

# NAVIGATING SEO AND PPC MINEFIELDS

3 THINGS YOU NEED TO KNOW

## 1 GOOGLE IS SMART AND GETTING SMARTER

## 2 WHERE ARE YOU IN YOUR BUSINESS?

### LEVEL 1:

For established businesses that have enough referral business - to keep you compliant



#### What you need to have:

**Keywords** - right words, proper tags

**Clean Structure** - subject order, heading tags, compliant with AODA/Section 508, mobile site

**Content** - ideally

- 8 to 10 pages for non-competitive industry
- 14 - 16 pages for more competitive industry
- 18 to 20 for competitive industry
- each page is on one keyword phrase

**Site Registered with Google**

#### How to do this?

We start with 20 keyword phrases relative to your business research it and organize it to support needed content.

<b>EXPECT TO PAY</b>	<b>\$2500 to \$3500</b> one time
<b>ROI</b> - SEO foundation / 20% of the work to keep search engine presence.	

### LEVEL 2:

For businesses looking to grow and have first page rankings



#### What you need to have:

everything in **Level 1 plus...**

**Link building** - have other sites and servers talk about you

**Content is updated regularly** - minimum every month and a good mix of content, video and images

#### How to do this?

We have a number of sites and servers that have been in existence for 20+ years. **Strong domain authority**

<b>EXPECT TO PAY</b>	<b>\$500</b>	FOR NOT OVERLY COMPETITIVE PER MONTH <b>stay active</b>
	<b>\$750</b>	FOR MORE COMPETITIVE for the first 6 months and <b>drop to \$500 per month</b> to stay active
	<b>\$1500</b>	FOR MOST COMPETITIVE for the first 6 months and <b>drop to \$750 per month</b> to stay active
<b>ROI</b> - if done right - all money back in months 7 and 8. Retain first page rankings for 2 to 3 years on average		

# NAVIGATING SEO AND PPC MINEFIELDS

## 3 THINGS YOU NEED TO KNOW

### 3 PPC - YOU COULD BE PAYING TO KILL YOURSELF

Did you know that PPC can actually reduce your natural organic rankings?

#### Why?

Because if people who click on the paid ads don't stay on your site, Google sees this and will demote your ranking position.



### SO

with SEO investment done right at the start, you will see results and sustain them over a longer period of time versus PPC which disappears after the money runs out.

## WHAT DO YOU NEED TO DO NEXT?:

### NAVIGATING SEO & PPC AND OPTIMIZE YOUR MARKETING SPEND



1	PICK A PHRASE OR 2 THAT YOU THINK PEOPLE WILL USE TO FIND YOU AND ENTER THIS INTO GOOGLE SEARCH. IF YOU ARE FOUND...	2	DETERMINE IF YOUR SITE REGISTERED WITH GOOGLE ENTER SITE:YOURSITENAME.COM WITHOUT THE HTTP AND WITH NO SPACES
on the first page	5 points _____	if you're registered	5 points _____
second page	2 points _____	if you are not registered	0 points _____
page 3 or none at all	0 points _____		
<b>TOTAL</b> _____		<b>TOTAL</b> _____	
10/10 - congratulations, now make sure your traffic is converting into the right customers			
5-9/10 - Call xod Media to get your optimization tweaked			
less than this: <b>CALL NOW!</b> You have bigger issues than reading this			

NAME \_\_\_\_\_

PLEASE CONTACT ME AT \_\_\_\_\_

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Our customers have come to rely on us for industry leading web design, programming, and secure and reliable hosting.

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