



SEO Continuum

Making your online presence effective with end-to-end SEO services!

“Because what good is a site that no one can find?”

Phone: 484.343.3377

Services Pricing Guide

Periodic Search Engine Optimization (SEO) Services

- A. Monthly cycle @229 per month OR
- B. Bi-monthly cycle (once every 2 months) @125 per month OR
- C. Quarterly cycle (once every 3 months) @89 per month

To promote your website we'll provide the following periodic services:

- Consult with you on your content selection & creation
- Edit your 300-500 word article to conform to best practices for the web
(Your business uniquely represents who you are and your particular approach, I can't do a good job of being you. But if you're not a good writer, don't worry, just send me your thoughts and I'll turn it into a good online article.)
- Edit and optimize the 2-3 photos you provide for the article
(Plus extras, if possible, for selection purposes),
(I can also shoot still photos and videos for you at an hourly rate: @75 per hour.)
- Optimize your written content with structure and keywords to promote its search engine visibility
- Employ software to review and hone technical aspects of your article for maximum search engine responsiveness
- Publish the new content to both your website and your Google Maps page
- Provide you links to both postings
- Provide a snippet and link for you to post to your Facebook business page
- Backup your website and provide you a link to it in Dropbox, so you can download and save a copy of this valuable resource
- Google Search Console review and recommendations
- Send you an email statement of work accomplished for this period

Website Creation Services

Your website begins with selecting a Genesis WordPress theme. From that starting point we'll build your homepage and all pages that are linked from there with your content.

Each theme provides a particular header area, heading bar, layout (which has some flexibility) e.g. sidebars, and styles such as choice of color scheme and fonts. Not all features seen in a theme have to be used, but it will show you all the available layout options. You will pick a Genesis theme that has the features, mentioned above, that most closely represents the style choices you want to see on your website.

A website is of no use if it's not created for search engine optimization (SEO). So these prices also include the initial optimization tasks that will pave the road for your success. This is complete, end-to-end, website SEO that includes:

- Research keywords for targeting desired audiences
- content evaluation
- revisit your pages to infuse keywords
- break content into sections with headers as per Google's instructions
- Photoshop reasonably good photos (image quality is extremely important), and optimizing your images for smaller files and quicker load times
- Create relevant internal links, and external links you provide, in all articles and posts
- Check and optimize overall website load speed, critical to being favorably returned high in Google's search engine results pages (SERPs)
- Setup Google Search Console for your website and submit all required documents to Google so your site can be properly indexed, these files are called Sitemaps
- Setup or update your Google Maps (My Business) account with an initial post, towns where you want to be shown, and business description and information
- Optionally – setup Facebook business page, see below

All websites are built with WordPress within your own annual web hosting plan. There are many hosting providers from which to choose, e.g. WP Managed hosting with Siteground is < \$200 per year, and it's fast hosting. I could also host your website myself in my multi-website account, but it won't run as fast as the above plan.

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| • 1 page Website (without heading bar and links) | \$500 |
| • 5 page Website (with heading bar and links) | \$1,800 |
| • 8 page Website (with heading bar and links) | \$2,500 |
| • Cost of Genesis Template | \$129 |
| • Setup Facebook Business page | \$500 |