

# MARKETING SEO Growth Strategy

Search engine optimization helps customers find your business when they are actively searching online. It builds visibility, credibility, and sustainable traffic over time.

## Why SEO Matters for Small to Mid-Size Businesses:



### Reach high-intent customers

Our SEO offerings are designed to improve organic rankings and position your content for visibility in AI-powered search environments.



### Improve website performance and user experience

SEO enhances site structure, speed, clarity, and usability.



### Build long-term visibility, support lead generation and create conversions

Optimized content continues driving traffic long after it's published. Better visibility leads to more inquiries, calls, and form submissions.



### Deliver measurable results

Track rankings, traffic trends, and engagement over time.

## The Challenge?

SEO requires time, consistency, & a clear strategy to see real progress.

## All Packages Include:

- Initial consult and SEO onboarding
- Strategy aligned to your business goals
- Keyword and competitor research
- On-page optimization support
- SEO-focused content creation
- Optimization aligned with evolving AI-powered search results
- Google Analytics & Search Console monitoring
- Monthly performance insights and recommendations
- Client review and approval prior to publishing

## Optional Add-Ons

Available with any package:

- **Additional SEO content**
- **Backlink outreach + authority building**

Add-ons can be started at any time during your service term at an additional cost.

# Package Options

## Essentials

Starting at: \$1,000/mo

- Keyword strategy (up to 15 priority keywords)
- 2 strategic SEO content assets per month
- Google Business Profile optimization support
- Baseline technical SEO review
- Implementation of available platform-level improvements - up to 2 pages
- Monthly performance summary + next step priorities

Best for: Businesses building foundational search visibility

## Growth

Starting at: \$1,800/mo

- Expanded keyword strategy (up to 30 priority keywords)
- 4 strategic SEO content assets per month
- Optimization of up to 4 priority pages/month
- Ongoing technical monitoring
- Issue Identification + implementation (where access allows)
- Internal linking + content optimization support
- Monthly insights + next step priorities

Best for: Businesses ready to increase visibility and traffic

## Professional

Starting at: \$2,800/month

- Comprehensive keyword + competitor intelligence strategy
- 6-8 strategic SEO content assets per month
- Advanced technical audits
- Content gap analysis + authority building roadmap
- Advanced reporting
- Ongoing optimization for priority pages (where platform allows)
- Quarterly strategic planning

Best for: Organizations focused on authority, leads, and growth

Start Driving More Website Traffic!

SEO implementation depends on platform capabilities and access level. Structural or development-heavy changes may require collaboration with your web provider. SEO timelines vary based on competition and website condition. Consistent monthly effort is required to build and maintain results.

\*\*Minimum Service Term of 6 Months

## Prefer a Custom Solution?

Some organizations need something more tailored. We can build a plan based on your needs!

