

SEO (Search Engine Optimization)

OVERVIEW -

Ongoing optimization can consistently improve your search rankings by continually optimizing components of your website based on current search trends and updates in search engine cataloging. We focus primarily on building relevance through keyword optimization, local search citations and external link building. Each month you will be provided a report that details your ranking in key search terms and compares it to previous rankings.

WHAT'S INCLUDED:

- Conversion Tracking & Analytics Tracking (At startup)
- Keyword / Industry Research (At startup)
 - Silver: Up to 20 keywords
 - Gold: Up to 40 keywords
 - Platinum: Up to 60 keywords
- Technical Website Audit (At startup)
- Content Website Audit (At startup)
- Local Search Listings/Citations
 - Silver: 5 citations
 - Gold: 10 citations
 - Platinum: 15 citations
- External Link Building
 - Silver: 1 link/mo.
 - Gold: 1 link/mo.
 - Platinum: 2 links/mo.
- Monthly performance report (ongoing)

GROWTH IMPACT

- Increase new patients
- Create brand awareness
- Improve search engine rankings