

# SEO Content Marketing Packages

	<b>\$1,495</b> Massive Exposure Package	<b>\$895</b> Major Exposure Package	<b>\$495</b> Basic Exposure Package
Monthly Consultation	✓	✓	✓
Competitor Analysis	✓	✓	
3 Onsite Pages	✓	✓	
Article Marketer	✓	✓	✓
Squidoo	✓	✓	✓
Hub Pages	✓	✓	✓
eZine Articles	✓	✓	✓
Press Release	✓	✓	✓
Blog Posts	✓		
Slideshow	✓		
Podcast	✓		

Each package begins by gathering some preliminary information about the company.

1. Conduct a **1-hour recorded phone interview** to learn essential things about the company including:
  - How your company and products differ from competitors
  - Learn about the company's personality and "voice"
  - Gather information on the key players in your company including their background, experience, and the story behind how the business began.
  - Discover why your customers buy from you
  - Uncover common objections to buying your product (so that we can handle objections)
  - The unique challenges of your particular industry
  - Areas of weakness (so that we can sell your company on it's attributes while downplaying areas of weakness)
2. Conduct a **comparative content analysis** of competitors in your industry. During this process, we'll discover how your competitors are using content to provide more value to their customers. We identify key content pieces that you can add to

your website to increase search engine visibility while engaging visitors. Next, we create an action plan to develop 3 search engine optimized pages monthly to get you on track with your competitors.

3. Conduct a monthly phone call/interview with client to discuss content topics, propose new content ideas, and gather necessary information for content creation.

## Line Item Details

### Articles:

Create optimized profiles and write/publish one optimized unique article per month on:

- ✓ Squidoo
- ✓ HubPages
- ✓ eZine Articles
- ✓ Article Marketer

Write/distribute 1 press release per month

- ✓ Phone consultation with client
- ✓ Write press release
- ✓ Distribute through optimized PR channels
- ✓ (PR Web Upgrade optional – not included in monthly rate)

8 basic blog posts per month:

- ✓ 350 words
- ✓ Anchor text links to internal site pages
- ✓ Image in each post

Create/publish 1 slideshow per month

- ✓ 10 pages
- ✓ Can visually explain complicated topics
- ✓ Use the slideshow as added value informational/sales tool

Create/publish/distribute 1 podcast per month

- ✓ Recorded interview with client
- ✓ Discuss points with sales value
- ✓ Use recordings as marketing/sales tools

3 new website pages per month. Some ideas for pages include:

- ✓ Case studies
- ✓ Downloads offered in exchange for entering contact information
- ✓ Worksheets

**Examples**

- Trade show marketing checklist for download
- “Daily Reflection” worksheet for a rehab center

- ✓ Link bait/site enhancements

**Examples**

- An SEO wanted to get backlinks for a drug and alcohol recovery center from .edu and .gov sites. I created a section of downloadable resources for police departments and colleges to link to from their website.
- A downloadable contract that parents and teenage kids could sign promising not to drink and printable, business card sized “cab pass” good for one free cab ride at parent’s expense.

- ✓ Sections of content designed to optimize for a particular keyword.

**Examples:**

- A drug and alcohol recovery center wanted to optimize for the term “relapse prevention.” I created a “relapse prevention” resource section designed to optimize for the term “relapse prevention.”
- A rental car company with 28 locations wanted to optimize for the city and state of each location in conjunction with their primary keywords. I created a “meet the manager” page for each location that included a picture and bio for the manager with lots of useful, optimized content.