

Organic SEO

For:

Your Domain Name

Prepared By:



Date: <Today>

Introduction

The following information in this document covers a good faith agreement between PalmettoSoft (PS) and the customer.

Our Goal

Our immediate goal is to create an Organic SEO campaign to get your marketing efforts on a good path and begin to show positive ROI. Once a comfort level is reached and you understand how things are working, we will look at adding services such as Google Ads management and paid press releases- and in that order of importance.

About Us- Quick Tidbit

PalmettoSoft was established in 2005 and we have served over a hundred SEO customers. Many of our clients have been with us for a long time- and we don't use contracts to lock our customer in.

We also hold a top organic Google position for many search terms like "[Charleston SEO Company](#)" and "[South Carolina SEO Company](#)." In addition, we are highly ranked for the search term "[Web Design Process](#)" (1st page out of 3,060,000,000 results) and periodically publish technical content as an industry leader. We think the aforementioned is especially noteworthy as most of our local competitors do not have the ability to do this.

What is Organic SEO?

Organic SEO describes the work done to boost a website's position within the natural, organic search engine results. Organic SEO is NOT a one time exercise. It is ongoing due to, but not limited to: competitor movements, constantly changing search engine algorithm updates, shifting search trends and evolving technology.

Expectations & Assumptions

- Deliver a white glove level service
 - 24 or less turnaround times on emails
 - Organized and structured communication style
 - Friendly attitude and demeanor of personnel
 - Workflow is managed through a web based project management tool
 - Maximum efficiency
 - Calendar
 - Scheduling & planning
 - Communication tracking
- Act as a consultant for any other marketing related activities
 - And for 3rd party IT vendors
- Fees are inline with the industry
- No contracts!
 - We only require a 30 day notice of cancellation.
- We follow the Google Search Console guidelines
- Track and report business leads (email and phone calls) with client
- Oversee campaign
 - Monthly performance report
 - Annual performance report
- Auxiliary Fees *can be charged on a case by case basis to include:
 - Email migration and setup
 - Website hosting setup and transfer
 - Domain name transfer and support

Miscellaneous Fees (these are not common)

Throughout the life of your campaign, there may be additional charges needed to accommodate for events such as search engine algorithm changes, competitor movements, etc... An example of this is a recommended annual website copy refresh by the PalmettoSoft copywriter. As you can imagine, and all things being equal, websites who periodically refresh their content get “ranking favoritism” over ones that don’t. PalmettoSoft asks that the customer pay for situations like these. Another example could be adding a video section to your website... or “beefing up” a

page's content to better support a high demand keyword. While most of the work PalmettoSoft does is considered "routine," sometimes extra work needs to be done for an ever changing Internet landscape.

Campaign Goals

- Keyword Ranking
 - Within 90 days, begin to establish 1st page Google rankings
 - Maintain rankings
- Website Performance
 - Increase organic traffic
 - Improve website performance via Google Analytics
 - eCommerce: Raise sales revenue
- Increase customer base
 - Enhance client branding
 - Create new customers

Keywords

Campaign Keywords			
		Google.com	
#	Keyword	Avg. Monthly Searches	Competition
1	Sample keyword 1	210	8,550,000
2	Sample keyword 2	110	282,000
3	Sample keyword 3	40	118,000,000
4	Sample keyword 4	170	12,400,000
5	Sample keyword 5	90	25,800,000
6	Sample keyword 6	30	4,090,000
7	Sample keyword 7	30	8,920,000
8	Sample keyword 8	90	184,000
9	Sample keyword 9	170	107,000
10	Sample keyword 10	110	186,000

Schedule & Reporting

Campaign Setup	Start	End
<p>Keyword analysis</p> <p>Research and recommendations based on business's products/services & client input</p>	<date>	<date>
<p>Website audit</p> <p>SEO compatibility check and competitor analysis</p>	<date>	<date>
<p>Landing page review</p> <p>Audit landing page content, call-to-action buttons, contact forms</p>	<date>	<date>
<p>Blog setup and integration</p> <p>Install and/or optimize an existing blog within the website. This includes, but is not limited to an overview page, detail page and social sharing buttons.</p>	<date>	<date>
<p>Meta element optimization</p> <ul style="list-style-type: none"> ● Title ● Meta description ● Heading tag ● Image alt text ● Breadcrumb navigation ● Google Webmaster Tools and Analytics setup ● Sitemap.xml setup ● Robots.txt setup ● Creating custom 404 error pages ● 301 redirect verification ● Internal content linking 	<date>	<date>

Routine Work Monthly	Start
Citation building Add website details in the top 50 local business listing websites. This boosts ranking in Google Maps along with referral traffic.	<date>
Blog posting PalmettoSoft copywriter will interview the client and write monthly blog post(s) matched to their campaign requirements.	<date>
Link building work Monthly backlink creation through directory, book sharing, article and blogging	<date>
*Google My Business customer reviews *The customer does this. PalmettoSoft will create a Customer Review email template and share with the customer to use for the collection of customer reviews. This is an important part of SEO and PalmettoSoft will guide the customer in the effort.	<date>
Reporting Monthly campaign performance report (for previous month) sent at the beginning of each month with a phone call.	<date>

Fees

\$000.00/month

Quick Billing Schedule for your reference

9/1/20	000.00 (for September)
10/1/20	000.00 (recurring invoice moving forward)

Prorated SEO Setup Fees

SEO campaigns do not begin exactly at the beginning of each calendar month and PalmettoSoft does NOT prorate this work. The explanation is below:

Unlike moving into a leased building on the 10th day of the month, the SEO setup work we do is not prorated. Basically, we have a workflow schedule and are doing sixty days of normally scheduled work in a compressed 50 day period. Please notice the **Setup** and **Launch** phases of your SEO schedule in the proposal. All work we do is explained in great detail.

Special note: Once **Routine Work** begins it is extremely important we stay on a monthly schedule (billing, blogging, link building, reporting, etc...) and this is a major reason why we do not prorate SEO setup work.

