





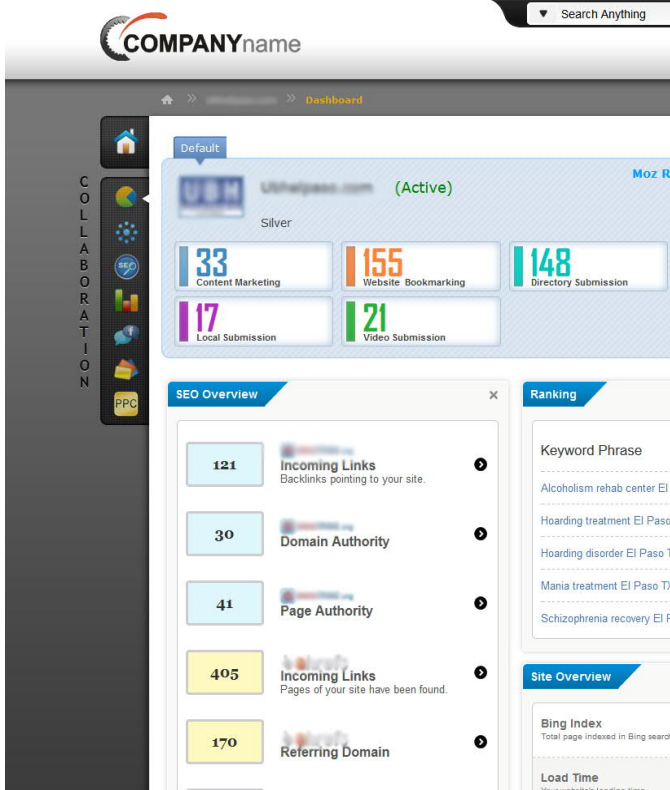


Local SEO

SEO Local Plans	Local Basic	Local 1	Local 2	Regional 1	Regional 2
<b>Below deliverables are spread across 6 months.</b>					
Fee / month	<b>\$258</b>	<b>\$418</b>	<b>\$598</b>	<b>\$798</b>	<b>\$998</b>
Reporting & Customer Dashboard	✓	✓	✓	✓	✓
Target Keywords	5	10	15	20	30
Retargeting (similar to paid click advertising)	\$75 /month	\$75 /month	\$75 /month	\$75 /month	\$75 /month
<b>On-Page Optimization (All Deliverables are per 6 Months)</b>					
Onsite Recommendations & Implementation	Up to 8 Pages	Up to 15 Pages	Up to 22 Pages	Up to 30 Pages	Up to 45 Pages
Adding Rich Snippets	✓	✓	✓	✓	✓
G+ Authorship & Publisher	✓	✓	✓	✓	✓
Form Builder	✓	✓	✓	✓	✓
Blog Setup	✓	✓	✓	✓	✓
<b>Inbound Content Marketing *)</b>					
Website Content Writing (250 Words Per Page)	1	1	5	7	12
Guest Blog Post Writing & Posting	-	2	6	12	18
Guest Blog Post Social Sharing   	-	✓	✓	✓	✓
Informational Content Writing & Posting	6	9	15	24	30
Informational Content Social Sharing   	✓	✓	✓	✓	✓
Press Release Writing & Distribution	1	1	2	4	6
<b>Local Search Website Optimization</b>					
NAP Syndication	✓	✓	✓	✓	✓
Google+ Local / Bing Local Listing Center Optimization	✓	✓	✓	✓	✓
Local Citation Building	✓	✓	✓	✓	✓
Review Submission	✓	✓	✓	✓	✓
Coupon Distribution	✓	✓	✓	✓	✓
<b>Link Strategy</b>					
Website Social Sharing	✓	✓	✓	✓	✓
Video / PPT Creation + Distribution	-	1	2	4	6
Social Profiles	60	60	60	60	60

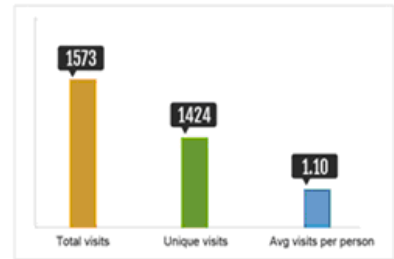
Social Media Marketing					
Google+ Brand/Business Page Creation	✓	✓	✓	✓	✓
Google +1 Votes	✓	✓	✓	✓	✓
Social Reputation Monitoring	-	✓	✓	✓	✓
Access To Premium Apps	-	✓	✓	✓	✓
Twitter & FB Account Setup	✓	✓	✓	✓	✓
Youtube Channel Setup/ Optimization	-	✓	✓	✓	✓
Facebook Cover Image	-	✓	✓	✓	✓
Twitter Background Image	-	✓	✓	✓	✓
Twitter Header Image Background	-	✓	✓	✓	✓
Content For Facebook Info & Twitter Bio	-	✓	✓	✓	✓
Content Posting on Twitter & Facebook	-	3	6	9	12
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



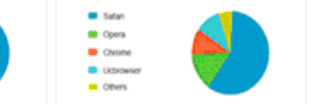
## VISITS BY DATE



## TOP 5 COUNTRIES

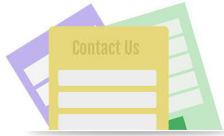


## TOP 5 BROWSERS



# Form Analytics

## FORM ANALYTICS



**531**  
Pageviews

**42**  
Entries

**7.91%**  
Conversion Rate

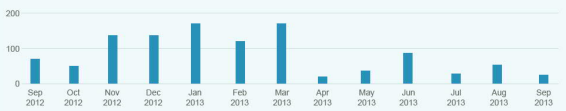
### Pageviews for

September 12, 2012 – September 11, 2013



### Entries for

September 12, 2012 – September 11, 2013



### Entries by Region

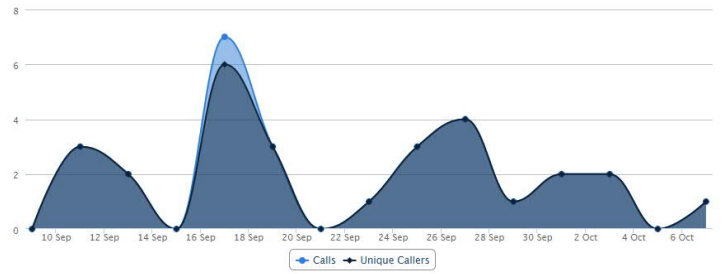
Region	Percentage
North America	61.90%
Europe	9.52%
South America	0.00%
Africa	2.38%
Asia	26.19%
Oceania	0.00%

### Conversion Rates for

September 12, 2012 – September 11, 2013

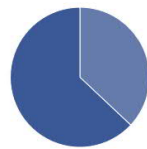


# Optional Call Metrics

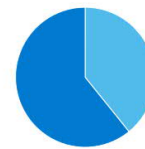


Total Calls	Total Unique Calls	Avg Ring Time	Avg Talk Time	Top Call Source	Top Call Day	Top Call Hour	Top Keyword
73	59	15 sec	100 sec	Google Paid	Monday	01 PM	property management companies in edmond ok

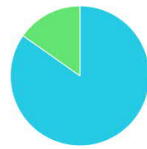
### Calls by Source (detail)



### 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
<b>First Month Fee</b>	<b>\$140</b>	<b>\$220</b>	<b>\$312</b>	<b>\$538</b>	<b>\$820</b>	<b>\$1299</b>	<b>\$1940</b>
Account Setup Fees	----		----	----	----	----	----
Monthly Fee	----	<b>\$189</b>	\$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	✓	-	✓	✓	✓	✓	✓
<b>Reporting</b>							
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
<b>First Month Fee</b>	<b>\$199</b>	<b>\$250</b>	<b>\$290</b>	<b>\$325</b>
<b>Recurring</b>	<b>\$160 / month</b>	<b>\$199 / month</b>	<b>\$240 / month</b>	<b>\$299 / month</b>
<b>Setup</b>				
<b>Social Account Creation</b>    	✓	✓	✓	✓
<b>Facebook Cover Design</b>	✓	✓	✓	✓
<b>Twitter Background Design</b>	✓	✓	✓	✓
<b>Twitter Header Design</b>	✓	✓	✓	✓
<b>Google+ Cover Design</b>	✓	✓	✓	✓
<b>Keyword Based Profile Content Writing</b>	✓	✓	✓	✓
<b>Facebook Applications</b>	2	4	8	10
<b>Social Search</b>				
<b>Creating Google+ Circle Group</b>	✓	✓	✓	✓
<b>Following / Add to Circles</b>	-	✓	✓	✓
<b>Join Relevant Google+ Communities</b>	-	-	-	✓
<b>Social Website Integration</b>				
<b>Social Plugins</b>	✓	✓	✓	✓
<b>Social Content Development</b>				
<b>Editorial Calendar</b>	✓	✓	✓	✓
<b>Backlinks</b>	✓	✓	✓	✓
<b>Posts / Week – Facebook &amp; G+</b>	3	6	9	12
<b>Tweets / Week</b>	3	6	9	12
<b>Sharing in Google+ communities</b>	-	✓	✓	✓
<b>Pin Images (Images to be provided by the client)</b>	-	-	✓	✓
<b>Backlinking with Photo Pinning</b>	-	-	-	✓
<b>Detailed Work Report Custom Pinboard</b>	-	-	-	✓
<b>Marketing Dashboard</b>				
<b>Detailed Work Report</b>	✓	✓	✓	✓
<b>Insights / Analytics</b>	✓	✓	✓	✓
<b>Average sentiments</b>	-	-	✓	✓
<b>ROI Measurement</b>	-	-	-	✓
<b>Customer Support</b>				
<b>Email</b>	✓	✓	✓	✓
<b>Phone</b>	✓	✓	✓	✓
<b>Chat</b>	✓	✓	✓	✓

# SOCIAL PPC PLANS

Social PPC Plan	Social PPC Starter	Social PPC Value	Social PPC Standard
<b>Fees Monthly</b>	<b>\$258</b>	<b>\$358</b>	<b>\$478</b>
<b>Social Account Creation/ Management</b>			
Facebook	✓	✓	✓
Instagram	✓	✓	✓
Twitter	-	✓	✓
LinkedIn	-	-	✓
<b>* Campaign Set-up</b>			
Ad Account Set up	✓	✓	✓
Selecting Campaign Objectives	2	6	10
<b>* Ad Campaign Optimization</b>			
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
<b>Support</b>			
* Monitoring	✓	✓	✓
* Reports (Weekly & Monthly)	✓	✓	✓
* Customer Support (Email / Chat / Call)	✓	✓	✓