

We focus on three core areas to fully optimize a website for search engines. Technical SEO, speed & performance, and analytics. These can be set up all at once, as a phased approach, or as needed for your website's specific needs.

## COMPLETE SETUP - \$1,250

All items from Technical SEO, Speed & Performance, and Analytics - at a discounted rate.

*\*All items dependent on theme compatibility*

*\*We put redirection tools in place, but do not manage redirects*

## HYBRID SETUP - \$750

Technical SEO:

- Prevent Duplicate Meta Data with Yoast SEO Setup
- Social Media Open Graph and Twitter Cards
- Customize XML Sitemap
- Update Robots.txt File

Speed & Performance:

- Lossless Image Compression for up to 300 Images
- Optimize Page Caching
- Remove Unnecessary Files from Database Storage
- Full Performance Report & Speed Scores (before & after) with Instructions for Add'l. Fixes

Analytics:

- Custom Google Analytics Setup
  - Includes Filters to Block 160 Spam Bots
- Integrate Google Search Console
- Install Heatmap Tracking (up to 3 pages)
- Set Up Live Video Recording (for all pages)

## TECHNICAL SEO ONLY - \$500

- Eliminate Duplicate Meta Data with Yoast SEO Setup
- Enable Social Media Open Graph and Twitter Cards
- Install AMP Markup (Accelerated Mobile Pages)
- Add Broken Link Checker to Dashboard
- Identify Existing 404 Errors
- Install URL Redirection Tool (to fix crawl errors\*)
- Customize XML Sitemap
  - Submit Directly to Google
- Update Robots.txt File
- Re-index Website with Google (forces Google to crawl your site for new updates)

## SPEED & PERFORMANCE ONLY - \$500

- Lossless Image Compression for up to 300 Images
- Optimize Page Caching
- Remove Erroneous Files from Database
- Full Performance Report & Speed Scores (before & after) with Instructions for Add'l. Fixes

## ANALYTICS ONLY - \$500

- Install Google Tag Manager (GTM)
- Migrate Tracking Scripts to GTM
- Custom Google Analytics Setup & GTM Migration
- Install Custom Event Tracking (to monitor conversion points)
- Install Heatmap Tracking (up to 3 pages)
- Set Up Live Video Recording (for all pages)
- Set up Google Search Console & Integrate with Yoast SEO