

# Tampa SEO, LLC

## Search Marketing Consultants

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### Search Engine Marketing Proposal



[www.eadocsoftware.com](http://www.eadocsoftware.com)

#### Benefits:

- **Increased search engine visibility**
- **Increased traffic**
- **Increased organic Page Rank**
- **Increased ROI**
- **New Customers!**

Tampa SEO only spends time on proven search engine optimization & search engine marketing methods to get you great positioning on all major search engines, including Google, Yahoo, Bing, and all other search engines!

#### On Page Optimization for Organic & Paid Search Marketing

It is very important that any website with SEO goals to have the following attributes for maximum return on investment (ROI):

- **Analytic tracking software installed for ROI analysis**
- **Over 200 technical optimization factors**
- **A good understanding of maximum cost per acquisition**
- **Optimization for conversion rate increase**

## Content Marketing for Organic Search Results

Search engines, such as Google, Yahoo!, and Bing, place high value on a unique and high quality content. Using keywords for our content strategy and SEO, **Tampa SEO writes and submits informative and high quality content that would be of interest to your niche market.** This content is not advertising your business directly, but rather helpful ideas, thoughts, and tips that your potential clients would be interested in reading.

*“Provide them something truly informative or show them a good time!”*

By creating these types of content, the search engines start to view your business as not just an online store or marketplace, but **Tampa SEO will position you as a leader and expert in your industry** – which is how you get to the top of the search engines. Your customers are constantly looking for useful information to use and share with others, and the search engines like to see relevant content with a certain keyword ratio.

The content that is created by Tampa SEO is then submitted to article websites with your business’ website and other contact information linked under it – increasing the amount of links to your website, and increasing your search engine optimization value. **This way, potential clients and search engines begin to connect this valuable content with your website and your business.** This important content is also used as blog posts on your business’ website or blog to inform current customers, and then submitted as a press release. This system has worked countless times with all of our clients, and it does not violate any of Google’s terms and conditions. **Tampa SEO is STRICTLY a white hat search engine optimization firm, and we do not go anywhere near grey or black hat SEO techniques, which means the search engine optimization you’ve just invested in will last for years to come.**

These three ways of using content results in continuous content attached by a direct link to your website. From there, the content will be “spidered” out all over the World Wide Web as they are re-posted and linked back to by other sites looking for the helpful information that your company is providing.

## Link Building for Organic SEO

These search engines also place a high value on seeing that your business is active within its niche community. By searching for blogs that are known for your business’ keywords, we make appropriate, related comments on other’s notable blogs. This provides an instant link on a keyword-relevant webpage by interacting with the online community by using your business’ website and email address.

**Again, combining keywords and relevant websites to your own website is what drives page rankings.**

One final way of doing this is to find higher-ranked websites that have keywords pertinent to your own. We send these complimentary websites a request (either through a direct email listed on the site or an onsite information request form) to post a link to your business' site in exchange for their own link on your site.

Many times the first complementary sites that come to mind and that search engines bring up are in actuality direct competition of your business. These websites are not sent a reciprocal link request. Instead, we work hard to find websites that correspond and compliment your business.

## Pay Per Click Management

PPC search advertising is arguably the most powerful advertising choice available to a marketer today. The cost to acquire customers using paid search is lower than with other mediums like the Yellow Pages, direct mail, or even email marketing. **Our job is to maximize your return on investment.** Here's how we do it:

### Stage 1: PPC Strategy and Execution

- Decide overall strategy based on particular search engine, available resources, budget, technical requirements, etc
- Set clear targets, timelines, resources, and aligns you (the client) with reasonable expectations

### Stage 2: PPC Keyword Stage

- Establish first set of potentially optimal keywords based on industry research, competition websites, PPC pricing information and benchmarks, competition ads and calls to action, industry trends, etc
- Establish initial list of negative keywords
- At the end of this stage you would have a set of keywords, each with an assigned target – clicks/CTR/conversions, etc and a budget

### Stage 5: Performance Analysis and Optimization

- This phase sets out to answer and improve on the following:
- Optimal CPA (cost per acquisition)
- Budget tests
- Keyword expansion tests

### Stage 6: Wash, Rinse, and Repeat!

## SEO & PPC Consultation Deliverables

### One Time Technical On-Page Website SEO Optimization

Complete website effectiveness analysis, including:

- Conversion optimization
- Features/benefits optimization
- Mailing list optimization
- Best practices for conversion tracking

### One Time PPC Account Optimization

Complete Pay Per Click Campaign effectiveness analysis, including:

- Quality Score overview
- Tracking/conversion reporting integration
- Campaign breakdown analysis
- Bing/Yahoo optimization (removal of partner network ads!)

### On Page SEO Optimization Including:

- Search terms in the <TITLE> tag
- Search terms in <B> or <STRONG>
- Search term in anchor text in links to a page
- Search term in image names
- Search term in image ALTs
- Search terms the first or last words of the Title Tag
- Search terms in the page name URL (e.g. acme.co.uk/folder/searchterm.html )
- Use of hyphen ("-") or underscore ("\_") in search terms in URL (for example, search-term.htm is better than searchterm.htm)
- Search terms in the page folder URL (e.g. acme.co.uk/search-term/page.html)
- Search terms in the first or last words in the H1 Tag
- Search terms in other <H> tags
- Search terms in the page's query parameters (e.g. acme.co.uk/page.html?searchterm)
- Search terms (and location) in the meta-description tag
- XML sitemap
- XML sitemap under 10k
- Accuracy of XML sitemap
- Sitemap folder geo-targeting
- Index/follow meta tags
- Robots.txt present
- URL length
- Title attribute of link
- W3C-compliant html coding

- Video header and descriptions
- Video sitemap
- Compression for size by eliminating white space, using shorthand notation, and combining multiple CSS files where appropriate. GZIP can be used
- Use CSS sprites to help consolidate decorative images
- No redirection to other URLs in the same server
- <NOSCRIPT> tags (even though I don't know anyone who doesn't have JavaScript enabled)
- Geo-meta tags if the business serves a targeted geographic area
- Relevance of <TITLE> tag to page content
- Relevance of <META DESCRIPTION> to page content
- Code-to-text ratio
- Canonical URL
- Directory depth
- Number of query-string parameters
- Link attributes -- like rel=nofollow
- Link structure
- Microformats
- Mobile accessibility
- Page size
- Page accessible
- Page internal popularity (how many internal links it has)
- ALT Image Meta Tags (this can be helpful for FLASH elements too)
- Age of prominent / 2nd level pages
- The most important rule of all: plain old simple quality relevant content
- Keyword density
- Keyword proximity -- number of words between search terms (less is better)
- Keyword positions in page
- Keyword prominence (start/end of paragraphs or sentences)
- Words in page
- Page category (or theme)
- Relevance (to searched phrase)
- Synonyms to query terms
- Language
- Linear distribution of search terms
- Legality of content
- Frequency of updates
- Standard deviation of search terms in the population of pages containing search terms
- Semantic relevance (synonym for matching term)

## SEO & PPC Consultation Pricing

*Total Upfront Cost: \$3,740*

### **Silver Monthly Maintenance Package (\$180/week):**

- 1 article per week
- Articles posted to website
- Articles posted on 5 best article directory websites
- 2 hours of link building per week
- 1 hour PPC management per week

### **Gold Monthly Maintenance Package (\$225/week):**

- 1 article per week
- Articles posted to website
- Articles posted on 5 best article directory websites
- 2 hours of link building per week
- 2 hours PPC management per week

### **Platinum Monthly Maintenance Package (\$315/week):**

- 2 articles per week
- Articles posted to website
- Articles posted on 5 best article directory websites
- 3 hours of link building per week
- 2 hour PPC management per week

### **Platinum Plus Monthly Maintenance Package (\$400/week):**

- 3 article per week
- Articles posted to website
- Articles posted on 5 best article directory websites
- 4 hours of link building per week
- 3 hours PPC management per week

\*Please note, we can always custom tailor a package to fit your budget while maximizing your return!

**Next Step - don't wait – we get booked up fast and can only take on a limited number of new customers. Call Tampa SEO today to get more customers as soon as tomorrow!**