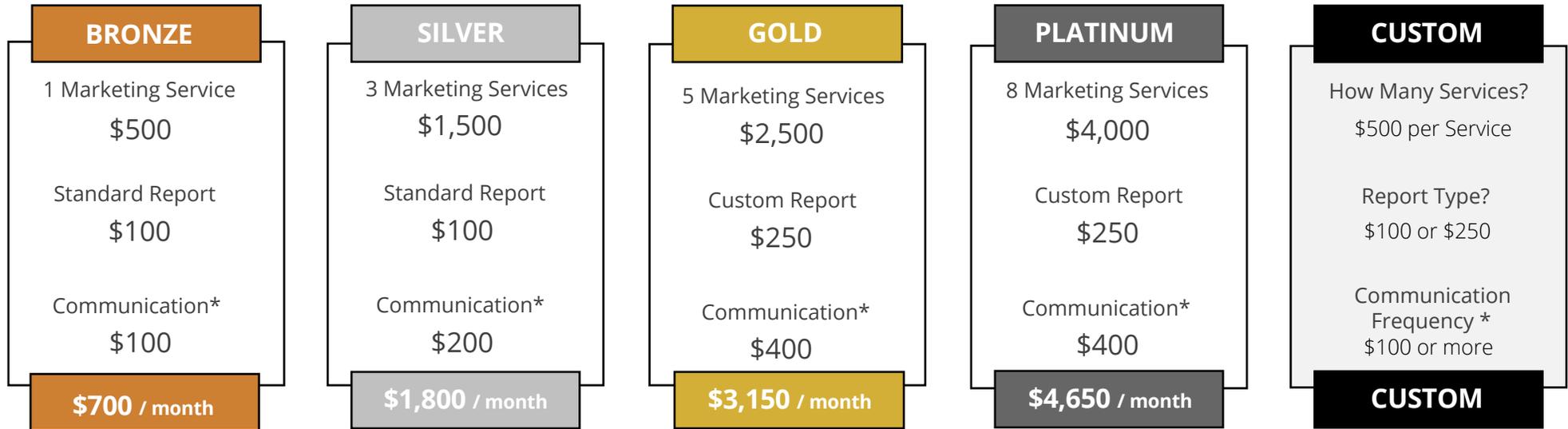




# COMMON MONTHLY OPTIMIZATION PACKAGES



\*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<br>(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 |