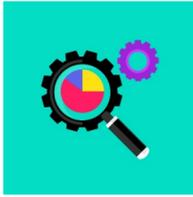# EDGEWATER DIGITAL

We are better together.

STANDARD SEO PACKAGE INFORMATION

A great package balanced more towards off-site content generation.

Why Active SEO?

Online marketing leads have consistently been shown to cost less than traditional marketing channels. In fact, a recent report from eConsultancy showed SEO and PPC as 2 of the top 4 channels with the best ROI.
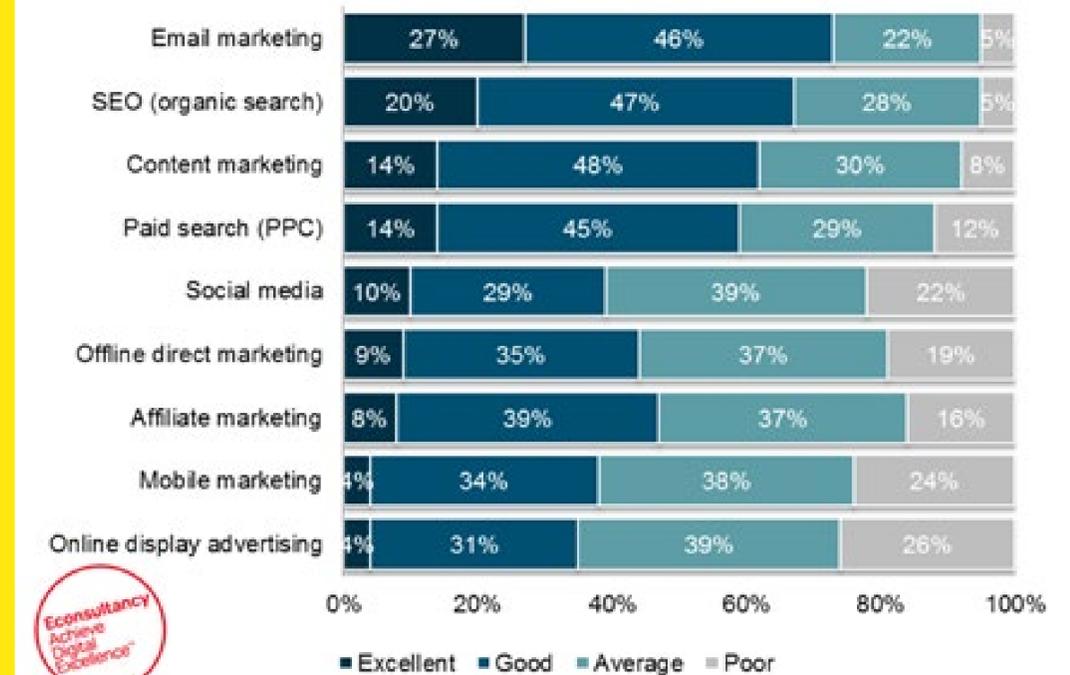
The chart to the right shows the channels that were most frequently answered as having the best ROI. Online marketing activities like email, SEO, content marketing and PPC were most frequently mentioned favorably

Search Engine Optimization (SEO) refers to a series of coordinated steps that increase the chance of your website showing in the search engine results page (SERP). People also refer to this presence in the SERP as organic rankings. Presence on the SERP for terms important to your business leads to increased traffic and leads from your website. While the business does not pay for each visitor to the website from organic search results, there is ongoing effort and time required to optimize the website and achieve top rankings.

SEO generally has a very high return on investment because people using search engines have high intent to purchase. That means that rather than having to convince someone that they need your service, SEO visitors have already indicated their interest by searching for keywords that match your business category. SEO typically shows up as one of the lowest cost lead sources in annual surveys of marketers.

Company respondents
**Figure 11: How do you rate the following channels in terms of return on investment?**

Channel	Excellent	Good	Average	Poor
Email marketing	27%	46%	22%	5%
SEO (organic search)	20%	47%	28%	5%
Content marketing	14%	48%	30%	8%
Paid search (PPC)	14%	45%	29%	12%
Social media	10%	29%	39%	22%
Offline direct marketing	9%	35%	37%	19%
Affiliate marketing	8%	39%	37%	16%
Mobile marketing	4%	34%	38%	24%
Online display advertising	4%	31%	39%	26%

Respondents: 614

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Active SEO Process Overview

Good website rankings are driven by content on your site and the links and content from other sites. With this in mind, the bullets below summarize our process for optimizing your website's rankings:

- During the Keyword Discovery phase of the project, we work with you to determine the best keyword targets. We use your current site traffic, keyword research tools and your business strategy to determine the target keywords that your prospects are using when looking for your business.

- We then analyze your website and determine the gaps between your target keywords and the information on your website. Our team will conduct a full audit of both the technical issues and missing content and work with you to fix those issues.

- Once the initial onsite project is complete, we may recommend ongoing blogging to provide useful information to your audience and also the search engines.

- Next, we begin the link-building phase of the project. Link-building is a critical part of improving rankings. The table below shows the number of referring domains (linking websites) you have compared to your competitors. We have three ways we can build links to your website **see the deliverables page for the specific recommendation in this proposal**:
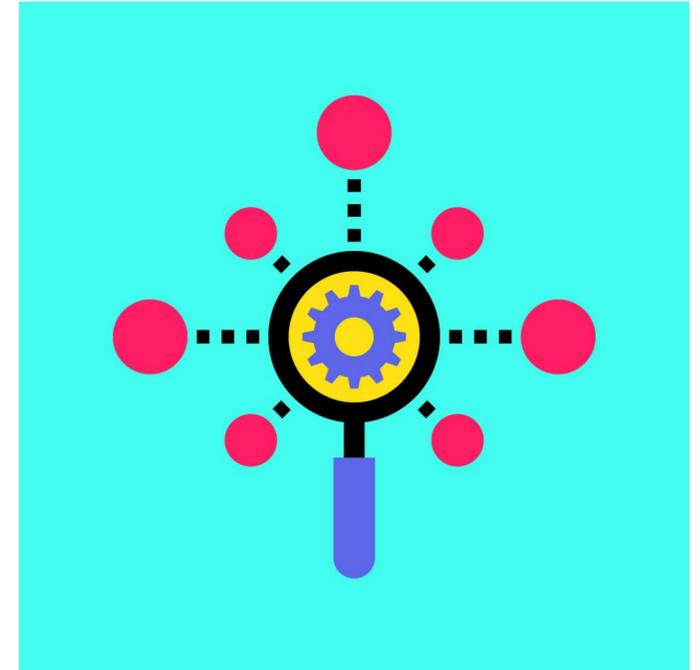
Featured News - Our featured news service promotes facts and statistics that we place in blog content on your website to small newspapers, business associations and bloggers. This link-building tactic generates high authority links back to your website.

Link Outreach - This link-building tactic is similar to digital PR. We work with you to build a buzz-worthy piece of content on your website. We look at websites that have already linked to similar content and then we email from an email address you provide.

Media Network - Our ongoing link-building program distributes that content to one of the thousands of sites that accept user-generated content. Each of the articles links back to your site with relevant anchor text.

- Finally, all submissions are added to Twitter to improve the indexing of the content by search engines.

All of our activities are available for **client review through our SEO dashboard.** In addition to the actions, we track rankings on a daily basis for each targeted keyword.

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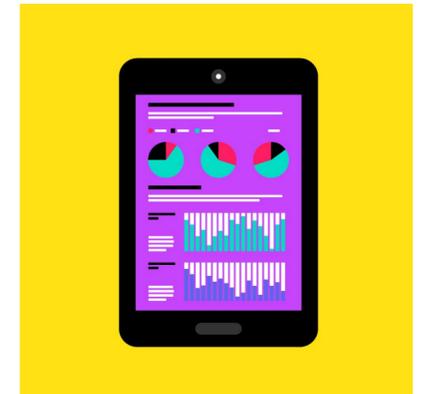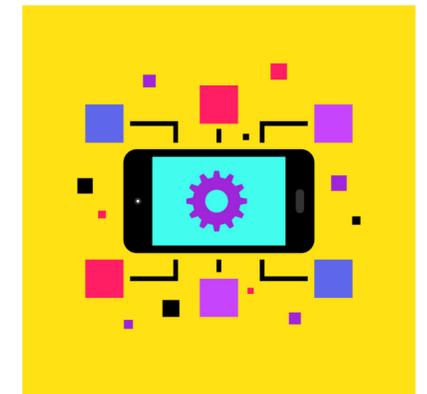
MEASURING SUCCESS

Online Tools

Our online marketing services are delivered by our custom online marketing platform. You can log in to our dashboard at any time to check the status of your campaigns and review your current metrics. You'll be able to get unique insights across all of your online marketing campaigns.

Call and Lead Tracking

Your marketing dashboard includes a fully integrated lead and phone tracking tool. Our software helps you track the most important metrics from rankings to repeat customers.

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Standard SEO Package Deliverables

Plan Feature	Description	Included in Plan
Start-up		
Keywords	The number of keywords that we use to optimize your website.	30
Keyword Finder	Use our keyword discovery tool to find relevant keywords for your customers. Build a bundle of keywords that fits your budget.	Yes
Keyword Mapper	Our keyword mapping tool allows you to specify the target page for each of the keywords you have specified.	Yes
Topic Keywords	Improving traffic from target keywords is the ultimate goal of the campaign. Topic keywords are related long-tail keywords that can be used for on-site blogging and content marketing. Our software helps you find and manage this list.	Yes
Onsite Report	Our SEO Analysts will review your website and make specific recommendations to optimize existing pages for your target keywords. Recommendations in title, description, keyword density, internal linking and rich snippet markup.	30 pages
Conversion Report	Our SEO Analyst team will review your website and make recommendations to improve the conversion rate and tracking including a review of the call to action, website analytics setup, web to lead, phone tracking and overall design.	Yes
Onsite Implementation	Our expert web development team will implement the actionable recommendations in your onsite report. This includes page updates and some conversion optimization recommendations.	30 pages
Backlink Anchor Text Screen	Use third party data to analyze the anchor text ratio of keyword rich anchor text. If ratio of keyword rich anchor text is higher than brand determine if further analysis is required.	Yes
Schema.org	SEO Analysts will review website for schema.org markup options. This includes location, product, review and video markup.	Yes
Website Copy Edits	SEO Analysts will make edits to website copy to include targeted keywords. This service is for existing website copy. New copy creation is not included.	9 pages
Web-to-Lead Setup	Setup a web-to-lead form that collects your important lead data and provides sales analytics.	Yes
Phone Tracking	Use our phone tracking service to track phone calls to a website. Get a better understanding of your online marketing performance. All programs include a credit towards the phone tracking service.	Yes + $10 credit
Recurring Content		
Onsite Blog	Fresh content on a website is an important part of engaging the target audience. Our premium writing team will create compelling blog posts about the topics you select. Our team can publish the content on your behalf if you choose.	2
Articles	Our writing team develops informational articles about the topics you select that link back to your site. Each article is unique and we never reuse content. All writers are graded for quality and reliability by our editor.	10
Visual Asset for Onsite Blog	Our graphic design team creates a visual asset to complement the onsite blog post it accompanies. These visual assets will highlight a key fact or idea of the onsite post. The visual asset will be posted at the same time as the onsite post.	1
Featured News	Our premium writer team works to include you in the news cycle. Our news desk identifies relevant publishers and creates news stories that include your research facts in the story.	1
Syndication		
Post Blog on Website	Our team will post the onsite blog content to your website. Our team will include a stock image in the post.	2
Article Syndication	The articles the writing team creates are placed on category or news related sites. These sites attract an audience seeking information on the article topics. Search engines also discover this information and include them in their index.	10
Twitter Sharing	We share your content on twitter and look for retweets and other sharing.	30
Featured News	Each featured news story is distributed to a relevant publishing partner.	1
Visual Asset Placement	Our team places your Visual Asset in the related onsite blog.	1

CONTACT US
Get my free consultation today!

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