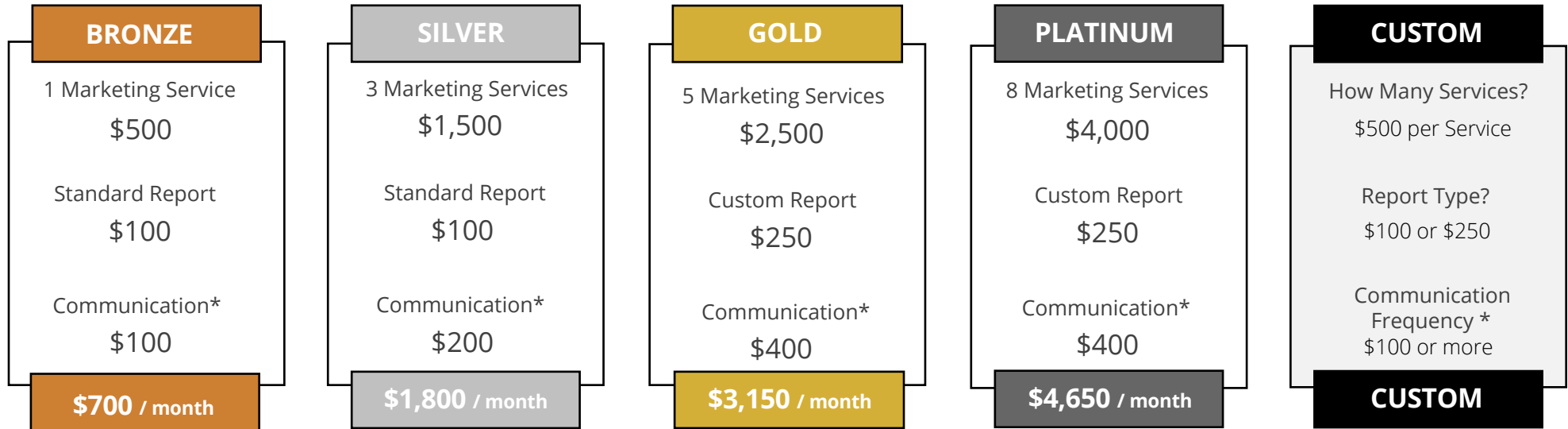




COMMON MONTHLY OPTIMIZATION PACKAGES



*Communication pricing is based on the estimated amount of communication through Phone, Email, and Meetings. Figure approximately one hour per \$100 in communication fees

SEBO SERVICES

(NOT INCLUDING BUILDING NEW WEBSITES OR SITE CARE)

On Page SEO	Improving the on page SEO elements of 10 pages (adding pages to the site, improving content of existing pages, etc)
Off Page SEO	Improving the overall link profile of a website (could be gaining new links, could be disavowing bad links, etc)
Google Maps	Helping ensure that local listings are accurate and consistent (searching for multiple addresses, phone numbers, claiming listings, etc)
Article Writing	Writing 5 custom articles to be posted on your website (we target specific keywords, and write 200-300 word articles)
PPC Optimization (1 service per \$5,000 in monthly PPC spend)	PPC optimization efforts of your entire PPC account (keyword optimization, landing page testing, bid optimization, etc)
Conversion Rate Optimization	Improving the overall conversion rates of your website (calls to action, landing page testing, A/B or multivariate testing, etc)

SEBO'S OTHER ADD-ON SERVICES

Site Care - \$50/mo	Proactive service to keep site updated and free from hacks	Maintenance - \$100/hr	Changes/updates beyond the monthly marketing plan
Call Tracking - \$50/mo	2 call tracking numbers to track generic and organic calls	PPC Setup - \$700 to \$1,400	Create a new AdWords account and run a test with it