



SEO Service  
Informational Package

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**MONKEYS AT WORK**

# INTRODUCTION

## You have one chance to make a long lasting first impression with your potential customers —

Thank you for your interest in our Search Engine Optimization Services. To give you a brief explanation of what SEO is, it is a series of tactics used to boost your online presence in Google search results and to also create more credibility for your online business. I will talk more about this in the next pages.

The package includes key SEO services as well as monthly website maintenance. I like to offer a well rounded service to my clients so they feel like they are getting an incredible return for their investment in Monkeys at Work.

I consider myself different from other service providers because my main focus is customer service. My bottom line is not the fact of getting paid, it is the fact of having a satisfied client and maintaining a long term business relationship. Anyone can learn how to make a website just to make money and be on their way. I like to offer a more personalized service.

I take this trait from my grandfather who has been awarded many awards from the Queen Elizabeth hotel for outstanding service. He taught me that as long as a client is happy, they will keep coming back to you.

So, that is my work philosophy! I am also person that you will have in your corner that will not abandon you or leave your online business in a terrible state. In the following pages, I will be getting into the details of my services so you can get a full overview of my offer.

Thank you for your consideration!

# BENEFITS & DETAILS

## What is SEO and how will you benefit? —

SEO is the practice of increasing the organic traffic that is coming to your website. I offer SEO to my clients as a means of saving money on advertising. Growing and optimizing your organic reach is a lot more cost efficient. Getting found online is important for any business, but for small businesses especially. Being visible to customers who are looking to find local businesses for products and services can make or break your business.

## Customers NEED local search results —

Regardless of how popular the other websites of the world get, people highly value the convenience of nearby products and services. Just think about how often you've searched for something "near me." Nearly half of all Google searches have local intent.

## Local SEO helps you rank higher in Google —

You know when you search something on Google and a map pops up with some search results? This is referred to as Google's "local pack." What it does is highlights the highest ranking local businesses. My SEO packages help you show up in the local pack and map results – aside from the normal search results.

By geo-targeting keywords, managing your local business listings, and more, I can help build credibility with Google so they display you higher in search.

# THE PROCESS

1

## Sign Contract

A service agreement that will be signed digitally using Adobe Sign

2

## SEO audit

An evaluation of your current SEO status, competitor analysis and website performance.

3

## Strategy Call

Talk about SEO and maintenance strategy and establish monthly goals. Provide monthly SEO task list.

4

## SEO Software

Access to my SEO software so you can take a look at the progress of what I am working on.

5

## Google My Business

Connecting your GMB account to the SEO software and optimizing your listing.

6

## Google Analytics

Connect your website to Google Analytics to monitor traffic and evaluate our progress.

7

## Client Area

Designated client area where you can log in and have an overview of your SEO progress. View all tasks and much more!

8

## Reporting

Send performance report at the end of every month to monitor improvements.



# PAY AS YOU GO PACKAGES

**\$50**/hour

SERVICES OFFERED	DESCRIPTION	HOURS
Google My Business optimization	Optimize your business listing on Google.	3 hours
Keyword research	Evaluate niche and build optimized keyword library.	2 hours
Keyword mapping	Assign keywords to pages and evaluate on page content.	1 hour
On-page website optimization	Optimize website for speed and SEO.	2 hours
Competitor analysis	Evaluate competitors and create strategies to out perform.	1 hour
Backlink optimization	Disavow poor quality backlinks and create new backlinks	1 hour
Content strategy calendar	Research high volume topics in business niche and create blog writing calendar.	4 hours
Content writing	Write Blog Posts. Frequency to be discussed.	To Be Discussed
Dedicated Client area * Required	Designated client area to view task progress and view all SEO related data. Comes at a \$70 flat rate premium.	

# PREMADE PACKAGES

<b>BASIC SEO GET NOTICED</b>	<b>BUILDER PACKAGE WEBSITE FOCUS</b>	<b>FULL SEO CONTENT CREATOR</b>
<b>\$450/month</b>	<b>\$600/month</b>	<b>TO BE DISCUSSED</b>
<p><b>Basic SEO best practices you need to optimize your website ranking</b></p> <p><b>Includes:</b></p>	<p><b>SEO services and content creation to grow your online presence</b></p> <p><b>Includes Basic plus:</b></p>	<p><b>Full SEO for businesses that want to expand and stand out online.</b></p> <p><b>Includes Basic &amp; Builder plus:</b></p>
<p>Google My Business optimization</p>	<p>Monthly content strategy calendar</p>	<p>Monthly content creation (limit of 1000 word article)</p>
<p>Keyword research &amp; keyword mapping</p>	<p>Competitor analysis (3)</p>	<p>3 hours website services</p>
<p>On-page website optimization</p>	<p>Journalist outreach</p>	
<p>Competitor analysis (1)</p>	<p>Backlink building</p>	
<p>Backlink auditing &amp; disavows</p>	<p>2 hours website services</p>	
<p>Monthly reporting</p>		
<p>Client Area included (\$70 value)</p>		

# CONCLUSION

## Conclusion —

I would like to thank you for your time and consideration. I know that SEO is fairly new territory for most people so please feel free to reach out if you have any questions and need more details.

This service has been sculpted to be able to serve any business in any industry.

In addition, if we were to start working together, I give my clients access to my SEO software so they can log in and look at what I am up to as well as overall progress. I have no secrets with my clients and my priority is to maintain a high level of trust.

I hope to speak with you soon! Take care and keep safe.

**Angelique Roussos**  
**Monkeys at Work**

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