

Keyword Ideas

Send an ecard: 720/month **Difficult to rank - will take considerable time and not guaranteed**

Send a greeting card: 110/month **Long term ranking, only 2 spots available**

Send a birthday card: 590/month **difficult to rank - top players occupy 9 out of 10 spots**

I have outlined the best terms we should target, with their monthly searches and difficulty level above.

The strategy

Optimize pages using On-Page SEO with targeted keywords . Using a broad variety of greeting cards keywords, I will send targeted backlinks to the page ensuring that you rank for those terms. In time, this will tell Google that your website is a provider of all things greeting cards and rank it higher on Google.

Timeline

For best results, I advise clients to enter all projects for a 90-day starting period. This ensures that you have enough time to see results from the aforementioned strategy. Some terms will rank in a matter of weeks, and gradually move up the Google ladder to the first page. Other more competitive terms require a stronger backlink profile and will take 60-90 days to show significant improvement.

The Costs

Due to the competitiveness of your market, backlinking will be the main strategy to rank your website. To ensure that I can provide the best links possible to your site, your investment in this project will be \$999/month for 90 days, for a total of \$2,997.

I look forward to joining your team and getting you the results you deserve!

Luis Morales
SEO Consultant