

SEO Service Proposal for Guardian Response Systems

Starter SEO Package

Initial Investment: \$3,000

(Timeline: 1-2 Months)

- ✓ Comprehensive SEO Audit (Technical & On-page)
- ✓ Basic Technical SEO Fixes (indexing, crawlability, basic page speed improvements)
- ✓ Essential Schema Markup Setup
- ✓ Google Analytics & Search Console Setup
- ✓ Core Keyword Research (priority branded + primary generic keywords)
- ✓ Google Business Profile Basic Optimization
- ✓ Creation of General Service Pages + 30 County-specific landing pages

Monthly Retainer: \$800

- ✓ Monthly Performance & Ranking Reports
- ✓ Local Citation Management (15 counties)
- ✓ 4 SEO-optimized Blog Post per Month
- ✓ Limited Targeted Backlink Outreach

Growth SEO Package (Recommended)

Initial Investment: \$5,000

(Timeline: 2-3 Months)

- ✓ Full SEO Audit & Comprehensive Technical Optimization (speed, mobile, accessibility)
- ✓ Advanced Schema Markup (LocalBusiness, MedicalOrganization, FAQ schema)
- ✓ Google Analytics & Search Console Advanced Setup
- ✓ Extensive Keyword Strategy (priority, generic, long-tail, local terms)
- ✓ Competitor Analysis & Creation of Detailed Comparison Content
- ✓ Educational & Informational Content (Medicaid/Medicare, senior funding programs, seasonal content)
- ✓ Voice & Conversational SEO Optimization
- ✓ Google Business Profile Advanced Optimization
- ✓ All 87 Minnesota County-specific Landing Pages

Monthly Retainer: \$1,000

- ✓ Monthly Detailed SEO & Competitor Analysis Reports
- ✓ Local Citation Management (all 87 counties)
- ✓ 10 Comprehensive Blog Posts per Month (educational, seasonal, caregiver-focused)
- ✓ Active Monthly Backlink Acquisition
- ✓ Ongoing Conversion Rate Optimization (landing page A/B tests)

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Premium SEO Package

Initial Investment: \$8,000

(Timeline: 2-3 Months)

- ✓ Complete SEO Audit with Advanced Technical Enhancements (ADA compliance, mobile-first strategy)
- ✓ Comprehensive Multi-schema Markup (LocalBusiness, MedicalOrganization, FAQ, Product, Breadcrumbs)
- ✓ Extensive Keyword Research and Strategic Implementation (including voice search optimization)
- ✓ Detailed Competitor Benchmarking & Comprehensive Comparison Content
- ✓ Creation of Advanced Educational Resources (Medicaid, Medicare, caregiver information)
- ✓ Expert Google Business Profile Optimization (reviews, photos, Q&A)
- ✓ Multimedia Content Creation (SEO-friendly videos, infographics)
- ✓ All 87 Minnesota County-specific Landing Pages

Monthly Retainer: \$1,200

- ✓ In-depth Monthly SEO & Competitor Analysis Reports
- ✓ Continuous Local Citation & Google Profile Management (all 87 counties)
- ✓ 18 Premium Quality Blog Posts per Month (targeted, in-depth, and research-driven)
- ✓ Aggressive Backlink Strategy & Authority Building (senior living communities, healthcare blogs)
- ✓ Advanced Conversion Rate Optimization (regular testing & refinement)
- ✓ Quarterly Detailed SEO Audits & Adjustments

Payment Terms

- Initial setup fees payable upon signing of NDA.
- Monthly retainer invoice at the beginning of each subsequent month.

Next Steps

- Approval of proposal and signing of NDA.
- Initial onboarding meeting to gather further insights and coordinate access to website backend and analytics tools.

Payment Account

- Waqas Aslam (Remitly Bank Account)