





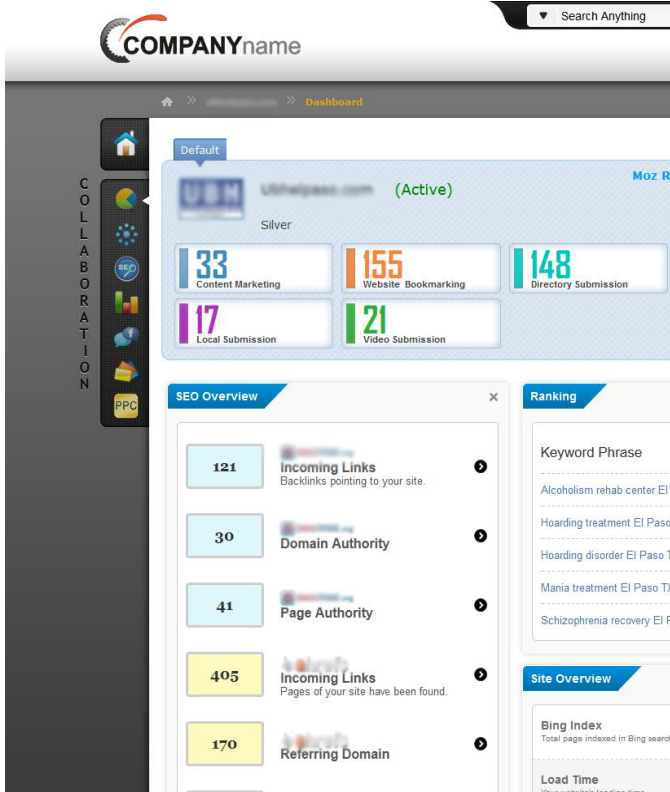


SEO National Plans	Starter	Value	Silver	Gold	Platinum
Fee	\$550	\$899 mo	\$1499 mo	\$1999 mo	\$2999 mo
Reporting & Customer Dashboard	✓	✓	✓	✓	✓
Target Keywords	12	20	35	50	80
Call Tracking	\$25 /mo	\$25 /mo	\$25 /mo	\$25 /mo	\$25 /mo
Retargeting (similar to paid click advertising)	\$75/month	\$75/month	\$75/month	\$75/month	\$75/month
All Deliverables are per 6 Months					
On-Page Optimization	Up to 15 Pages	Up to 30 Pages	Up to 50 Pages	Up to 80 Pages	Up to 120 Pages
Onsite Recommendations & Implementation	✓	✓	✓	✓	✓
Adding Rich Snippets	✓	✓	✓	✓	✓
G+ Authorship & Publisher	✓	✓	✓	✓	✓
Form Builder	✓	✓	✓	✓	✓
Blog Setup	✓	✓	✓	✓	✓
Inbound Content Marketing (*)					
Website Content Writing (250 Words Per Page)	3	7	12	18	30
Blog Writing	3	6	12	18	24
Guest Blog Post Writing & Posting	6	8	12	18	30
Guest Blog Post Social Sharing   	✓	✓	✓	✓	✓
Informational Content Writing & Posting	15	24	36	50	65
Informational Content Social Sharing   	✓	✓	✓	✓	✓
Press Release Writing & Distribution	1	2	3	6	9
Infographic Creation & Distribution	\$149	1	3	6	9
Premium PR Distribution	-	-	-	1	1
Premium Authoritative Directory Submissions	-	-	-	-	✓
Local Search Website Optimization					
NAP Syndication	✓	✓	✓	✓	✓
Google+ Local / Bing Local Listing Optimization	✓	✓	✓	✓	✓
Local Citation Building	✓	✓	✓	✓	✓
Review Submission	✓	✓	✓	✓	✓
Coupon Distribution	✓	✓	✓	✓	✓
Link Strategy					
Website Social Sharing	✓	✓	✓	✓	✓
Video / PPT Creation + Distribution	1	1	3	5	8
Voiceover Video Creation + Distribution	-	-	1	1	1
Social Profiles	60	60	60	60	60
Social Media Marketing					
Google+ Brand/Business Page Creation	✓	✓	✓	✓	✓
Google +1 Votes	✓	✓	✓	✓	✓
Social Reputation Monitoring	✓	✓	✓	✓	✓
Access To Premium Apps	✓	✓	✓	✓	✓
Twitter & FB Account Setup	✓	✓	✓	✓	✓

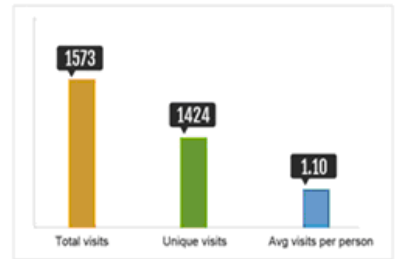
Youtube Channel Setup/ Optimization	✓	✓	✓	✓	✓
Facebook Cover Image	✓	✓	✓	✓	✓
Twitter Background Image	✓	✓	✓	✓	✓
Twitter Header Image Background	✓	✓	✓	✓	✓
Content For Facebook Info & Twitter Bio	✓	✓	✓	✓	✓
Content Posting on Twitter & Facebook	6	12	18	24	48
Facebook Welcome Page	-	-	-	-	✓
Facebook Ads Management*	\$140/mo	\$140/mo	\$140/mo	\$140/mo	\$140/mo
Reporting					
Google Analytics	✓	✓	✓	✓	✓
Weekly SEO Status Reports	✓	✓	✓	✓	✓
Monthly SEO Performance Reports	✓	✓	✓	✓	✓
Customer Support (Email, Chat & Telephone)	✓	✓	✓	✓	✓

Client Dashboard



Mobile Analytics

MOBILE ANALYTICS



VISITS BY OPERATING SYSTEM



VISITS BY DATE



TOP 5 COUNTRIES

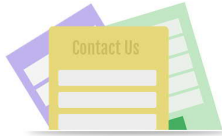


TOP 5 BROWSERS



Form Analytics

FORM ANALYTICS



531
Pageviews

42
Entries

7.91%
Conversion Rate

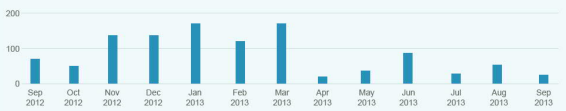
Pageviews for

September 12, 2012 – September 11, 2013



Entries for

September 12, 2012 – September 11, 2013



Entries by Region

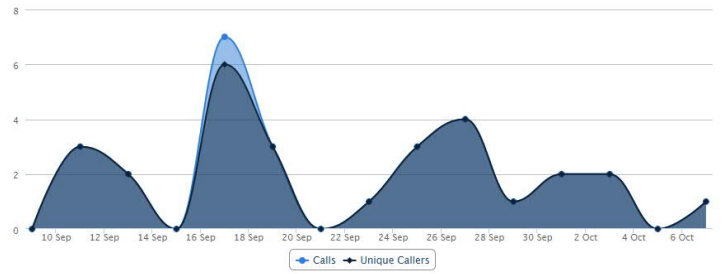
Region	Percentage
North America	61.90%
Europe	9.52%
South America	0.00%
Africa	2.38%
Asia	26.19%
Oceania	0.00%

Conversion Rates for

September 12, 2012 – September 11, 2013

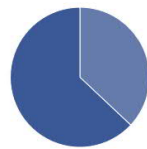


Optional Call Metrics

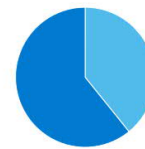


Total Calls	Total Unique Calls	Avg Ring Time	Avg Talk Time	Top Call Source	Top Call Day	Top Call Hour	Top Keyword
73	59	15 sec	100 sec	Google Paid	Monday	01 PM	property management companies in edmond ok

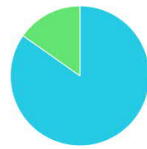
Calls by Source (detail)



Average Call Duration by Source










New vs Repeat Calls (detail)







Repeat Calls by Source (detail)



Pay Per Click Optional Program

Pay Per Click	One Time	Traffic Plan	Starter	Standard	Power	Profession	Dynamic
First Month Fee	\$140	\$220	\$312	\$538	\$820	\$1299	\$1940
Account Setup Fees	----		----	----	----	----	----
Monthly Fee	----	\$189	\$199	\$260	\$520	\$850	\$1180
Keywords	300	300	600	1000	2000	4000	5000
Search Engine							
No. of Project Managers	N/A	1	1	1	1	1	2
Conversion Focused	N/A	-	✓	✓	✓	✓	✓
Click Focused	N/A	✓	✓	✓	✓	✓	✓
Search Network	✓	✓	✓	✓	✓	✓	✓
Display Network	-	-	✓	✓	✓	✓	✓
Banner/Image Ads	-	-	-	YES - 1	YES - 1	YES - 1	YES - 2
Remarketing	-	-	-	✓	✓	✓	✓
Analytics Setup	-	✓	✓	✓	✓	✓	✓
Analytics Analysis	-	-	✓	✓	✓	✓	✓
Linking Adwords w Analytics	-	-	✓	✓	✓	✓	✓
Website Funnel Tracking	-	-	-	-	-	-	✓
Analytics Code Checker	-	-	-	-	-	-	✓
Search Query Analysis	-	-	✓	✓	✓	✓	✓
Conversion Tracking	-	-	✓	✓	✓	✓	✓
Click Fraud Monitoring	-	-	✓	✓	✓	✓	✓
Call Tracking Integration*	-	✓	✓	✓	✓	✓	✓
Form Tracking	✓	✓	✓	✓	✓	✓	✓
Product Ads Set-up	-	-	-	-	✓	✓	✓
Landing Page Recommendation	-	-	-	-	Yes - 1	Yes - 2	Yes - 2
Video Ads Campaign*	-	-	-	-	-	✓	✓
Dynamic Search Ads	-	-	-	-	-	✓	✓
Google Ad Site Extensions	-	-	-	-	-	✓	✓
GeoTargeting	N/A	✓	✓	✓	✓	✓	✓
AdText Creation	N/A	✓	✓	✓	✓	✓	✓
Adtext A/B Testing	N/A	✓	✓	✓	✓	✓	✓
keyword matching options	N/A	✓	✓	✓	✓	✓	✓
keyword bid management	N/A	✓	✓	✓	✓	✓	✓
Traffic Statistic Analysis	N/A	-	✓	✓	✓	✓	✓
Mobile	✓	-	✓	✓	✓	✓	✓
Reporting							
Reporting (daily report on Performance)	✓	✓	✓	✓	✓	✓	✓
Month 1 Setup Report	N/A	✓	✓	✓	✓	✓	✓
Weekly Report	N/A	-	✓	✓	✓	✓	✓
Monthly Report	N/A	✓	✓	✓	✓	✓	✓
Bimonthly report	N/A	✓	✓	✓	✓	✓	✓
PPC Broken Link Checker	N/A	✓	✓	✓	✓	✓	✓
Call Tracking Reporting	N/A	✓	✓	✓	✓	✓	✓
Call Support	N/A	-	-	-	1	2	3

Facebook, Twitter, Google+ & Pinterest

Facebook, Twitter, Google+ & Pinterest	Plan 1	Plan 2	Plan 3	Plan 4
First Month Fee	\$199	\$250	\$290	\$325
Recurring	\$160 / month	\$199 / month	\$240 / month	\$299 / month
Setup				
Social Account Creation    	✓	✓	✓	✓
Facebook Cover Design	✓	✓	✓	✓
Twitter Background Design	✓	✓	✓	✓
Twitter Header Design	✓	✓	✓	✓
Google+ Cover Design	✓	✓	✓	✓
Keyword Based Profile Content Writing	✓	✓	✓	✓
Facebook Applications	2	4	8	10
Social Search				
Creating Google+ Circle Group	✓	✓	✓	✓
Following / Add to Circles	-	✓	✓	✓
Join Relevant Google+ Communities	-	-	-	✓
Social Website Integration				
Social Plugins	✓	✓	✓	✓
Social Content Development				
Editorial Calendar	✓	✓	✓	✓
Backlinks	✓	✓	✓	✓
Posts / Week – Facebook & G+	3	6	9	12
Tweets / Week	3	6	9	12
Sharing in Google+ communities	-	✓	✓	✓
Pin Images (Images to be provided by the client)	-	-	✓	✓
Backlinking with Photo Pinning	-	-	-	✓
Detailed Work Report Custom Pinboard	-	-	-	✓
Marketing Dashboard				
Detailed Work Report	✓	✓	✓	✓
Insights / Analytics	✓	✓	✓	✓
Average sentiments	-	-	✓	✓
ROI Measurement	-	-	-	✓
Customer Support				
Email	✓	✓	✓	✓
Phone	✓	✓	✓	✓
Chat	✓	✓	✓	✓

SOCIAL PPC PLANS

Social PPC Plan	Social PPC Starter	Social PPC Value	Social PPC Standard
Fees Monthly	\$258	\$358	\$478
Social Account Creation/ Management			
Facebook	✓	✓	✓
Instagram	✓	✓	✓
Twitter	-	✓	✓
LinkedIn	-	-	✓
* Campaign Set-up			
Ad Account Set up	✓	✓	✓
Selecting Campaign Objectives	2	6	10
* Ad Campaign Optimization			
Ad Spent Limit	upto \$1000	upto \$1500	Upto \$2500
Text & Image Ads Optimization	✓	✓	✓
Bid Management	✓	✓	✓
Ad Copy A/B Testing	✓	✓	✓
Targeting-Specific	✓	✓	✓
Keyword Based (Only for Twitter)	-	✓	✓
Interest Based	✓	✓	✓
Ad Placements (Mobile Devices, Mobile Carriers & Other Platforms)	✓	✓	✓
Ad Copies (Monthly)	4	8	12
Support			
* Monitoring	✓	✓	✓
* Reports (Weekly & Monthly)	✓	✓	✓
* Customer Support (Email / Chat / Call)	✓	✓	✓