# BRAZOS
## VALLEY MARKETING

# PACKAGES & PLANS
## FOR
## MONTHLY
## SEO CAMPAIGN

**Updated Date: January 6th, 2018**

**Brazos Valley Marketing**

SOW # 162018-X

## Our Vital Stats:

1. We Specialize in SEO and We Do It Well.
2. Satisfied clients from all over the world, including: USA, Canada, UK, China, Ireland, Germany, New Zealand, Italy, India, and Singapore
3. Long-Term Clients: 34%
4. Many Client Testimonials
5. Team of experienced SEO professionals (Project Manager, Team Leader, SEO Analysts, Copywriters, Copy Editor, Outreach Specialist, and Link Builders)

## Our Old-Fashioned Work Ethic:

If we hire a company to work for us, we expect them to provide their best service and treat our project as their own. Similarly, when we accept a project, the client can be confident that their project will be given the utmost attention and we will work on the project as diligently as we would on ours.

## Tools We Use to Make Your SEO Campaign a Success

1. SEMRush Guru Account
2. Moz Pro Account
3. Ahrefs Elite Account
4. MajesticSEO Gold Account
5. SEO Spyglass
6. Rank Tracker
7. Paid Subscription to Leading SEO Newsletters
8. Google Apps for Business
9. TeamWork Online Project Management System

**Hello!**

This is proposal for running monthly SEO campaigns for improving the organic search rankings of your clients' websites in Google. Please see the details below and should you have questions, please do not hesitate to ask.

## Scope of Service: Summary

1. Keyword Research and Selection of Target Keywords

2. Reputation Enhancement with Optimized Press Releases

3. Penalty Diagnosis

4. Content Creation (Press releases, onsite blogposts, guestposts, and articles)

5. Onsite Optimization

    a. Onsite SEO audit and changes at the beginning of the project and when needed
    b. Onsite Blogging (recurs each month)

6. Offsite Optimization (Creation of inbound links from 10 different sources)

7. Local SEO

8. Google Analytics Dashboards Setup

9. Security Audit (on select optimization plans)

10. Video SEO (on select optimization plans)

11. Link Audit (on select optimization plans)

12. Mobile SEO (on select optimization plans)

13. Ranking and Link Building Reports

## Scope of Service: Details

Please see the table below for details of Scope of Service and select your monthly SEO Plan:

### Select Your Monthly SEO Plan:

| Optimization Plan → | Standard | Superior | Ultimate |
|---|---|---|---|
| **1.** | **Target Keywords** | | |
| **Number of Target Keywords** | 10 | 20 | 60 |
| **2.** | **Keyword Research and Selection of Target Keywords** | | |
| **Keyword Research** (If you already do not have a set of target keywords.) | ☑ | ☑ | ☑ |
| **Keyword Selection Help** Not selecting the right target keywords can sabotage your SEO campaign even before it starts. We will be happy to help you select the right target keywords for your SEO campaign. | ☑ | ☑ | ☑ |
| **3.** | **Reputation Enhancement with Optimized Press Releases** | | |
| ☼ **Reputation Building** ☼ | **Standard (10 Keywords)** | **Superior (20 Keywords)** | **Ultimate (60 Keywords)** |
| **Press Release Syndication** One PR per month. Optimized press releases **written by native English writers** in the USA and Canada for a wider coverage in online media. Distribution via PRWeb.com's **Premium syndication service**. More details here: http://service.prweb.com/pricing/compare-packages/ (\$369 value) | ☑ | ☑ | ☑ |
| | Number of links generated by a press release is unpredictable. It depends on a variety factors such as newsworthiness of the PR, your business niche, and target geography. We have seen PRs generating somewhere between 2 and 200 links, which is a wide range. | | |
| **4.** | **Penalty Diagnosis** | | |

| | | | |
|---|---|---|---|
| **Algorithmic Penalties**<br><br>We will find out if any algorithm change by Google hit your website negatively. If we are reasonably confident about the type of algorithm change that impacted the site's rankings and traffic, we will take corrective measures.<br><br>Please note that if onsite or offsite issues triggered the penalty prior to signing up with us, you will need to work with your previous service provider to resolve the issues, as most of the time only they will be able to undo what was done while the site was under their control. | ☑ | ☑ | ☑ |
| **Manual Penalties**<br><br>We will find out if your site was manually penalized, if information regarding this available in Google Search Console account of the site. If the penalty was imposed due to onsite issues, we will take corrective measures to try and get the penalty lifted, including filing the Reconsideration Request with Google.<br><br>Please note that if offsite issues that triggered the penalty prior to signing up with us, clients will need to work with their previous service provider to resolve the issues, as most of the time only they will be able to undo what was done by them. | ☑ | ☑ | ☑ |

| 5. | Content Creation | | |
|---|---|---|---|
| | (Original Content. Absolutely No Plagiarism, Content Spinning, Other Shortcuts or Gimmicks.) | | |
| **Content Creation ↓** | **Standard**<br>**(10 Keywords)** | **Superior**<br>**(20 Keywords)** | **Ultimate**<br>**(60 Keywords)** |
| **Press Releases**<br>Press releases are written by native English writers in Canada and the US and will be sent for your approval before they are syndicated via PRWeb's Premium Syndication Service. | 1 | 2 | 2 |
| **Blogposts for Your Blog**<br>Blogposts are weaved around target keywords and there is absolutely no keyword stuffing. Posts are published on your blog each month. Blogposts will be sent for your review and approval before they are published on your blog.<br><br>PS: We will install and optimize a self-hosted Wordpress blog on your site (free of cost) if there is none provided the CMS of the site allows us to do so. | 2 | 4 | 6 |

| | | | |
|---|---|---|---|
| **Content for Guest Blogging**<br>Guest posts are sent to third-party bloggers for creating links from blogs relevant to your niche. Guest blogging opportunities are *scarce*. We will make every attempt to get links from guest posts by publishing them on third-party blogs each month, but there is no guarantee of success. | 3 | 5 | 8 |
| **Content for Article Marketing**<br>Articles are weaved around target keywords, but there is no keyword stuffing. Articles are posted on external blogs, Web 2.0 sites, and article directories. | 3 | 8 | 12 |

## 6. Onsite Optimization

Foundation Stone of Your Site's Organic Rankings. We Go Farther Than Just Cosmetic Onsite SEO.

Comprehensive site-wide audit and optimization. Page-specific optimization of target landing pages at the beginning of project. Recurs each month thereafter.

Depending on technical feasibility or constraints posed by your website's CMS, some of the onsite SEO steps mentioned below may not be possible to implement on the site. It's important to mention here that implementing all the onsite SEO steps mentioned below isn't necessary for high rankings. It's the combination of common sense onsite SEO and link building that helps in ranking high in search engines.

## Onsite Optimization

### 6(A). Ensuring Compliance with Google's Panda Algorithm

Google's Panda filter, now a part of its real-time algorithm, attempts to prevent low quality sites / pages from ranking high in its search results. If Panda finds "enough" low quality pages on your site, it will sink the rankings of the whole site and not just low quality pages.

Just as safe driving is essential to reaching destination, avoiding getting hit by Panda or rescuing the site if it's already hit is essential to achieving higher rankings.

Staying in the good books of Panda is so important that we will start your SEO campaign with a compressive onsite audit aimed at discovering and addressing any quality issues. Thereafter, our monthly audits will make sure that the site continues to stay in compliance with Panda.

| Protection from Panda ↓ | Standard<br>(10 Keywords) | Superior<br>(20 Keywords) | Ultimate<br>(60 Keywords) |
|---|---|---|---|
| **Onsite Duplicate Content Issues** | ☑ | ☑ | ☑ |
| **Onsite Thin Content Issues** | ☑ | ☑ | ☑ |

| | | | |
|---|---|---|---|
| **Identification and Removal of Spun / Automated / Boilerplate / Aggregated Content** | ☑ | ☑ | ☑ |
| **Offsite or Cross-Domain Duplicate Content Issues** | ☑ | ☑ | ☑ |
| **Removal of Irrelevant Content**<br>Believe it or not, it's a real problem.<br><br>If your website ever participated in content swaps, guest blogging schemes in the past, there is some chance that content added in the past wasn't relevant to your website's theme. If we discover such content during our audit of the site, we will mercilessly cull it. | ☑ | ☑ | ☑ |
| **Deletion of Irrelevant Links**<br>Though reciprocal linking is fast approaching its deathbed, it refuses to die. Reciprocal link exchange oftentimes results in addition of obviously irrelevant links. If we find such links on your website, we will show no mercy when removing them. | ☑ | ☑ | ☑ |
| **Discovery and Removal of 404 Error Pages** | ☑ | ☑ | ☑ |
| **Finding and Fixing Broken Links** | ☑ | ☑ | ☑ |
| **Removal of Excessive Call-to-Action**<br>We will reduce the frequency of call-to-actions if we find too many occurrences of it during our audit. | ☑ | ☑ | ☑ |
| **Addition of "Trust" Pages to the Site**<br>If privacy policy and copyright notice are already not on your website, we will add them. Adding these pages to your site is not only good for SEO, it also improves quality score for landing pages if you run PPC ads in Google AdWords. | ☑ | ☑ | ☑ |
| **De-optimization of Website if the Previous SEO Provider Over-optimized the Website**<br>If your website was over-optimized by your previous SEO provider, we will make the necessary changes on it to avoid Google's over-optimization or web spam penalty. | ☑ | ☑ | ☑ |

# 6(B). Content Optimization

## Content was, is, and will Continue to be King

Content optimization makes your existing content work harder for you by pulling traffic for your target keywords. We will thoughtfully optimize content on landing pages for target keywords. If there is no content on landing pages or if the existing content isn't likely to help, we will provide recommendations for content addition.

| Content Optimization Details ↓ | Standard (10 Keywords) | Superior (20 Keywords) | Ultimate (60 Keywords) |
|---|:---:|:---:|:---:|
| **Keyword-Landing Page Mapping** | ☑ | ☑ | ☑ |
| **Page Title Optimization** | ☑ | ☑ | ☑ |
| **Meta Description Optimization** <br> Meta descriptions are not a ranking factor, but they tend to impact click through rate (CTR) from search engine result pages (SERPs). We optimize meta descriptions of target landing pages to improve CTR from SERPs for better quality of traffic. | ☑ | ☑ | ☑ |
| **Deletion of Meta Keyword Tags** <br> Meta keywords are not taken into account for ranking webpages by Google. Rather, Google is likely to penalize web pages for spam if the meta keyword tag contains irrelevant keywords. We, therefore, delete meta keywords. | ☑ | ☑ | ☑ |
| **Content Optimization** <br> Smart inclusion of target keywords in existing on-page content of landing pages without compromising the soul of the copy. This is done carefully. Very carefully. | ☑ | ☑ | ☑ |
| **Recommendations for Content Addition** <br> To state the obvious, content continues to be king. <br><br> If your website doesn't have landing pages suitable for your campaign's target keywords, we will let you know. If the keywords have suitable landing pages, but the content on them lacks focus or is too short to be of any consequence for SEO, we will let you know that too. <br><br> Content addition is best done by business owners, as they know their business and target audience like back of their hands. We will let you know what needs to be done for each keyword to help you work with your team or content writer for content addition on landing pages. | ☑ | ☑ | ☑ |

| | | | |
|---|---|---|---|
| **Image ALT Tag Optimization** | ☑ | ☑ | ☑ |
| **H1 / H2 Heading Tag Optimization**<br>Page headings are important for readability and conversion. Unnatural insertion of keywords can put off your prospects and prompt them to leave your website even before they start navigating it. Careful optimization of headings tags is important not only for readability and conversion but also for your brand. | ☑ | ☑ | ☑ |
| **Internal Linking Improvement** | ☑ | ☑ | ☑ |
| **Link Anchor Text Optimization** | ☑ | ☑ | ☑ |
| **Linking out with Co-citation Links**<br>Linking out judiciously to on-topic, authority pages helps rankings of the pages giving out links. We will provide co-citation links from on-page content where it makes sense. | ☑ | ☑ | ☑ |

## 6(C). Technical Onsite SEO

### The Stuff that Could Seriously Hamper Your Site's Organic Rankings, if Left Unaddressed

PageRank, Structured Data, Canonicals, Search Bots, Robots File, XML, HTML, 301, 302, 404, and Their Cousins. We eat, drink, play, and sleep with them - six days a week.

| Technical SEO Plan ↓ | Standard<br>(10 Keywords) | Superior<br>(20 Keywords) | Ultimate<br>(60 Keywords) |
|---|---|---|---|
| **Crawl Efficiency Improvement** | ☑ | ☑ | ☑ |
| **Resolution of Canonical Issues** | ☑ | ☑ | ☑ |
| **Prevention of PageRank Split** | ☑ | ☑ | ☑ |
| **Implementation of Structured Data Schema** | ☑ | ☑ | ☑ |
| **Robots.txt Optimization** | ☑ | ☑ | ☑ |

| | Standard | Superior | Ultimate |
|---|---|---|---|
| **XML Sitemap Creation and Submission** | ☑ | ☑ | ☑ |
| **Search Results in Search Results – A No No**<br>Google is against indexing of internal search results and auto-generated pages in its index. We will make sure this is taken care of. | ☑ | ☑ | ☑ |
| **Recommendations for Page Speed Improvement**<br>Fast loading pages are important for better rankings, but they are critical for user experience and conversion of traffic into sales, as visitors abandon slow loading pages leading to loss of traffic and eventually, potential business opportunities.<br><br>Since slow speed of a website is a result of how it was originally designed/coded, making fundamental changes on it to improve its speed is beyond the scope of an SEO project.<br><br>We will make recommendations for improving your website's speed, which can be forwarded to web developer for implementation. | ☑ | ☑ | ☑ |

## 6(D). Removal of Onsite Spam

### Negative Signals Give Bad Vibes to Search Engines

In the age of multiple spam filters and thousands of human reviewers, culling negative signals is critical for better search engine visibility. We will make sure your site is squeaky clean after we run it though our SEO machine.

| Culling the Spam ↓ | Standard<br>(10 Keywords) | Superior<br>(20 Keywords) | Ultimate<br>(60 Keywords) |
|---|---|---|---|
| **Detection and Removal of Spam**<br>Onsite spam comes in many flavors: cloaking, hidden text, single pixel links, boilerplate text, doorway pages, sneaky redirects, auto-generated content, etc. Sometimes it's intentional and sometimes it's not. Whatever the reason for its existence, it needs to be removed and we will do so. | ☑ | ☑ | ☑ |

| 7. | Offsite Optimization |
|---|---|

## 7(A). Inbound Link Creation / Submissions
### 100% Manual. No Automated Submissions.

Inbound links to your site will be built keeping Google's Penguin algorithm in mind. We make sure that a majority of links are built with non-commercial anchor text using your business' name, brand name, website name, website URL, bare URLs of internal pages. We also create links with generic anchor text such as "visit website", "click here" etc. to keep the link profile natural and not commit excesses such as commercial anchor text, site-wide links etc.

Your link building campaign will be run with a combination of target keywords in link anchor text and corresponding description for maximum impact. We also create links with bare URLs and non-keyword anchor text to make the link profile look natural. All link submissions are done gradually and in a staggered fashion to avoid tripping search engine filters.

| Offsite SEO Plan ↓ | | Standard (10 Keywords) | Superior (20 Keywords) | Ultimate (60 Keywords) |
|---|---|---|---|---|
| | Scope of Work | Submissions | Submissions | Submissions |
| **Citation Building** | **Niche Citations** Submission to niche directories relevant to your business. Since there are only a few niche directories in any business domain, these submissions stop when your site has been submitted to the maximum available niche directories. | ☑ | ☑ | ☑ |
| | **National Citations** Submission to national directories. Since there are only a few national directories in any country, these submissions will stop when your site has been submitted to the maximum available national directories. | ☑ | ☑ | ☑ |
| | **Local Citations** Submission to online local directories and yellow pages. Since there are not a lot of local directories and yellow pages, these submissions stop when your site has been submitted to the maximum available local directories in your city/county/ state. | 20 | 25 | 30 |
| **Inbound Links from Press Releases** See the "Reputation Enhancement with Optimized Press Releases" section at the beginning of this table for details. | | ☑ | ☑ | ☑ |

| | | | |
|---|---|---|---|
| **Inbound Links from Guest Blogging**<br>Guest blogging opportunities are *scarce*. We will make every attempt to get links from guest posts by publishing them on third-party blogs each month, but there is no guarantee of success. | 3 | 5 | 8 |
| **Google+ Shares**<br>Content sharing on Google+ social network. Used for getting guest posts quickly indexed in Google for a faster impact on rankings. | 30 | 50 | 80 |
| **Inbound Links from Microblogs and other Social Media Sites**<br>Getting and keeping inbound links and onsite content can sometimes be a challenge and we use social media links to make sure important pages and inbound links are indexed by Google. | 10 | 20 | 30 |
| **Inbound Links from Article Marketing**<br>From article directories, web 2.0 sites, or thirty-party blogs. | 6 | 16 | 24 |

## 7(B). Google Search Console Settings Optimization

Google Search Console (GSC) is a free service offered by Google that helps website owners monitor and manage (to a limited extent) their site's presence in Google search results. We will use Google Search Console account of your website to understand how Google views your site and optimize its performance in search results. Please note that depending on the nature of your website some of the features listed in this section may not be required to be optimized.

| **GSC Configuration ↓** | | **Standard (10 Keywords)** | **Superior (20 Keywords)** | **Ultimate (60 Keywords)** |
|---|---|---|---|---|
| **Audience Targeting**<br>If your target audience is in a specific country speaking a specific language, we will make sure that search results display the relevant language and country version of your pages. | **Site-wide Targeting**<br>We will configure your Google Search Console account to let Google know the location of the majority of your target audience. | ☑ | ☑ | ☑ |
| | **Page-level Targeting**<br>If your website serves users from around the world with content translated or targeted to users in a certain region, we will make sure that Google serve the correct language or regional URL of your website in its search results. | ☑ | ☑ | ☑ |

| Fetch as Google | ☑ | ☑ | ☑ |
|---|---|---|---|
| Fixing Crawl Errors | ☑ | ☑ | ☑ |
| URL Parameter Set Up | ☑ | ☑ | ☑ |
| XML Sitemap Submission | ☑ | ☑ | ☑ |

### 7(C). Generation of Branded Search Query Volume

| | | | |
|---|---|---|---|
| It's a well-known fact that Google prefers to rank sites of big brands ahead of other sites. We will increase branded search query volume for your site to let Google know that your site isn't just another site on the Internet. We do so by manually searching Google for your site name, product names, and branded keywords to steadily increase branded search query volume for your site. | ☑ | ☑ | ☑ |

### 7(D). Pinging of Inbound Links to Google

| | | | |
|---|---|---|---|
| We ping the inbound links to Google to get the links indexed and counted for rankings. | ☑ | ☑ | ☑ |

### 7(E). Recommendation Regarding Domain Time to Expiration

| | | | |
|---|---|---|---|
| We will make recommendation regarding your domain's time to expiration. | ☑ | ☑ | ☑ |

## 8. Local SEO

### 8(A). Onsite Optimization for Local SEO

| Local SEO Plan ↓ | Standard (10 Keywords) | Superior (20 Keywords) | Ultimate (60 Keywords) |
|---|---|---|---|
| **KML File** <br> We will create and upload a Keyhole Markup Language or KML file for your website. | ☑ | ☑ | ☑ |

| | | | |
|---|---|---|---|
| **Geo Sitemap**<br>We will create and upload a geo sitemap for your site and submit it to Google Search Console as well. | ☑ | ☑ | ☑ |
| **NAP**<br>Name.Address.Phone. In the footer and on Contact Us page using schema.org's structured data format. | ☑ | ☑ | ☑ |
| **8(B). Offsite Optimization for Local SEO** | | | |
| **Google My Business**<br>We will optimize your 'Google My Business' listing to make sure you get the best results from this Google service. | ☑ | ☑ | ☑ |
| **Bing Places for Business**<br>We will optimize your Bing Places listing to make sure you get the best results from your Bing Places listing. | ☑ | ☑ | ☑ |
| **Citation Building**<br>Creation of citations from niche, local, and national directories. For details, see Citation Building sub-section of the Offsite SEO section of this proposal. | ☑ | ☑ | ☑ |

## 9. Google Analytics Dashboards

"What Gets Measured, Gets Managed" - Peter Drucker

We know, you kind of hate to lose you way trying to find meaningful data in Google Analytics. We too occasionally find ourselves in the same boat and know from experience that finding the data that matters can be a herculean task and a frustrating experience.

There are better things to do in life than banging your head against the Great Wall of Google Analytics.

To eliminate the hassles and the time lost in Google Analytics maze, we will create up to **nine dashboards displaying the vital statistics of your website's traffic** within two clicks of your handy mouse. We are sure you would love us…sorry… the dashboards. ☺

Creating these dashboards takes hours and we are happy to slug it out for you.

| Analytics Setup ↓ | Standard<br>(10 Keywords) | Superior<br>(20 Keywords) | Ultimate<br>(60 Keywords) |
|---|---|---|---|
| **Traffic Dashboards** in Google Analytics | | | |

| | | | |
|---|---|---|---|
| **Organic Traffic Dashboard**<br>Details of traffic from Google, Bing and search engine. Number of visitors from search engines, goal completion, conversion rate for organic traffic, conversion value from organic traffic, page loads per session, average time per visit, organic traffic by keyword, by source/medium, by landing page, country, city, and by device type (desktop, mobile and tablet). | ☑ | ☑ | ☑ |
| **Social Media Traffic Dashboard**<br>Analyze the traffic to your site from social media. Number of visitors from social networks, new visitor acquisition from social media, traffic by social network, goal completions, conversion rate for social traffic, conversion value of social traffic, page loads per session, average time per visit from social media, top landing pages, social traffic by country and city, and most shared content. | ☑ | ☑ | ☑ |
| **Mobile Traffic Dashboard**<br>Twelve widgets with smartphone and tablet traffic metrics such as traffic from mobile devices, traffic by device model (iPhone, iPad, Samsung Galaxy Note etc.), goal completion, conversion rate and conversion value from mobiles and tablets, page loads and average time per visit of mobile users. Also shown are mobile visitors by country. Two donut charts showing total and organic traffic by device category. | ☑ | ☑ | ☑ |
| **Referral Traffic Dashboard**<br>Visitors from your links on other sites on the internet. Find out number of visitors from referral traffic, goal completions, conversion rate for referral traffic, conversion value of referral traffic, page loads per session, average time per visit, top ten websites sending referral traffic, top ten webpages sending referral traffic. Get referral traffic data for the top ten cities and countries. | ☑ | ☑ | ☑ |
| **Direct Traffic Dashboard**<br>Direct site visitors are most probably your fans. Understand how they interact with your site with metrics such as number of visitors, user type (new vs returning) goal completions, conversion rate, conversion value, page loads per session, average time per visit, direct traffic by country and city, and by device (desktop, mobile and tablet). | ☑ | ☑ | ☑ |
| **Content Analysis Dashboard** in Google Analytics | | | |

| | | | |
|---|---|---|---|
| **Content Analysis Dashboard**<br>Know the content that performs better in terms of page views, visits etc. Find out which countries and cities your content is popular in. The dashboard also lets you know average time and bounce rate for top content and also top landing and exit pages. Also find out content views and average time on page by traffic source – organic, social, referral, and direct. | ✗ | ☑ | ☑ |
| **Visitor Behavior Dashboard** in **Google Analytics** | | | |
| **Behavior Analysis Dashboard**<br>This dashboard reveals visitor behavior on your site. From average time spent on pages from each traffic source, to bounce rate by traffic sources, and visitor engagement by device to the most engaging traffic sources. There are seven widgets on this dashboard. | ✗ | ☑ | ☑ |
| **Visitor Profile Dashboard** in **Google Analytics** | | | |
| **Know Thy Visitor – Visitor Profile Dashboard**<br>Your website's traffic segmented by age, gender, county, city, device, mobile models, affinity etc. Eleven metrics in all. | ✗ | ☑ | ☑ |
| **Gender Insights Dashboard** in **Google Analytics** | | | |
| **Gender Insights Dashboard**<br>Find out how male and female visitors interact with your website's content, age range of male and female visitors along with goal conversion rate and top traffic sources sending male and female users. There will be ten widgets providing you insights that are otherwise deeply buried in Google's analytics data. | ✗ | ☑ | ☑ |
| **10.** | **Security Audit** | | |

## Compromised Websites are Traffic Graveyards

My Boating Website
www.example.com
This site may harm your computer.
I've been an avid boater for 10 years. My passio
bathtub playing with toys that floated in the wate

My Boating Website
www.example.com
This site may be hacked.
I've been an avid boater for 10 years. My passio
bathtub playing with toys that floated in the wate

According to Google, 12 to 14 million searches per day returned hacked sites to online searchers and Google finds about 9,500 malicious websites every day that's about 300,000 per month. Hacking, done for a variety is reasons, is prevalent and we find hacked client sites on a fairly regular basis.

Hacked sites are categorized as either compromised (content and links have changed) or harmful (visitors' computers may get infected with malware). To protect their users, Google and other search engines may prevent the "attacked" sites from ranking or label them as "hacked site" leading to a serious loss in traffic.

| Security Drill ↓ | Standard (10 Keywords) | Superior (20 Keywords) | Ultimate (60 Keywords) |
|---|:---:|:---:|:---:|
| **Security Audit**<br>We will audit your website to find out if the site was hacked. | ☑ | ☑ | ☑ |
| **Malware Removal**<br>If the site is found to be hacked, we will try to remove the malicious code from the site. Please note that we are not security experts, therefore sometimes we are unable to remove the compromised code. In that case, we would recommend hiring an expert web developer or security expert to take care of the issue. | ☑ | ☑ | ☑ |
| **Filing Request for Review**<br>Once malware has been removed, we will request a review of the site by Google and Bing to get the warning label dropped. | ☑ | ☑ | ☑ |

# 11. Video SEO

## For Self and Third-Party Hosted Videos

Videos continue to flourish on the internet and are a very important tool for effective communication with prospects.

But, here is the problem.

Search engines bots can't watch, listen to, or understand the contents of videos to rank them high. They need help and we are happy to help with our video SEO expertise.

| Video SEO Plan ↓ | Standard (10 Keywords) | Superior (20 Keywords) | Ultimate (60 Keywords) |
|---|:---:|:---:|:---:|

| | | | |
|---|---|---|---|
| **Optimization of Pages with Embedded Videos**<br>Helps in returning search results that lead people to watch the video on your website rather than YouTube. Improves the visual appearance of your SERP listing with video thumbnail. | ✗ | ☑ | ☑ |
| **YouTube Video Optimization**<br>Optimization of videos hosted on your YouTube channel or other third-party video hosting services. Improves rankings of videos in Google as well as YouTube's native search results. | ✗ | ☑ | ☑ |
| **Video Sitemap Creation**<br>Done for self-hosted as well as for videos hosted on third-party services such as YouTube, Wistia, or Vimeo. | ✗ | ☑ | ☑ |
| **Video Sitemap Submission**<br>We will let the location of your videos be known to search engines using Google Search Console and Bing Webmaster Tools accounts of your site. | ✗ | ☑ | ☑ |
| **Rich Snippet Markup or Structured Data for Videos**<br>We will add structured data markup to your videos if CMS of your website allows implementation of markups. | ✗ | ☑ | ☑ |

| 12. | Link Audit | | |
|---|---|---|---|

### For Staying in the Good Books of Google's Penguin Algorithm.

Almost no one feared the aquatic, flightless bird from southern hemisphere until April 2012 when Google launched the Penguin algorithm to curb the aggressive link spam aimed at manipulating search results. Now, it's the most dreaded bird, at least in the search industry.

Staying clear of Penguin's clutches is critical, as Penguin sinks rankings like they never existed. The only way to do so is to audit inbound links on a regular basis and disavow the links that are likely to invite Penguin's wrath.

We look at 15 qualitative and quantitative metrics when auditing inbound links to decide which links to disavow and which to continue embracing.

| Protection from Penguin ↓ | Standard<br>(10 Keywords) | Superior<br>(20 Keywords) | Ultimate<br>(60 Keywords) |
|---|---|---|---|

| **Link Audit for Penguin Compliance**<br>Comprehensive audit of your site's link profile to avoid any existing or potential problems that may trip Google's Penguin algorithm and hurt the site's rankings.<br><br>Link audit starts from the second month of the campaign and is done once in three months during the course of SEO campaign. | ✗ | ☑ | ☑ |
|---|---|---|---|

| **13.** | **Mobile SEO** | | |
|---|---|---|---|

Mobile is the New Black

"More Google searches take place on mobile devices than on computers in 10 countries including the US and Japan": Google

Please note that mobile SEO can be done only on responsive websites or on mobile sites that load on dedicated subdomains such as m.yourwebsite.com. If your site isn't mobile friendly yet, we recommend you work with your web designer to make it so, ASAP.

| **Mobile SEO Plan ↓** | **Standard<br>(10 Keywords)** | **Superior<br>(20 Keywords)** | **Ultimate<br>(60 Keywords)** |
|---|---|---|---|
| **Mobile Friendly Test**<br>A through check to see if you site is mobile friendly. If it is then to what extent and what else needs to be done to make it perform even better on mobile devices. | ☑ | ☑ | ☑ |
| **Finding and Fixing Crawl Errors**<br>We will make sure that search smartphone bots are able to efficiently crawl and index your responsive or mobile site. | ☑ | ☑ | ☑ |
| **Making Resources Available to Search Engines**<br>If CSS and JavaScripts are blocked, we will make them available to search engines' smartphone bots to help them better understand your website and render suitable pages in the desktop and mobile search results. | ☑ | ☑ | ☑ |
| **Robots.txt Optimization for Mobile SEO**<br>Required for dedicated mobile sites. We will optimize the robots.txt file of your mobile website for improving the site's crawl efficiency. | ☑ | ☑ | ☑ |
| **Fixing Faulty Redirects**<br>If your desktop site, when accessed from mobiles, isn't properly redirecting mobile users to relevant pages on the mobile site, we will fix the problem. | ☑ | ☑ | ☑ |

| | | | |
|---|---|---|---|
| **Mobile Sitemap Creation**<br>Required for dedicated mobile sites. if your site has a specially formatted version designed for mobile devices, we will create a separate mobile sitemap to allow search engines to better serve search requests from mobile devices and lead mobile users to your website pages. | ☑ | ☑ | ☑ |
| **Mobile Sitemap Submission**<br>Required for dedicated mobile sites. We will submit XML sitemap for your mobile site Google Search Console and Bing Webmaster Tools. | ☑ | ☑ | ☑ |

| 14. | Deliverables | | |
|---|---|---|---|
| A Monthly Report Card of How We Did on Your SEO Campaign | | | |
| **Ranking Report**<br>Showing rankings of your target keywords in Google and Bing. The report will include the latest and historical rankings since the beginning of the campaign. | ☑ | ☑ | ☑ |
| **Link Building Report**<br>A detailed report of the inbound links created and submitted for your website during the last 30 days of your SEO campaign. | ☑ | ☑ | ☑ |

| SEO Campaign Fee | | | |
|---|---|---|---|
| **Fee Details ↓** | **Standard<br>(10 Keywords)** | **Superior<br>(20 Keywords)** | **Ultimate<br>(60 Keywords)** |
| **Monthly Fee** | Call For Price | Call For Price | Call For Price |
| No Hidden Fee. No Billing Surprises ☺ | | | |
| **Number of Target Keywords** | **10** | **20** | **60** |
| **Optimization Plan →** | **Standard** | **Superior** | **Ultimate** |

## Fixed-rate Pricing:

We work only on fixed-rate basis. We do not work on an hourly basis. In our experience, fixed-rate pricing provides the greatest value and peace of mind to our clients, as it eliminates billing surprises and resulting bitterness.

## Payment Terms:

Project needs to be funded before the start of each month's SEO campaign.

Thank you very much for going through the proposal. Should you have questions, please feel free to ask. I promise an honest response.

# Dedicated to helping you win more business from organic search rankings,

# - DUSTIN OGLE, Founder & CEO of Brazos Valley Marketing

## ##Important Notes — Please Read

- Each SEO Package mentioned above is for one website only. These Packages cannot be shared between multiple websites.

- The bonuses above are offered on take-it-or-leave-it basis. If bonuses are not availed by you or can't be delivered due to technical or unforeseen reasons despite our best efforts, they cannot be converted into other services of equal, lower or higher value.

- On-page SEO changes are made on target landing pages to be optimized for high rankings in Google.

- We prefer to make on-page SEO changes ourselves and do so for about 95% of sites we optimize. However, in some cases, due to our unfamiliarity with the technology of a website or complexity of the website's code, we prefer not to implement on-SEO by ourselves and request the clients that the changes be made by the developers of the site to avoid complications. We will write a detailed on-page SEO Plan (with clear instructions) to help developers implement on-page SEO changes.

- Changing target keywords is allowed, but the keywords can't be changed mid-way through a monthly campaign, as that essentially means restarting the campaign for the new keywords. There will an additional set-up fee of $100 if keywords are changed mid-way through the monthly campaigns. However, no additional fee will be changed if a Package is upgraded to target more keywords. Downgrading a Package and changing keywords mid-way through the monthly campaign will also incur an additional fee of US$100.

  o *"mid-way" is defined as 5 days from the date of start of the monthly campaign. For example, if a monthly campaign starts on 5th of each month, keywords can't be changed after 9th of the month. Changing the keywords after 9th would incur an additional fee of US$100.*

- This proposal is for improving rankings of keywords in Google's organic results. These efforts are also likely to improve the rankings of the site in Google Maps.

## More Details on Off-site SEO or Link Building Work

**Link Building Process and Quality:**
Link building campaign is run with a combination of target keyword in link anchor text and corresponding description for maximum impact. We also create links with bare URLs and non-keyworded anchor text to make the link profile look natural to Google. All link submissions are done gradually and in a staggered fashion to avoid tripping search engine filters.

Unlike typical link building services that resort to mass linking to impress their clients into paying more, we place emphasis on factors such as link velocity, link acceleration, diversity of link anchor text, deep link ratio along with link description surrounding the links. In short, we do 'clinical' link building than 'mass' linking, as mass linking can hurt a site's ranking by tripping spam filters. We have helped several sites (victims of mass linking) rank better by actually deleting or disavowing links!

### Link Building Criteria:

1. One-way (non-reciprocal) links only

2. IP diverse links -- links from unique C-class IP addresses

3. No links with redirect scripts

4. No JavaScript links

5. No links from pages with frames

6. No links from link farms, porn, adult or casino websites and the sites containing offensive content

7. No email spam to solicit links. If emails are sent, they conform to CAN-SPAM act.

8. To make them look "natural" to search engines, links won't be created 'evenly' on all days in month i.e. on some days only a few links will be created, on others many links will be created and on some days no links will be created at all.

9. "nofollow" links are created to make the link profile look natural to search engines.

10. In addition to keyworded anchor text links, many links created by us will have bare URLs and non-keyworded anchor text such as 'homepage', 'click here', etc. This is deliberately done to make the link profile of the site look natural to search engines.

11. Links may or may not be from sites relevant to your niche.

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