

Sunlight Media LLC

SEO SERVICES 2022

This document provides a detailed breakdown of the services available as part of our SEO campaigns. **While each of these services can be used, we don't perform each one every month.** Every website has different needs and we focus on the most impactful services each month in order to save you time and money.

INITIAL CAMPAIGN SETUP

Once a campaign is entered into our system, we begin working right away. The process starts by collecting all the information we need to optimize your website and get you found and ranked by Google. This typically takes 2-3 days.

SERVICES PERFORMED:

- **Account setup and review**

We capture information that we need about your business—location, URL, web login credentials, etc.—to begin building your campaign and optimizing your website.

- **Pre-service audit**

We assess your current website to identify strengths, as well as areas for improvement, so your campaign is focused on the activities that will bring you the most traffic.

- **Campaign strategy creation**

Our team will create a custom SEO strategy for your business, with tactics designed to fit your budget and make sure you reach your goals.

KEYWORD OPTIMIZATION

It takes a lot to rank well for a keyword, so we do exhaustive research to find the very best terms for you. We then send you a list of recommended updates to incorporate those keywords onto your site. You can implement those updates on your own or we can do it for you.

SERVICES AVAILABLE:

A. KEYWORD SELECTION/KEYWORD PAGE SELECTION

Our SEO specialists conduct extensive research to find the very best keywords for your campaign. Each of the selected keywords goes through an exhaustive vetting process to make sure they'll perform.

- **Business and industry research**

An SEO specialist will conduct research on your business, customers, industry, and region to make sure that the keywords we select are precisely targeted to the right traffic for you.

- **Four-stage keyword quality testing**

Once potential keywords are identified, we put them through rigorous vetting, including a four-stage testing process that measures keyword strength by competition, cost, search volume, and your site's current rankings. The keywords that score best through this process are then assigned to your campaign.

- **Keyword page selection**

An SEO specialist will conduct an in-depth review of your website to identify pages that most closely match the keywords chosen for your campaign. This will help your keywords rank more quickly.

B. ONSITE RECOMMENDATIONS

We audit your site to determine needed upgrades. Based on the findings of our audit we create a list of "onsite recommendations"—changes designed to better incorporate your chosen keywords onto your site.

- **Onsite recommendations review**

We conduct an in-depth review of your keyword pages and identify changes needed to optimize for your chosen keywords—updated H1 tags, meta descriptions, alt images tags, etc.—and get them onto page one of Google.

- **Onsite recommendations report**

A member of our SEO team compiles a PDF with the results of onsite recommendations review, complete with findings and instructions on how to make the recommended changes. You can make these changes yourself or allow our SEO team to make them for you.

C. KEYWORD PAGE CODE ENHANCEMENTS

We implement the onsite recommendations. We then optimize the code in the selected keyword pages to rank for your chosen keywords.

- **Create new title and H1 tags**

New title and H1 tags will be created and inserted into your keyword pages. This helps Google, as well as potential customers, determine the topic and relevancy of those pages.

- **Create new image alt tags**

Alt tags will be added to images on your keyword pages, helping Google determine the topic of those pages and giving potential customers a more engaging experience on your website.

- **Create new meta descriptions**

New meta-descriptions will be created and inserted into your keyword page, helping it stand out in the search results and draw more traffic to your website.

D. KEYWORD PAGE COPY ENHANCEMENTS

Based on the findings in your onsite recommendations review, we optimize the copy (what your visitors read) on the selected page to rank for your chosen keywords.

- **Integrate keywords**

Our team of professional SEO writers will integrate natural, relevant keyword language into the copy of selected web pages. This shows Google you're a relevant, reliable source of information in your industry and drives up search rankings.

- **Keyword page readability**

Our team of professional SEO writers will review your keyword pages and implement any necessary changes to make copy even more relevant and engaging for your potential customers.

WEBSITE OPTIMIZATION

The most successful websites are ones that both Google and your customers love enough to visit and recommend to others. To make sure this happens for your site, we do a full-service cleanup as well as exhaustive upgrades to your code and user experience.

SERVICES AVAILABLE: A.

SITE CLEANUP

We clear your site of any existing errors or broken elements that are preventing it from achieving better rankings.

- **301 redirect mapping and implementation**

We will help identify and permanently redirect older webpages to existing pages on your site. Doing so will ensure that your site maintains the SEO value of older pages and will improve user experience.

- **Link removal**

We will remove up to 400 toxic URLs, clearing your site of bad links that can hurt your rankings and the legitimacy of your website.

- **Premium link removal**

We will remove up to 1500 toxic URLs, clearing your site of bad links that can hurt your rankings and the legitimacy of your website.

- **Duplicate copy fix implementation**

We will identify and correct duplicate content issues on your website to avoid negative impact on rankings.

- **Excess H1 tag removal**

We will change excess H1 tags, H2 tags, etc., helping increase your site's relevance and making your content easier to read.

- **"Nofollow" tags insertion**

To build and maintain your website's authority, we will strategically embed "Nofollow" tags into appropriate external links.

- **Site speed optimization**

The importance of site speed to both users and search engines can't be understated. That's why we take every step to reduce load times and increase responsiveness on your site. We will identify and remove many potential roadblocks preventing your site from performing at optimal speeds.

- **Login credential testing**

To expedite service, we test the login credentials for your Google account and content management system to ensure that they work.

- **Onsite broken link repair**

Too many broken links—links that lead to 404s, links to pages that have been removed, links that direct to inactive websites, etc.—hurt your search engine rankings. To prevent any negative impact on your rankings, we will repair and/or remove any broken links from pages on your website.

B. SITE-WIDE CODE ENHANCEMENTS

We insert new code and elements into your website that get it speaking the same language as Google, making it easier to rank well.

- **Schema tag implementation**

Our team will create schema markup for your site that will make your content much more accessible on search engine results pages (SERPs). The most critical content from your site— reviews, hours of operation, locations, product information, etc.—will appear front and center on the SERP before a potential customer even clicks on your website. Our SERP tag implementation will not only get your business in front of more potential customers, but it will also improve your rankings and your click-through rates (CTR).

- **Canonical domain implementation**

Using a canonical 301 redirect, we will ensure that your preferred domain is indexed by search engines.

- **Canonical tag implementation**

Websites will often include pages that contain identical information and elements. This can hurt your rankings. We insert canonical tags to let Google know which of all copied pages on your site should be indexed, so the search engine will index the most optimized version of your content to help improve ranking potential.

- **Robots.txt file installation**

We will create a robots.txt file and install it into the back end of your website to make sure Google receives proper directions on how to index your site.

- **XML sitemap creation**

We create an XML sitemap that details all of the pages on your website. This sitemap helps Google recognize the new content you put up so it can be displayed in search engine results pages (SERPs).

D. SITE-WIDE USER EXPERIENCE ENHANCEMENTS It's important that Google loves your site, but it's critical that visitors love it, too. We streamline the user experience so your website is as fast, helpful, and easy as possible for visitors to use.

- **Social media icon integration**

Word of mouth is the single most effective way to drive new business, and today, most word of mouth is spread through social media. To make it easy to share the amazing things that your company does, we integrate social media "share" icons into your site.

- **Video/image implementation**

Few things raise a website's SEO profile more effectively than posting media-rich content. This type of content drives more engagement and helps you rank for image and video searches. To produce these results, we will place videos, photos, graphics, infographics, and other media-based content throughout your website.

- **Web page creation**

We will create a single new page on your site.

- **Web page deletion**

We will delete a single page from your site.

- **Menu edits**

When necessary, we can make changes to your website's navigation menu and strategically add or remove pages to tighten user experience and shorten the path that bots take as they index your site.

BUSINESS PROFILE DEVELOPMENT

To make sure that Google and prospective customers know that your business is active and legitimate, we create and maintain up-to-date profiles for you on trusted online business directories.

SERVICES AVAILABLE:

- **Classified business listing submission**

We will publish your business information on local classified websites like Craigslist, creating a powerful new avenue to attract customers in your area who are ready to buy.

- **Google and Bing local profile creation**

We create, optimize, submit, and verify your business profile on Google My Business and Bing Places. Once we are given Google My Business access, we will also optimize that listing for visibility and conversion.

- **Local business citations submissions**

To increase mobile and local map presence for your business, we create multiple, comparable citations (or business listing profiles) to show search engines that you are a trusted and credible business that should be ranked in local queries.

- **Google Maps integration**

We integrate Google Maps into your website. Your map can include location markers, contact information, and anything else to help potential customers find and contact you.

LINK PORTFOLIO DEVELOPMENT

When it comes to increasing traffic, making improvements on your website is only half the battle. You also have to do steady, ongoing work in other places on the web to continually get the word out about your business. To do this, we create content and place it in strategic locations online— on popular industry sites, news sites, blogs, articles, and more. We then build “links” into that content that act as paths back to your website. These links raise your visibility and authority with Google and get you found by more potential customers.

SERVICES AVAILABLE:

- **Article engagement**

We search the Web for sites with content in industries similar to yours and join the conversation. These comments help insert you and your brand into relevant conversations all over the Web, and they will build your overall online presence and increase your link diversity.

- **Website bookmarking**

We submit your business information to bookmarking sites, which create live links that direct back to your website. Search engines use bookmarking sites to determine what content people like enough to share with

their friends, giving your content more opportunity to be seen.

- **Business directories submissions**

We submit your website to live digital directories that are built to promote businesses online. Consumers frequent these sites when they look for services. Additionally, search engines index directory sites to determine which websites are actively being promoted. Registering with live digital directories will establish your company's credibility online and grow your link portfolio.

- **Custom blog publication**

We will create unique blog posts that are relevant to your industry and convey expertise in your field. Once your posts are written, we will seek out relevant publications and credible blogs within your industry where your content can be posted. Those posts link back to your site and help develop your online authority.

- **Custom article publication**

We create unique articles that convey expertise in your field and that are relevant and useful to your industry. We will seek out relevant publications where your content can be posted. We then create links from that content back to your website, helping to grow your online presence.

- **Infographic syndication**

Infographics present information in a visual layout that's interesting, scannable, and easy to understand. We can create infographics about your product, services, or any relevant topic. We'll post these infographics to your site and share them all over the web to establish your expertise, diversify your content, and grow your link portfolio

- **Offsite content marketing**

We will write quality, industry-related content to be posted on reputable and authoritative sites within your industry. The content we post will link back to your website, showing Google that trusted sources are having conversations about your business.

CUSTOM CONTENT CREATION

Posting great content regularly is one of the best things you can do to get ranked by Google and keep potential customers interested in your business. We create customized, quality content that keeps your website fresh and at the top of the rankings.

SERVICES AVAILABLE:

- **Standard onsite blog post**

Our team of experienced content writers will research your business and industry to create compelling, topical blog posts to be uploaded to your site. These posts will help increase traffic, generate organic backlinks, and establish an online following that can convert to sales.

- **Premium onsite blog post**

You will receive longer posts to further boost your SEO and provide more rich media to drive reader engagement. These blog posts are fresh, thought provoking, and more extensively researched to establish you as a thought leader in your industry.

- **Standard onsite copy creation**

Our team of professional writers is available to create useful, unique copy for your website that engages readers and improves your search engine rankings.

- **Premium onsite copy creation**

With premium onsite copy creation, we offer content deliverables beyond just copy. This includes more rich media (pictures, videos, etc.) to diversify your keyword relevancy and widen your company's reach. In addition, premium content is even more extensively researched, ensuring that it's compelling and that it strengthens your brand.

- **Onsite copy implementation**

We can post any new content you create—or content that we create—to your site for you.

- **Onsite blog installation (standard CMS)**

If you haven't created a blog yet, we will build and install one for you that matches your existing site design and layout.

- **Blog matching**

For customers who order onsite blog installation, we create a consistent, properly branded web experience for visitors by formatting your blog to match the color, structure, and overall feel of your existing website.

ONGOING SEO CONSULTATION

At Sunlight Media, SEO is a team effort, so we assign you a dedicated SEO Success Team of four to six specialists who get to know your business and your goals. Your team will build a campaign strategy from the ground up that will help you achieve your goals, and then work with you step-by-step to implement the strategy. Your team works behind the scenes to optimize your campaign and make sure everything is running smoothly.

SERVICES AVAILABLE:

- **SEO Consultation Team**

Our teams are available to discuss and review the strategy behind each SEO action we perform. We encourage you to call any time you have a question, concern, or idea regarding your campaign.

- **On-call customer service**

Your SEO team is available to answer questions and resolve concerns Monday through Friday, 8 a.m. to 5 p.m. Mountain Time.

- **Campaign strategy creation**

Our SEO strategists will draw up a custom campaign strategy for your business, with tactics designed to make sure you reach each of your goals.

- **Underperforming keyword solutions**

If a keyword doesn't perform as expected, we will do an extensive audit to identify potential problems and propose practical solutions that can get that keyword ranking properly. In some cases, we may select a new set of keywords.

- **Domain transfer**

We will transfer your domain and hosting from one registrar to another.

SERVICE AND PERFORMANCE REPORTING

You will receive reports that show all the work we have done on your campaign, giving you an at-a-glance view of how it's performing. These extensive reports will help you identify successes as well as adjustments that can be made for even better results.

SERVICES AVAILABLE:

- **Reporting dashboard**

Launchpad, an award-winning digital marketing platform, comes equipped with robust dashboards that give you a real-time view of your campaign's progress. You can see everything from keyword rankings, to work we have completed, to traffic analytics, and more.

- **Keyword ranking and traffic reporting**

Every campaign benefits from useful, easy-to-understand reports that are updated in real time. Reports let you track rankings, traffic, and overall progress throughout a campaign all in one place.

- **Secondary keyword reporting**

When we help increase rankings for your chosen keywords, you will also see improvement in rankings for related keywords that aren't the primary focus of your campaign. These keywords spread the reach of your brand across the Internet and, bring in new business, which improves your ROI. As part of Launchpad's comprehensive dashboard, we track these secondary keywords to help you understand your overall reach online.

- **Click tracking implementation**

As part of your analytics package, we also install tracking tools that monitor where visitors click and how they engage with your website.

- **Google Analytics installation**

We install Google Analytics on your website and link it to your reporting dashboard in Launchpad. Google Analytics is a powerful reporting tool that tracks traffic to your site and allows us to identify areas of growth and generate performance reports.

- **Google Search Console Creation and Installation**

We install Google Search Console to detect any errors that may occur on your website. The Google Search Console provides valuable data to your SEO Success Team to ensure your website meets the standards of great SEO.

- **Click tracking analysis**

Our team will use data from click tracking or Crazy Egg analytic software to call out specific page needs to ensure a better user experience.

- **Monthly campaign update and consultation**

Every month you will have the opportunity take part in a phone consultation with a client success representative. This is a chance to sit down with a specialist and get an overview of the work Sunlight Media is doing on your behalf.

You will be able to evaluate the progress your campaign is

making, and, if necessary, adjust our strategy to make sure the coming month is as successful as possible. This call takes place around 5-7 business days after the account renewal date. Of course, you don't need to wait until the end of the month to speak to a client success representative.

Campaign Pricing

Option 1: 10hrs for \$850.00 /month. (6-9 months before a noticeable increase in organic traffic will occur)

Option 2: 20hrs for \$1700.00 /month. (4-6 months before a noticeable increase in organic traffic will occur)

Option 3: 30hrs for \$2550.00 /month. (3-4 months before a noticeable increase in organic traffic will occur)

- No set-up fees or long-term contracts.
- Month to month campaign.
- Cancel anytime with 30 days written notice.
- Proven Results, Guaranteed Exposure.