industry on your Pinterest Business profile.

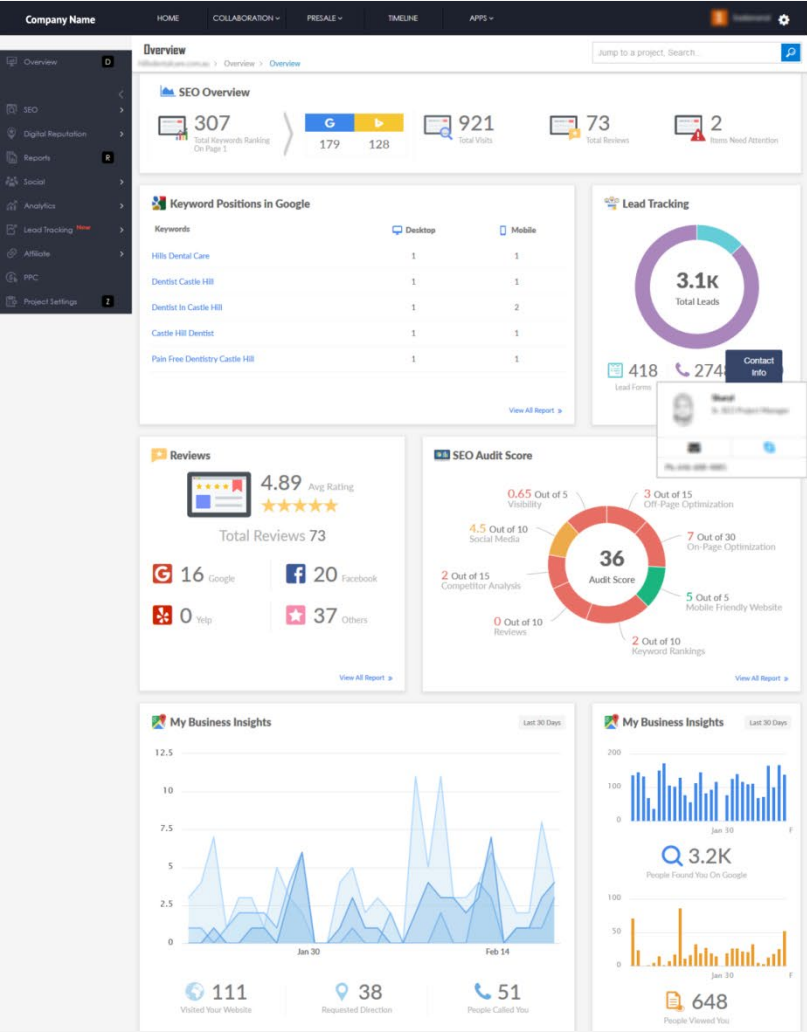
Pin Images – We will pin images (or even video) relevant to your business on the custom created Pinboards.

Follow Pinboards – We will follow other relevant Pinboards to get updates from related sources with a change that they'll even follow yours.

GPS Business Listings – We will be submitting your business location to GPS mapping platforms.

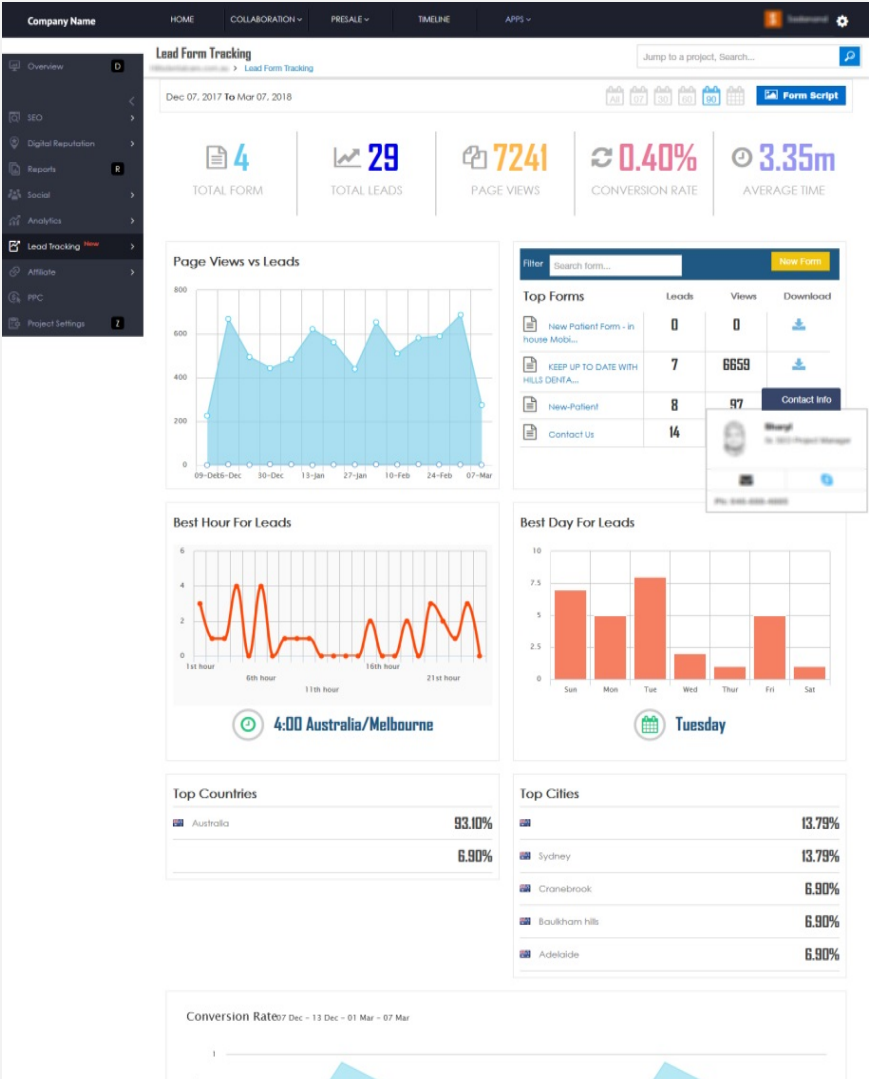
TRACKING DASHBOARD

SEO Dashboard



FORM ANALYTICS

Form Tracking



CALL METRICS

Call Metrics

