

SEO SERVICES PROPOSAL FOR MTFN.COM

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SEO PROPOSAL

QUICK OVERVIEW OF SEO

WHAT IS SEARCH ENGINE OPTIMIZATION?

Search Engine Optimization, or SEO, is the work performed to get search engines like Google to place your website as high as possible on their results pages. Google looks at two main in ranking their search results, **Relevance** and **Trust**. If you can show Google that you are the most relevant answer, and the most trusted answer, then you have a greater chance of showing up on the first page of search results..

88% of consumers in the U.S. search online before buying.



[-ecommercewiki](#)

WHY IS SEO IMPORTANT TO MY BUSINESS?

Thanks to the Internet, competition is heavy in almost every industry and market. Anyone can find anything from anywhere, and potential customers start their buying process by searching online. If your business website isn't on the first page of search results, you're losing out on web traffic and the potential for higher sales. Without SEO it's nearly impossible to reach the first page organically.



92% of all search traffic goes through the results on the 1st page of Google.

[-Search Engine Watch](#)

Organic inbound leads from SEO convert **8x** more than outbound leads!

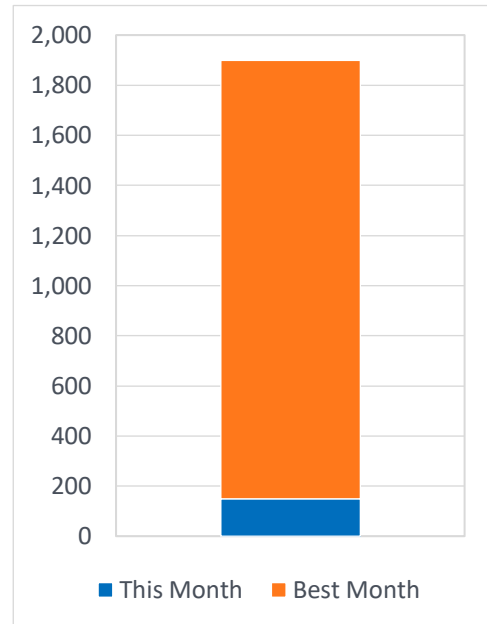
[-SmartBug Media](#)

WEBSITE PERFORMANCE ANALYSIS

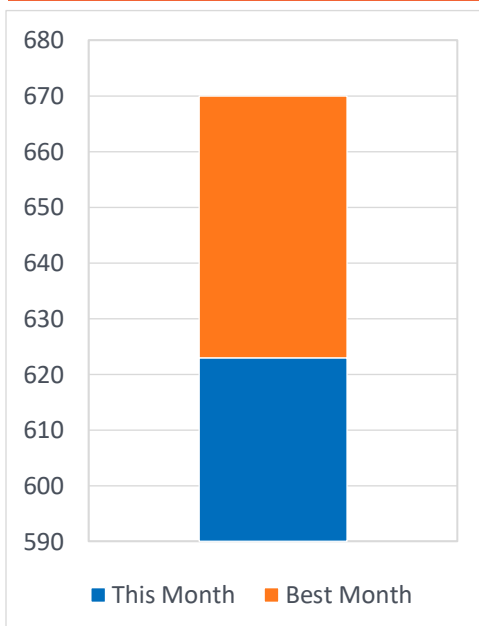
KEYWORDS RANKING

The goal of high keyword ranking is to drive more organic search traffic to your site. The more keywords that your website ranks well for, the more visitors you should see.

Currently your site ranks for **1900** keywords, however **97%** of your traffic comes from the **149** keywords ranked in the top 20 results. Our SEO strategies also take into account the keywords that you aren't ranking for yet.



YOUR MONTHLY SEARCH ENGINE TRAFFIC



This graph shows how many visitors are clicking through to your website each month through organic searches*. Please note that this number is an estimate based on the keywords you rank for nationally.

Based on the information we found, your best month was **April 2017** with **670** visitors. Currently your monthly search engine traffic is showing an average of **623** visits per month.

* Organic searches come from keyword (or phrase) searches made within the search engines, not from paid ads.

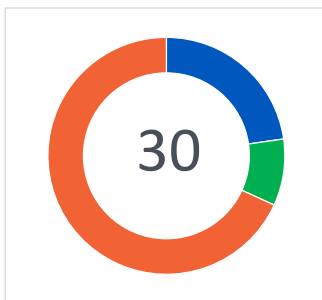
WEBSITE ANALYSIS CONTINUED

YOUR TRAFFIC & RANKING HISTORY

An analysis of your site indicates that traffic and ranking has been improving over time.



We monitor extensive traffic data to stay ahead of trends and ensure that search engine updates do not negatively impact our clients. Once we start a campaign, it is important that you let us know of any major design/development changes or SEO efforts that have been made by yourself or a 3rd party. This will allow us to properly structure your campaign and ensure that we see continued progress.



YOUR DOMAIN AUTHORITY

Domain authority is the best prediction of your overall standing within the search engines. This percentage is generated on a scale from 1 to 100, analyzing a variety of metrics that coincide with Google's current algorithms such as your website's age, popularity, and size. The average score is 35.

YOUR PRELIMINARY WEBSITE AUDIT

We have outlined some of the top-level issues that can have an impact on your rankings. Once we start your SEO campaign, we will develop a strategy based on this information. We prioritize the tasks that will achieve the quickest results.



IS YOUR SITE INDEXED?

Having your site indexed means that your content has been discovered by search engines and you are appearing somewhere in their results. If your site is not being indexed, there could be an issue with your robots.txt file or Google may have penalized you. If your website was recently launched, keep in mind that it can take up to 30 days for your site to be crawled and indexed.



DO YOU HAVE A BLOG?

An active on-site blog is extremely beneficial to both your customers and your search engine rankings. This gives you the opportunity to post fresh and engaging content that will improve your site metrics and increase your ranking keywords.



IS YOUR SITE OPTIMIZED FOR MOBILE DEVICES?

More than 60% of today's online searches are done through a mobile device (cellphone, tablet, etc.). With this continued growth, Google has stressed the importance of having a website that is compatible with these platforms and optimized for mobile users. Common issues can derive from small text, compact links, content width, and more.



META TITLES & DESCRIPTIONS ON KEY PAGES

Meta titles and descriptions are information that displays directly in the search engine results and can have an effect on your overall click-through rate. We have found a number of errors that on key pages where your meta titles and descriptions are not properly optimized or do not meet current HTML standards.



H1 TAGS ON KEY PAGES

Search engines look at headings to determine the importance of certain information on your website. Headings range in hierarchy from H1 to H6 – H1 being the most important. This tag should be included on every page and summarize its content. We have evaluated and found changes needed on key pages of your site



BROKEN LINKS

When content is not easily found, it can have a huge effect on website metrics, such as bounce rate. If a visitor can't find what they're looking for on your site, they are likely to go somewhere else to find it. Every link – internal and external – on your site needs to be analyzed regularly and all broken links should be updated to help keep visitors on your site.



TEXT/CODE RATIO

The text to code ratio refers to the percentage of visible text on your webpage when compared to the non-visible information, such as HTML elements. As a rule of thumb, your website should contain no less than 20% text and a minimum of 250 unique words per page.



XML SITEMAP

An XML sitemap is a file that lists each page contained in your website. Primarily, it's used by search engines to log your organization structure, index your pages, and find new and relevant content when changes are made.



ROBOTS.TXT FILE

It is important that your site contains a properly configured robots.txt file. This file communicates directly with web crawlers and search engines to determine the location of your sitemap and can also restrict their access to certain areas of your website. If configured incorrectly, it will affect the content and pages that are found in the search engine results.



CANONICAL DOMAIN

Visitors can reach your site by typing the domain name in the address bar, and they can do this with or without the "www." prefix. Although both pages look identical, search engines will see them as separate pages with duplicate content, or two versions of your website. It is important to make sure that no matter what they type in the address bar, that it takes them to the same page, with the same URL every time. This is called a canonical domain.



PAGE SPEED

If your website takes longer than 2-3 seconds to load, you could be losing up to 1/3 of your visitors. This can also affect your search engine rankings. Obviously, page speed can vary based on a number of factors including the visitor's location and Internet Service Provider; however, your website design, structure, and the server it's hosted on will affect speed for everyone.



ON-SITE DUPLICATE CONTENT

Providing your visitors with relevant and unique information builds value for your site and shows that you have something to offer them that can't be found anywhere else. Having content that is duplicated on another website can have a negative effect on your search engine rankings.

OUR PLAN FOR YOU

Our proven SEO method gets results and puts you at an advantage over your competition by focusing on two areas that are most important to Google; **Relevance** and **Trust**. When a person searches online, Google tries to show them sites that are the most relevant based on website content, and the most trusted based on quality backlinks. Here's the order of tasks we'll perform to build relevance and trust that improve your rankings.

HIGH VALUE KEYWORD RESEARCH

Your keyword strategy will focus on quality over quantity. Your client success team will closely analyze a variety of factors specific to your business to determine what keywords will have the greatest impact on your business. Each keyword is then tested and scored to ensure we're selecting the best search terms.

What we'll research: Search volume, competition, buyer intent, search trends, industry and market.

ON-SITE OPTIMIZATIONS – BUILDING RELEVANCE

We will thoroughly evaluate your website and help to implement on-site changes that will affect both your search engine placement and click-through rates. These optimizations will ensure that both Google and potential customers see you as a relevant source of information for your targeted keywords.

What we'll look for: H1 tags, broken links, site content, mobile compatibility, page speed, and more.

LINK PORTFOLIO DEVELOPMENT – BUILDING TRUST

A majority of your SEO work will be focused on off-site link building. Quality, natural links are essential in building trust in your website, thus turning Google into a powerful referral source for your business.

How we'll build links: Directories, website bookmarks, article engagement, blog posting, and more.

BUSINESS PROFILE DEVELOPMENT

To make sure that Google and prospective customers know that your business is active, we create and maintain up-to-date profiles for your business on trusted online business directories. This helps customers quickly and easily find key information about your business when they're actively searching.

How we'll build profiles: Directories, website bookmarks, article engagement, blog posting, and more

ONGOING CONSULTATION AND PERFORMANCE REPORTING

SEO is a team effort. Our specialists will get to know your business and your goals and build a campaign strategy from the ground up that will help you achieve those goals. We provide you with real-time and scheduled reports that show you at-a-glance how your campaign is performing as well as an in-depth review of all the work we've done.

How we'll report: Real-time reporting dashboard, monthly activity report, monthly SEO consultation

WHAT YOU CAN EXPECT

Your investment in SEO doesn't turn into new customers overnight. It's a process that takes time. But when you stick with it your investment can bring visitors, customers, and revenue that will grow your business. Here's how it happens.

1. RANKINGS & PRESENCE

When you invest in SEO, you're investing in getting your business to the first page of Google search results and expanding your online presence. This will get you in front of more and more ready-to-buy customers.

2. TRAFFIC

As rankings and presence rise, your traffic should go up as well. Think of SEO as a referral from Google – searchers are looking for your products or services and Google is referring them to you. This traffic is highly desirable because it brings in searchers who are ready to make a purchase

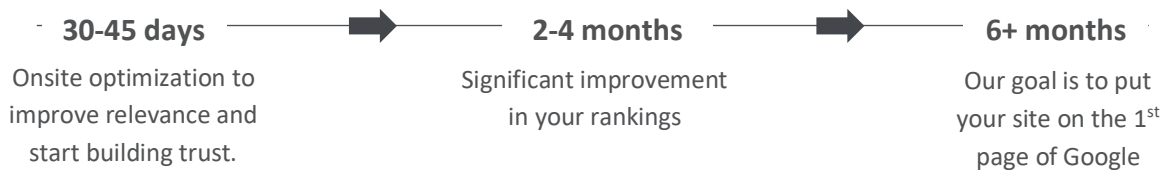
3. LEADS

With traffic increasing, you're in an incredible position to bring in new business. Organic SEO traffic generates high-quality leads – people willing to fill out a form, call for your services, or make a purchase.

4. CUSTOMERS

With more leads comes more opportunities to convert them into paying customers. Some may come through your website. Others may see you online and walk through your doors. You can expect this activity to continue as long as you are ranking well on search engines.

Here is how the process looks over time when you commit to an SEO campaign.



OUR PACKAGES AND PRICING

Below are three monthly packages that we calculated based on the information we've collected. Moving forward with any of these options allow us to increase your site rankings and credibility. The more hours invested into your campaign, the quicker you will see movement and the more competitive we can get when targeting high-traffic keywords.

CONSERVATIVE	RECOMMENDED	AGGRESSIVE
60 SEO HOURS	80 SEO HOURS	100 SEO HOURS
\$3,000 <i>per month</i>	\$4,000 <i>per month</i>	\$5,000 <i>per month</i>

PREMIUM BENEFITS:

Campaigns containing a minimum of **60+ SEO Hours/Month** are considered "Premium". These accounts have access to exclusive benefits that include additional in-depth monthly reporting and review via screen share, off-site content marketing, on-site blogging, click tracking, infographics, additional support staff, Google Analytics and Search Engine Console setup, consulting on increasing user experience, and more.

WHY CHOOSE US FOR SEO?

TRANSPARENCY

We have 100% confidence in all of the SEO work that will be completed for your website. Our reporting dashboard shows you every work item finished for your campaign in real-time, so you're able to track the daily progress made on your keywords as they move up in search rankings

DEDICATION

All of our SEO work is performed in-house by some of the most experienced analysts in the industry. Your campaign will be serviced by a dedicated team of professionals that strategize and work together to provide results for your business. We make it our first priority to maintain top-level customer support and full attention to your goals, which is why more small businesses trust us with their SEO budgets.

RESULTS

Our SEO strategies are built around the tasks that have the greatest impact on your search engine rankings. We'll actively monitor your campaign keep you up to date on progress and what can be done for further improvement. We manage thousands of clients and because of our proven results, we're able to maintain one of the highest retention rates in the industry.

TECHNOLOGY

Search engines are always improving their algorithms in order to provide the best results for their visitors. This means that SEO practices and standards must change accordingly. Our extensive database of keyword history allows us to quickly identify changes to search algorithms and keep our clients at the forefront, rather than playing catchup. Combined with our powerful technology platform that automates repetitive tasks and manages all SEO activities in a single application, we're the first provider to integrate work flow, instruction, and tools in one scalable solution.

AFFORDABILITY

We take pride in giving our clients the best service available at any budget. Our unique SEO fulfillment method allows us to perform the highest quality U.S.-based work at a cost well below the industry average \$100+ per hour.