

SERVICE BRIEF

SEO: Search Engine Optimization

Proactive, monthly optimization blends web programming and marketing into one highly valuable service.

🔌 S.E.A.R.C.H.

The Internet is a powerful marketing tool, and you've already taken the giant step for your organization by giving yourself a web presence. Far too many businesses invest in a website and don't get the traffic they were hoping for. If you build it, it doesn't necessarily mean they will come.



To experience the value of your website, potential customers need to be able to find it. People rely on Search Engines to find exactly what they are looking for. If your site isn't properly optimized and indexed, odds are you won't be getting as much traffic as you should.

Beyond Search Engine Optimization, Directive also coordinates effective marketing techniques into our SEO service to generate quality traffic. Getting 20,000 so-so visitors isn't nearly as beneficial as having 1,000 quality visitors. We customize your SEARCH plan for your organization's products, services, company culture, market demographics, and budget.

🔌 Keywords and Marketing Strategy

A large part of Directive's SEARCH Service revolves around your business trends, combined with that of your target audience and web trends. We do the research to predict what visitors will be searching if they wanted to find your site. We will focus on the most relevant keywords and phrases and optimize the written content of your site. Our SEO tactics are custom-tailored for your business structure, and our strategy is flexible enough to adapt to constantly evolving marketing trends.

🔌 HTML Code and Content Optimization

Your website may look gorgeous on the outside, but it could be a different story for the source code. One major corner-cut many web designers take involves skipping out on tags and initial SEO optimization. After all, much of that content isn't displayed to the human eye. We keep this metadata up to date for you. Then, your site's content and keyword saturation is adjusted to match with the latest SEO trends.

🔌 Proactive Monthly Maintenance, Research, Suggestions, and Measurable Progress Reports

Search Engines are smart. They know that webmasters are constantly trying to one-up them, and they adjust their algorithms accordingly. Google, the leading search engine, literally adjusts their algorithm more than daily. The Directive SEARCH Team is always researching the latest SEO trends to stay ahead of the game to give your site the advantage over the competition. Along with the monthly research and optimization, you benefit from:

- Submission to Search Engines and related databases, and validity proofing with popular search engines utilizing our webmaster tools.
- Competition Analysis; assessing your competition's strengths and weaknesses on the search results.
- Monthly page rank reporting, detailing trends, standings, traffic reporting and statistics.
- Monthly assessments of potential web-based marketing projects designed to make your company climb the ranks and stay there.
- All of our procedures are 100% White Hat.

BENEFITS



- Gradually raises Search Engine rankings
- Increase web traffic to your site, increase public visibility
- Monthly reports and website project recommendations
- Dedicated to bring in conversions, not bounces
- We research your industry and competition to keep you ahead
- On-going Search Engine trend research; our methods change with current trends
- Gradual content/keyword weighing
- Code optimization/404 error resolving
- Absolutely NO Black hat SEO Tactics; we take careful measures to ensure our procedures are ethical and obey the strict policies of Google and other major search engines Terms of Service
- NO doorway pages or spamdexing
- Ties in perfectly with the Ultimate Social Media Rig
- Quarterly/Yearly Reviews
- Google Analytics

S.E.A.R.C.H. Optimization Plans	Tier 1	Tier 2	Tier 3	Tier 4
Number of Keywords Tracked	4	6	8	12
Complete Optimization	✓	✓	✓	✓
Recommended Size of Site	Very Small (1-3 Pages)	Small (3-10 pages)	Medium (10-20 pages)	Large (20+ pages)
Search Engine / Directory Submission	✓	✓	✓	✓
Link Popularity Improvement	✓	✓	✓	✓
Initial Cost	\$799.95	\$999.95	\$1299.95	\$1699.95
Link Exchange Campaigns		Limited	✓	✓
Monthly Content Adjustments		Limited	Limited	✓
Competition Analysis		Limited	✓	✓
Monthly SEARCH Report	✓	✓	✓	✓
Monthly Cost	\$49.95	\$99.95	\$149.95	\$199.95

