

## ***Modular SEO Program:***

1. Site Technical Review: Fix SEO Problems
2. Keyword Research & Effectiveness Study
3. Keyword Competitive Analysis & Selection
4. Site Optimization Plan: Page by Page Strategy
5. Our Search Marketing Strategy Recommendations
6. Home Page Optimization and Training Session
7. Local Search Assistance: Get Your Business to the Top

## ***Crucial SEO Facts:***

Search Engine Optimization (SEO) is critical to a company's Internet marketing strategy. The information architecture of the site needs to correlate with the search terms most effective in delivering qualified leads.

According to eMarketer's 5-year forecast for US Search Marketing Spending (Feb. 2009), spending on SEO is expected to increase nearly 150%, to \$3.85 billion in 2013.