



Regional Plus SEO / Content Marketing Plan

Our SEO/Content Marketing plans are innovative, cost-effective strategies that focus on the development and distribution of informative helpful content. The content is relevant, valuable and consistent. It is created to boost your ranking in search results, and to build trust with your target audience. **Below mentioned deliverables are within a 6 month campaign. No contracts, cancel anytime.**

**Regional
SEO Plan** \$2,100 / month*

* First month, one time set up fee = \$3,750

Target Keywords	30	• These are the search terms we will be working to get your site on the first page for.
Local Search Website Optimization		
Google My Business/ Bing, Apple Maps & Facebook Local Listing Optimization	✓	• These tasks will make sure that your website is found on local searches and looks trustworthy to Google and other search engines.
Authority Business Listing (Yelp, Local.com etc)	✓	
Local Citation Building	✓	
NAP Syndication	✓	
Review Widget	✓	
Coupon Distribution	✓	
Startup Business Listings	✓	
Conversion Tracking		
Web Form Conversion Tracking	✓	• These tasks will turn your website into a data producing machine so we can record user information and use it to make strategic marketing decisions.
Google Analytics	✓	
HeatMap - ScrollMap	✓	
Backlink Analysis	✓	
Onsite Recommendations & Implementation	✓	
Inbound Content Marketing		
Website Content Writing (250 Words Per Page)	8	• This is the core of this SEO campaign. Through content creation, distribution, and marketing based on your keywords, we will increase your internet presence and connect with you customers.
Guest Blog Post Writing & Posting	15	
Informational Content Writing & Posting	21	
Press Release Writing & Distribution	1	
Infographic Creation & Distribution	1	
Magazine / News Placement	✓	
Q&A Posting	✓	
Link Strategy		
Basic Video Creation	1	BONUS: Creation and distribution of two high quality animated explainer videos.
PPT Creation	1	
Social Media Marketing		
Account Creation/Reputation Monitoring	✓	• We will create and run your social media accounts to connect with your customers where they spend their time most.
Content Posting on Twitter & Facebook	32/month	
Custom Pinboards	8	
Pin Images	15	
Follow Pinboards	36	
Reporting Weekly		
Monthly SEO Performance Reports	✓	• Monthly strategy sessions to review the previous months content and data.
Customer Support (Email, Chat & Telephone)	✓	