

Why SEO?

SEO is the foundation of a successful web presence and should be practiced at some level on every website. For ecommerce stores, SEO is essential to the long-term health of the business; on-page SEO is the cost of doing online business.

With SEO You Can:

- Ensure shoppers can find you in the unpaid search engine (Google) results
- Yield compounding results over time (in other words, it builds on itself and grows exponentially over time)
- Increase online visibility and sales

Without SEO you cannot:

- Show in top organic search results for significant keywords
- Outrank your competition
- Capture Google organic traffic

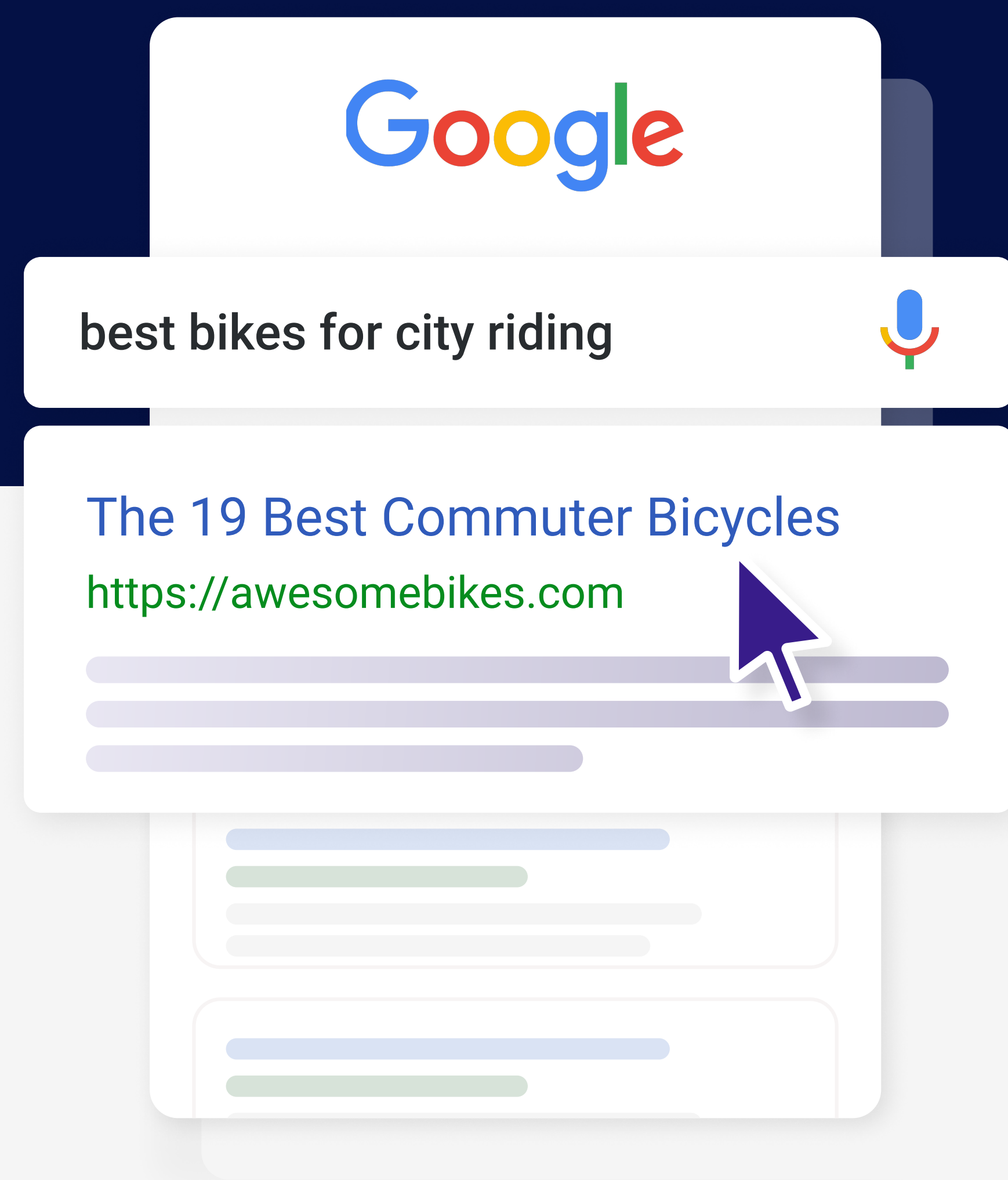
Our SEO Packages

Essential SEO (\$950/month)

Essential SEO provides the primary on-page SEO that an online store needs for visibility. This package focuses on the fundamentals first, then drives into more specific needs such as content creation, technical fixes, etc.

This package includes:

- Site audit & strategy to assess shortcomings
- Technical setup & optimization to allow data collection
- Keyword research for your industry
- Meta tag optimization
- Page content strategy & development



Advanced SEO (\$2,000/month)

Advanced SEO builds on the Essential SEO package in terms of time spent working on the project, and allows our team more bandwidth to pursue sophisticated marketing strategies and target specific goals beyond basic organic traffic growth.

This package includes:

- In-depth site audit for site health and content strategy. We will also identify and provide a high level overview of your top 2-4 organic competitors SEO practices.
- A custom, holistic strategy that includes
 - SEO essentials
 - Targeted on-page organic search optimization
 - Tailored off-page organic search optimization
 - An SEO expert on retainer

Premium Marketing (\$2,600/month)

Premium SEO is for clients looking for a long-term partner to facilitate their online presence. This package includes an in-depth website audit and a custom holistic strategy which includes the essentials, targeted on-page optimization, tailored off-page strategies, custom non-platform strategies, etc. as well as the option of swapping SEO hours for other select services.

This package includes:

- Customized to your specific needs
- Allows our team to fold services in and out as needed based on your needs, including Email Marketing and Social