

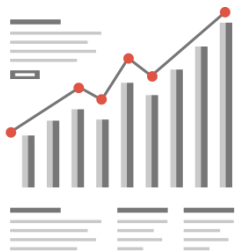
Profusion Products

SALES GUIDE

Product Briefing for Organic SEO

Organic SEO Sales Guide

INFORMATION



Organic SEO

Our Organic SEO packages were created to improve rankings in search results, and are ideal for location-agnostic businesses of various sizes. Each package includes extensive on-page (through a mix of rank-building activities) and off-page optimization suited for the size and type of the business.

PITCH:

"The Organic SEO packages help potential customers find your business online by boosting your visibility on search results. With our proven SEO methodology, our packages boost search rankings, drive traffic to the website, and generate more leads for your business."

- Customized dashboard to track your campaign rankings. Includes the ability for the client to access and view keyword rankings, website traffic reporting, Google SERPs report, and other data.
- Extensive Pre-campaign site audit and keyword research, grouping, and mapping.
- Extensive on-page optimization (number of pages depending on package) which includes web copy editing, tag and header optimizations, URL rewrites, and meta data optimization among others.
- Rich snippet recommendations including breadcrumbs.
- Monthly rank building through blog outreach, magazine news placements, PDF submission, and press release.
- Optional monthly content creation and publication to client's blog. Includes options for video channel setup and optimization, and monthly video creation and upload.
- White-label reports: On-Page Structural Report, Meta-Data and Content Optimization Report, Monthly Executive Summary Report.

ORGANIC SEO IN THE PATH TO PURCHASE



Organic SEO helps businesses by driving clients through the steps in the customer's path to purchase.

AWARENESS	CONSIDERATION	CONVERSION
A carefully planned SEO strategy, using proven methodology is the best guarantee to ensure your position in Google's search results where potential customers will be able to find your website. The greater your visibility, the greater the chances more of your audience will be aware of your offering.	Creating product pages around thoroughly researched SEO keywords, will drive consideration to the service offered. When users land on a page that is topically relevant to their search, the chances for purchase increase significantly.	Organic search leads convert higher than social and outbound leads*. This is because users coming to your website through Organic SEO are already looking for the service or product you are offering and thus further into the purchase cycle when they arrive. *Perform Insider

BENEFITS OF SEO TO BUSINESSES








	1 INCREASE IN TRAFFIC
	<p>With our proven methodology, you will see a steady, stable increase in your website traffic over time. More visitors to your website, means more eyeballs on your offerings.</p>
	2 INCREASE IN BRAND CREDIBILITY
	<p>Over time, users have come to trust Google. When your website ranks high in the search engine result pages, people automatically assign a certain level of trust to your brand.</p>
	3 BETTER ROI THAN ONLINE ADS
	<p>The conversion rate of SEO leads can't be matched by other forms of online marketing. Leads coming in from Organic SEO actually searched for your offering before landing on your website.</p>
	4 STAY AHEAD OF YOUR COMPETITORS
	<p>More and more businesses are realizing the benefits of Organic SEO. If your competitors haven't started investing in Organic SEO, you can be sure that they will be in the near future.</p>
	5 LONGEVITY
	<p>Although SEO results are not instant, they do possess longevity. Once in place, your rankings will remain stable if worked on continuously. Compared to online ads, SEO is a long term strategy.</p>

OUR PROVEN METHODOLOGY 	
	
1. SITE ASSESSMENT	2. CAMPAIGN ROADMAP
<ul style="list-style-type: none"> ✓ Understand the business, market and competition. ✓ Select keywords to drive relevant traffic to your site. ✓ Look for potential marketing performance challenges. 	<ul style="list-style-type: none"> ✓ Create a strategy to match or beat your competition. ✓ Requisition expert contributors to your project in order drive success. ✓ Provide real time reports on campaign statuses and results.
	
3. ON-PAGE SEO	4. OFF-PAGE SEO
<ul style="list-style-type: none"> ✓ Identify technical elements to improve to drive traffic. ✓ Match search phrases to pages and evaluate the semantic signals. ✓ Create algorithmically appealing content within your brand context. 	<ul style="list-style-type: none"> ✓ Find your digital footprint and create campaign based off referral information on the internet ✓ Balance out your anchor texts to create a natural and balanced off-page profile ✓ Acquire inbound links to your site with our proprietary outreach program
	
5. REPORTING AND ANALYTICS	
<ul style="list-style-type: none"> ✓ Real time reporting through a proprietary dashboard ✓ Reports of data aggregators like Google Analytics ✓ Reveals real time data on campaign progress, traffic, keyword rankings and much more. 	

OBJECTION HANDLING



	1 I DON'T THINK WE HAVE A BUDGET FOR THIS KIND OF WORK AT THE MOMENT.
	<p>The value of SEO lies in the quality of the output. You can do SEO on your own, but most companies do not have the time or resources to do it themselves. Our work is of high quality and has long-lasting effects that will yield returns for years to come.</p>
	2 I WANT RESULTS NOW AND I KNOW SEO IS A LONG-TERM STRATEGY.
	<p>SEO is complex. If there was an easy way to get ranked within a day, everyone would be doing it. It takes time. Using our trusted methodology will give results that are long lasting. If instant results are required, then we should discuss a paid advertising campaign for you.</p>
	3 HOW DO I KNOW YOUR METHODOLOGY WORKS?
	<p>SEO is part science part art, however there are clear guidelines that Search Engines have provided. We follow those guidelines and have a proven track record. We can provide you some of our testimonials, available in our Methodology Explainer.</p>
	4 I GOT BURNT BY SEO COMPANIES BEFORE.
	<p>It's very unfortunate that you had to deal with those types of companies in the past. This is why it is important to work with a trusted vendor who has been working building websites and working with search engines for more than 14 years. I have a couple of testimonials you can look at and a portfolio of happy clients you can contact.</p>
	5 DO I REALLY NEED THIS? I'M DOING WELL WITH WORD OF MOUTH REFERRALS.
	<p>Each year, the amount of consumers making purchasing decisions online increases. If this trend continues you will be forced to go online at some point, by which time you will be very far behind your competitors.</p>
	6 WON'T PPC BE A BETTER OPTION FOR ME?
	<p>With PPC, you pay for each and every click to your website. It's a short term strategy which dies when your budget runs out. SEO is scalable and provides long lasting results. It's not instant; however, the effects last over a long period of time.</p>

PRICING 	
	
LOCAL 1	LOCAL 2
\$562.50 per month/6 mo. minimum	\$787.50 per month/6 mo. minimum
	
REGIONAL 1	REGIONAL 2
\$1,035 per month/6 mo. minimum	\$1,237.50 per month/6 mo. minimum

National Plans start at \$1,125 per month. Please contact us for more information.