



LOCAL ADWORKS™



WSI Magic Web  
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## Internet Marketing Packages

|   |  |   |
|---|--|---|
| <b>Smart Business Bundle - Web Presence Optimization</b>  | <b>SEO Package of your choice plus Local Digital Optimization and Social Media Management starting at \$599, a 20% discount over ala carte. Add paid advertising for \$99/month plus your budget.</b>  |   |
| <b>Local Digital Optimization</b>   | <b>Single Location Package</b>   | <b>Multi-Location Package (up to 5)</b> |
| <b>Pricing Includes:</b><br>✓ Enhanced listing syndication (Localeze, UBL)<br>✓ Monthly Local Listing Optimization & Updating | <b>\$249 USD per month</b>   | <b>\$599 USD per month</b>              |
| <b>Guaranteed Reviews One per month</b>   | <b>\$99 USD Per Month</b>  | <b>Included</b>                         |
| <b>SEO Packages</b>   | <b>Basic - \$199 USD per month</b>   | <b>Enhanced - \$399 USD per month</b>   |
| <b>Term</b>   | 12 months  |   |
| <b>Targeted Keywords and Phrases</b>  | 5  | 10                                      |
| <b>Research</b>   | Identifying goals and strategies   |   |
|   | Keyword Research   | Extensive Keyword Research              |
|   |  | Competitive Analysis                    |
| <b>Analysis and Recommendation</b>  | Preliminary SEO Analysis including Initial Ranking Analysis  |   |
|   | Website Usability Assessment   |   |
| <b>On Page Optimization</b><br><br>Requires access to site via site admin or FTP  | <ul style="list-style-type: none"> <li>• Optimizing Title Tags &amp; Meta Tags</li> <li>• Image Optimization</li> <li>• Content Analysis and suggestions</li> <li>• Optimizing Anchor Tags</li> <li>• Optimizing Header Tags</li> <li>• Creation of XML Site Map</li> <li>• Robots txt creation</li> </ul> |   |
|   |  | URL Renaming                            |
| <b>Tracking</b>   | Google, Yahoo and Live webmaster account setup   |   |
|   | Install Google Analytics   |   |

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|                              |   |   |
|------------------------------|---|---|
| <b>Off Page Optimization</b> | 400 Manual Directory Submissions Per Year | 600 Manual Directory Submissions Per year |
|                              | 500 Social Bookmark Submissions Per Year  | 750 Social Bookmark Submissions Per Year  |
|                              | 400 Article Submissions Per Year          | 600 Article Submissions Per Year          |
|                              | 20 Blog Review Submissions Per Year       | 50 Blog Review Submissions Per Year       |
|                              | 400 Search Engine Submissions Per year    | 600 Search Engine Submissions Per year    |
|                              | Quarterly Activity/SEO Ranking Reports    | Bi-Monthly Activity/SEO Ranking Reports   |
| <b>Reporting</b>             | Monthly Google Analytics Report           |   |
| <b>Support</b>               | Email Support<br>Telephone                |   |

|                                |              |
|--------------------------------|--------------|
| <b>Social Media Management</b> | <b>\$299</b> |
|--------------------------------|--------------|

- WSI will create a Facebook Fan page, a Twitter account and a YouTube account for you. You may choose to use an already existing account however WSI will need admin access to these accounts.
- Reporting on Facebook, Twitter, etc.
- WSI will cast posts to Facebook, Twitter and YouTube.
- WSI will setup, tune and monitor radar for mentions & reviews of your business, products and competitors.
- WSI will build your base of fans and followers by responding and engaging with people who are talking about you online.
- WSI will build your business reputation by monitoring for positive reviews and Casting them across all your pages.
- WSI will monitor for negative reviews and propose strategies to respond.
- WSI will conduct a monthly review of results and provide recommendations for content & engagement.
- WSI will provide a personal Web Presence Professional who will be dedicated to your account and who will conduct monthly review and reports meetings, provide regular information on radar activity and keep all of your web properties up to date.



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|  |  |                                 |
|--|--|---------------------------------|
| <b>Extras Included in the Smart Bundle</b> |  |                                 |
| Press Release                              | One of the best ways to get your site indexed quickly by Google. | <b>Valued at \$199</b>          |
| <b>Other Services</b>                      |  |                                 |
| Custom Facebook, Twitter, YouTube pages    | Branded with reveal tab or other lead generation strategy.       | <b>\$999</b>                    |
| Landing Page                               | Call for quote.  |                                 |
| Website Development                        | Call for quote.  |                                 |
| Managed PPC Advertising                    | Google, Facebook, etc.   | <b>\$99/month plus ad spend</b> |
| Mobile (SMS) Marketing                     | Call for quote.  |                                 |
| Email Marketing                            | Call for quote.  |                                 |
| Press Release Distribution                 |  | <b>\$199</b>                    |
| Blog Management                            | Writing and managing a blog for your business.                   | <b>\$150/post</b>               |
| Content Writing                            | Content creation for your website, or printed literature.        | <b>\$200/page</b>               |