

PACIFIC ORACLE DESIGNS



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Pacific Oracle's SEO Service

Thank-you for your interest in our SEO package. Below, you will find a little information about how we may assist you in your endeavor to improve your Search Engine Visibility along with our current rates to help you in your consideration of the services you will need to achieve your goals. Please feel free to contact us if you have any questions or if we can assist you in any other way as you decide how to begin the process.

In case this is a new concept to you, Search Engine Optimization is the process of improving the visibility of a website or a web page in search engines via the "organic" (unpaid) search results. Just to clarify, SEO is NOT related to (PPC) Pay Per Click services. PPC is a different service you can use but you have to pay a set fee every time someone clicks the link on your ad. When I first started one of my own online businesses, I paid over \$5 for each click using Google's Pay Per Click system. As you can imagine, that can be quite expensive. The purpose of SEO is to drive FREE traffic to your site from real customers who are interested in your products or services. Basically, the higher a site appears and the more frequently it appears in the search results, the more visitors it will receive from the search engine's users.

So the goal in acquiring an SEO service is to drive free traffic to your website while providing the content, products, and/or services that customers are looking for. SEO strategies are based on the consideration of how the search engine algorithms rate your website pages for placement in the "organic" listings of what people search for and on the actual search terms that they typed into the search engine. Optimizing your website may involve a wide range of techniques and may require content reconstruction, HTML coding, and a number of other changes to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines. We will use a combination of the best techniques in your SEO campaign, which we have seen bring optimal results time and time again.

Note: Each site we construct is done so implementing the latest SEO techniques right from the start and therefore are incorporated into every part of your the website coding and design.

The Pacific Oracle SEO Package \$1,000 - \$1500.00

Includes:

- Web Site Audit
- Competitive Analysis (Yes, we research your competition.)
- Key Word Research
- Meta Tag Rewrites
- XML Sitemap Creation
- Robots.txt Creation
- HTML Code Optimization
- Content Optimizaton
- Site Architecture
- Search Engine Submission *(Free for 1st Month- To over 400,000 leading Search Engines and Web directories)
- Article Submission (Not Included- Ask for details)
- Google Analytics Set-Up (Not Included- Ask for details)
- Monthly Performance Reports *(First is free and Included in the Monthly Performance Plan)

OPTIONAL - *PO SEO Monthly Subscription- \$200 per month- Includes ongoing submissions to Search Engines and SEO updates as information about search engine changes becomes available. This is not required for us to do your site optimization, but your site does need to be submitted on a regular basis in order to sustain and continue improving ranking results. This does not include ongoing content updates on your website such as adding pictures, articles, etc.

Other Services: \$85 per hour (1 hr minimum)- We will provide an estimate and require your approval before proceeding with custom/optional work so you never have to worry about getting billed for something you did not request.

NOTES:

Keyword Research/Analysis (Proper usage of keywords on pages within your website is crucial to being found on the the search engines - But to be found more often and by many people every day, it's important to select only high-value/profitability keywords (head terms and tail terrms) We will work with you in this process but it is essential to choose keywords that are relevant to the industry you are in before implementing them.

Black Listed- It's important to know that unless your site has been optimized by a professional, there could be bad HTML code and/or a number of other items in your site that would cause your site to be "black listed" by Search Engines. That means they will penalize you for it and could remove your site altogether from their results until it is corrected. We will make corrections needed to remedy these issues as well.

Submission to Major Search Engines (We submit your website initially to all of the major search engines [Google, Yahoo, along with about 400,000 other engines and online directories]. If you choose to to continue with the monthly POSEO subscription, your website, along with any changes, will be submitted again every 4 weeks - This enables your site to get "spidered/crawled" earlier and more often. It's an important part of the 'Search Engine Optimization' process))