

ASEO Packages	Starter	Professional	Enterprise
Website Competitive Intelligence Analysis			
CallRail Call Tracking Recommendations	✓	✓	✓
Google Tag Manager Implementation	✓	✓	✓
# of Keywords Defined & Recommended	10 Terms	15 Terms	20 Terms
Keyword Research & Recommendations	✓	✓	✓
Competitive Analysis Research Report	6 Competitors	8 Competitors	10 Competitors
Client Analysis Research Report	✓	✓	✓
NAP Check & Citation Audit	✓	✓	✓
Yext & Synup Citation Audit Report	✓	✓	✓
Website Technical Assessment			
W3C Compliance Test	✓	✓	✓
404 Error Analysis (Error Fixes Extra)	✓	✓	✓
OpenGraph Tag Implementation	✓	✓	✓
Robots.txt Creation & Implementation	✓	✓	✓
Sitemap.xml Creation & Implementation	✓	✓	✓
Address Schema Optimization	1 Location	2 Locations	3 Locations
Website Geo Meta Optimization	✓	✓	✓
Page Load Speed Analysis	✓	✓	✓
Page Load Speed Optimization	✓	✓	✓
Onsite Deliverables (Quarterly Refresh)			
Google Analytics Integration	✓	✓	✓
Google Search Console Integration	✓	✓	✓
On-Page Optimizations	✓	✓	✓
Quarterly Optimization Refresh	✓	✓	✓
Optimize Website Pages	10 Pages	20 Pages	30 Pages
Optimize Meta Tags	✓	✓	✓
Optimize Header Tags	✓	✓	✓
Optimize Internal Linking	15 Pages	30 Pages	40 Pages
Optimize Image Tags	✓	✓	✓
Goals	Up to 5	Up to 10	Up to 12
Offsite Monthly Linkbuilding			
Citation Creation & NAP Corrections	120/Year	180/Year	240/Year
Based on Yext & Synup Audits	✓	✓	✓

Establish Default Business Profile	✓	✓	✓
Google My Business Listing Creation	✓	✓	✓
BING Local Listing Creation	✓	✓	✓
Social Bookmarking	20/Month	30/Month	35/Month
Alternate Link Building	5/month	5/month	5/month
One of the following each month:			
Q&A Link Building	✓	✓	✓
Job Posting Link Building	✓	✓	✓
Classified Link Building	✓	✓	✓
Offsite Monthly Content Building			
Editorial Calendar Creation	✓	✓	✓
Content Creation (Up to 500 words)	3 Pieces	4 Pieces	5 Pieces
Content Addition to Site	✓	✓	✓
Advanced Media Content Creation	2/Year	4/Year	6/Year
One of the following:			
Text-Based Video Creation	✓	✓	✓
Advanced Media Content Submission	5/Piece	5/Piece	5/Piece
Social Media Optimization			
Optimization of Facebook Page	✓	✓	✓
Optimization of Twitter Page	✓	✓	✓
Monthly Facebook Content Sharing	4	6	8
Monthly Twitter Content Sharing	4	6	8
Monthly Google Post Content Sharing	4	6	8
Creation of Hootsuite Account	✓	✓	✓
Reporting			
Detailed Progress Reporting (Monthly)	✓	✓	✓
CRO Recommendations (Quarterly)	✓	✓	✓
Crazy Egg Reporting (Quarterly)	✓	✓	✓
Campaign Recommendations (Monthly)	✓	✓	✓
Value Added Features			
Access to Basecamp Project Management	✓	✓	✓
24-Hour Turn-Around on Inquiries	✓	✓	✓
Pricing	Starter	Professional	Enterprise
One-Time WCIA Fee (USD)	\$1,200.00	\$1,600.00	\$1,900.00
Monthly Management Fee (USD)	\$1,750.00	\$2,500.00	\$3,750.00