



## SEO PACKAGES

Service	Description	Initial Setup	Starter	Essential	Premium	Enterprise
Google Analytics Setup & Monitoring	Add GA tag and data analysis to improve web presence from analytics account.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Google Search Console Setup, Monitoring & Reporting	GSC is a very powerful tool that can be leveraged to increase web traffic and ultimately sales. It also identifies issues with robots.txt. aha SEO monitors and addresses issues and troubleshoots to resolve as they are identified.  These issues can include redirection errors, internal broken links, external links, 3XX & 4XX errors, mobile usability issues, desktop usability issues, query opportunity and more.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Website Audit	Perform regular audits on opportunity, competition, link building opportunities, content opportunity, and content optimization.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Yoast Setup/ Optimization	Yoast set up and audit. Ongoing optimization of SEO description & meta titles to ensure best practices.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Bi-Monthly SEO Report	Reporting on SEO status, impression, traffic organic rankings and PPC rankings if applicable.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Bi-Monthly SEO Virtual Meetings (30 Minutes)		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Content Plan	Generate content plan and provide content road map to customer in six month increments.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Google Ad Campaign (PPC) Management	Management of Google Ads account. ads.google.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Google Business Profile Management & Optimization - Local SEO	Are you missing local presence? aha SEO will add missing amenities, attributes and optimize for best practices. Add products and services and photos as necessary. Add FAQs and post to GBP profile on regular basis.  Optimize content and profile to improve for Google local pack rankings.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Google Local Service Ads (LSA)	Management of Google Local Service Ads (LSA). Ongoing optimization of LSA profile for keywords, negative keywords, target markets and negative markets.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Hosting	Web hosting on GoDaddy.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Image Generation	Image generation. To include properly optimized file names, targeted keywords, market optimization, compressed images and alt text.  Images can be supplied by client, AI image generation software or stock photo depository.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Keyword Analysis	Analyze keywords on site and embed and optimize additional keywords and content as needed.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Keyword Research	Research additional keywords on site and implement and embed as needed.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Link Building		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Premium - 1+ link/ month Enterprise - 2+ link/ month	Links can include directory, local, guest posts and assets (data driven studies).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Local Citation Management	Many entities have incorrect information and/or broken links on the web. If a business has moved or changed phone numbers, this may provide a bad user experience for potential customers.  This service manages listings and ensures that name, address and phone numbers are accurate across the web.  Our team reports on Local SEO, including Google map listings, and uses best practices to improve visibility in the Local Pack.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Local Sponsorships	Obtain local sponsorships from market specific outlets. Increase web presence, brand awareness and link equity.  Local sponsorships help establish local presence and increase domain authority. Sponsorships to be added at discretion of aha SEO.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Minor & Moderate Website Edits	Minor edits like changing out photos, spelling, grammatical errors, adding links, adding videos etc.  *Page and site redesigns are not considered minor edits.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
On Page Optimization	Optimize service area pages for keyword density, ngrams, synonyms, local markets & headers for best SEO practice. A web page may be over optimized or under optimized for targeted keyword. Our SEOs use software to find that perfect blend to send positive signals to the Google Bots.  aha SEO uses SEO software to enhance the quality and content of pages and posts to increase traffic and in turn conversions. This software crawls the first page of Google results (SERPs) and the SEO associate will make adjustments and add content to optimize practice area pages.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



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<b>Organic Call Tracking Implementation &amp; Reporting</b>	Add Google call tracking tags to monitor call volume through organic search.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Rank Tracker Account</b>	Rank Tracker allows clients to view their organic SERP rankings and target keywords in specific target markets. It shows organic ranking movements in SERPs.  aha SEO provides set up, and supplies client credentials to monitor keyword movement. Keywords are updated daily via Rank Tracker and can be monitored by the client with supplied credentials in real time.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Technical SEO</b>	Add schema markup to website header and individual pages and posts. This can include:  Review, testimonial, FAQ, business and other JSON scripts that help search engines understand the purpose of a web page and site.  Ensure sitemap is crawled by GSC.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>URL Slug Architecture</b>	Optimize site architecture. Address service area pages & blog posts URL structures. We use industry best practices to best optimize for Google Bots. Set up redirects and adjust internal links to address 3XX & 4XX errors.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Website Speed Improvements</b>	Optimize website with SEO best practices, install plugins and compress images and code to better optimize speed.  Speed is an important ranking factor for mobile and desktop queries.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Content Generation:</b>  <b>Can include supplemental content, new service page, geo pack page and/or blog posts</b>  <b>1 piece of content is 500-750 words</b>	Freshness is key in SERPs. Packages that include monthly content can help build out online presence and focus on topical posts, trending topics or desired service areas. Our copy is written with SEO in mind and internally linked and optimized with best SEO techniques.  SEO Manager will also add content as needed, at SEO's discretion, in addition to the content generation monthly pack.	0 page / mo	2 pages & 2 image / mo	3 pages & 3 images/ mo	4 pages & 4 images/ mo	6 pages & 6+ images / mo
<b>Number of Tracked Keywords</b>	# of tracked keywords for reporting & monitoring purposes.	1-9	10-19	20-50	51-100	100+
<b>Monthly Packages Start At:</b>		\$499.00	\$1,499.00	\$1,999.00	\$2,499.00	\$3,899.00