



SEARCH ENGINE OPTIMIZATION

What is your website doing for you?

You've spent time and money building a website, but what has it done for your business? From driving more traffic to turning visitors into customers, Search Engine Optimization (SEO) helps turn your website into a revenue generator.

What Is SEO?

All major search engines evaluate businesses based on what is most relevant to users. SEO is the act of ensuring a website can be found on search engines for organic words and phrases relevant to what the site is offering.



Quarter over quarter, our SEO customers see results.



28% increase in new website visits



24% increase in all website traffic



12% increase in organic traffic



43% increase in search engine visibility

Key Features:

- Complete analysis of your traffic performance through search engines
- An expert to refine your website to be SEO-friendly
- In-house management of SEO
- Personalized, local keyword strategy to target your key audience
- Monthly reporting to track your results

Why ThriveHive?

Our proven SEO methods are based on in-depth analysis of what search engines are looking for, ultimately helping your business to rank higher so more customers can find you. At ThriveHive, our SEO experts help you cut through the clutter and execute successful, SEO campaigns custom-built for your business. We do the hard work, you get the results.

Suggested product pairings:

Search Engine Marketing | Social Conversations



www.HeraldTribuneDigital.com





SEO Packages

	Essentials \$550 / mo.		Advantage \$1100 / mo.		Dominate \$2000 / mo.	
Business Topics	3		6		10	
Contract Length	6 MONTHS	12 MONTHS	6 MONTHS	12 MONTHS	6 MONTHS	12 MONTHS
Website Audit	✓	✓	✓	✓	✓	✓
Business Topics Research	✓	✓	✓	✓	✓	✓
Focus Consultation & Recommendations	✓	✓	✓	✓	✓	✓
# of Content Pages Optimized	3	3	6	6	10	10
Google Analytics & Webmaster Tools installation	✓	✓	✓	✓	✓	✓
Setup Sitemap and Robots.txt	✓	✓	✓	✓	✓	✓
24/7 Access to Advanced SEO Reporting	✓	✓	✓	✓	✓	✓
Currated Industry-Specific directory listings	✓	✓	✓	✓	✓	✓
Youtube Channel and Video Creation	1	2	2	5	3	6
Blog Posts with Google Authorship Setup		3	2	8	2	8
Custom Blog Graphics					2	8
Monthly Review Call with SEO Specialist			✓	✓	✓	✓
Opimization of important local listing services					✓	✓
Quarterly Complete Website Analytics Audit					✓	✓
Advanced Technical SEO					✓	✓

*Number of business topics may vary depending on competitiveness of industry and SEO strategy. Competitive industries (law, medicine, contracting, etc.) vbenefit most from more advanced packages.

Account Set up & Login: Captures essential information needed in order to begin optimization and set up account.

Keyword Selection Consultation: Each client benefits from important research and analysis that helps select the best keyword search terms for a successful campaign.

Ranking & Reporting: Every campaign benefits from useful and easy-to-understand reports, which are updated in real time and provide a single location to track rankings, traffic, and overall progress made throughout a campaign.

Google Analytics/Webmaster Tools Install: Our team will setup, install and monitor both Google applications.

Social Bookmarking: Keyword focused links to your site in the form of bookmarks within social bookmarking communities. We bookmark your website where other users and search engines can see it.

Duplicate Content Review & Report: Audit website content and (if needed) recommend changes to avoid duplicate content penalties with search engines.

Onsite Optimization & Implementation - Images, Content, Meta Descriptions, Title Tags, Keywords: An in-depth content audit will be performed on the client's website. This audit will ensure that the client's website has quality content that is optimized and highly relevant in the eyes of search engines.

Directory Submissions: Submissions to top online directories will quickly build links to your website that search engines can see. These promote keywords and categorize your business.

Dedicated Account Manager: Personal access to an SEO expert who is assigned to your account and knows your campaign history and needs.

Monthly Review Call: In addition to a dedicated account manager, you will have a scheduled monthly review call to discuss campaign progression, strategy, and next steps.

YouTube Channel & Video Creation: Set-up or optimize business YouTube channel including an About write-up. Create and post related videos.

Custom Article Content & Publication + Blog Post Creation: Original content written about your keywords and linked to your website URL. This helps build lasting, relevant, and powerful links.

*Feature based on existing blog on business's website. If no blog is available, Propel will create a blog on Blogspot.com and link to business website.

Google Authorship / Publisher Setup: Status within Google to link created content to a specific domain and author or publisher to increase visibility, credibility and search engine results.

*Feature based on business Google+ profile, Propel reserves the right to substitute other features when not available.

Onsite Edit Recommendations: Optimization recommendations for the content on a client's website, based on targeted keywords. This helps build the authority of a client's website in relation to specific search terms.