

Web Site Search Engine Visibility

How does this service benefit your business?

Drive more search engine traffic to your web site - without paying for listings. Includes keyword implementation and other important web site changes to make your site's content more visible by search engines.

1. Receive more traffic - More people will visit your site via search engines.
2. Better convert your traffic into leads - Once visitors are on your site they will do what you want them to do: fill out a form, call you, email you, or buy your product or service.

What do you get with this service?

Your home page plus 3 additional sub-pages will be optimized for search engines in the areas listed below. In each area, Mediatrunk will make the actual changes to your web pages upon your approval. We use ethical search engine optimization practices so your site won't get thrown out of search results. We also work the keywords into your web page content so it will still be user-friendly to read after the optimization is performed.

- **Pre-optimization reports**
 - Search engine keyword ranking report (you and your top 2 competitors)
 - Basic web site traffic report
 - Total # monthly visitors
 - Top referring search engines and # visitors
 - Top referring non-search engine web sites and # visitors
 - Monthly lead count from web site: calls, emails, purchases, form submissions, and/or foot traffic (you supply this data)
- **Keyword integration**
 - Keyword research and selection
 - Keyword implementation into current content
 - Keyword implementation into code, meta-tags, and page titles
- **Technical compliance**
 - Elimination of identified unethical/black-listed search engine optimization practices
 - HTML code validation check: list of errors submitted to you
 - Broken link check and correction
 - Content spell check and correction
- **Increase the depth and frequency that the search engines index your site**
 - Identify and externalize excess code diluting keyword effectiveness
 - Dynamic content suggestions
- **Search engine submission**
 - Manual submission to top search engines
- **Post-optimization reports:** data is tracked each month for 3 months after site optimization is performed (same data as pre-optimization reports)

Your Investment:

- \$1,250 (one-time fee): includes home page plus 3 additional pages
- \$250 to optimize each additional page

Discounts Available on Additional Web Site Services

- \$100 credit toward Web Site Assessment
- \$250 credit toward Web Site Link Popularity Building
- \$100 credit toward any Web Site Statistics Reporting package
- \$50 credit toward any "Limited Changes" Web Site Maintenance/Updates package
- \$75 credit toward total quote price on Web Site Content Development

Please note: All credits may be redeemed up to one time for each service.