

SEARCH ENGINE PLACEMENT SERVICES

Simple Submission Services:

- 1) Submission of all pages of your website to Google one time.
- 2) Visionary submits clients with active maintenance accounts monthly or bi-monthly as well.
- 3) Cost: Free (only provided to websites completed by Visionary Web).

Advanced Submission Services: \$500.00 setup and \$50.00 per month

- 1) This service extends the Basic Search Engine Submission Option.
- 2) Visionary Web will setup a Google Webmaster Account for your site and evaluate your search engine placement with Google monthly and work with you to edit content and titles as necessary.
- 3) A Google site map will be created for your site to aid in Google submission.
- 4) Your information will be submitted to Google as necessary while you continue to subscribe to the service.

Yahoo! Directory Submission: \$100.00 setup

- 1) Visionary Web recommends paying Yahoo.com for a listing in their Directory service: <https://ecom.yahoo.com/dir/submit/intro/>
- 2) Other search engines, including Google, use this listing when they index pages for their results.
- 3) Yahoo charges \$299/yr for this service – fee paid directly to Yahoo!

Pay-Per-Click Advertising (Google AdWords): \$150.00 setup and \$50.00 per month

- 1) Google Fees: At least \$20.00/month (paid directly to Google)
- 2) Visionary Web will setup Google AdWords account and create up to three ads for you.
- 3) Additional services can be performed (call or email for quote).

Other Services:

- 1) Incoming Link Development
- 2) Marketing Research
- 3) Keyword Analysis

Contact us for a quote on these services.

SOCIAL MEDIA MARKETING

Basic SMM Package: \$750.00

- 1) Social media strategy consultation and development
- 2) Setup and design of up to one social media platform (choose from Facebook, Twitter, LinkedIn, Foursquare and Hashable)
- 3) Includes 30 days of social media operation by the consultant
- 4) Virtual training on chosen platforms for transition to operation by company

Premium SMM Package: \$1,500.00

- 1) Social media strategy consultation and development
- 2) Setup and design of up to two social media platforms (choose from Facebook, Twitter, LinkedIn, Foursquare and Hashable)
- 3) Includes 60 days of social media operation and blogging by the consultant
- 4) Virtual training on chosen platforms for transition to operation by company

Expert SMM Package: \$2,000.00

- 1) Includes a one day on site social media strategy consultation and development
- 2) Setup and design of up to two social media platforms (choose from Facebook, Twitter, LinkedIn, Foursquare and Hashable)
- 3) Includes 90 days of social media operation and blogging by the consultant
- 4) Includes second day on site visit for training on chosen platforms for transition to operation by company

Extras:

- 1) Additional social media operation beyond package: \$250.00/month
- 2) Additional blogging services: \$50.00 - \$100.00 per blog post
- 3) Extra virtual consultation/conference: \$200.00
- 4) One-day on site visit for further training: \$500.00

FAQs and Resources

Search Engine Submission

Q - Isn't Simple Submission enough?

A - No - it is a good way to jump start your site in the search engines, but in order to be effective it must be done on a monthly basis.

Q - What is the benefit of doing Advanced Submissions?

A - Your site is updated regularly to take advantage of changes in search engine services and your submissions are done monthly ensuring your good coverage. Monitoring is provided in the form of reports that you can print out and measure how well your site is doing.

Q - Can you guarantee me a top 5 placement in Google or Yahoo!

A - NO. And you should never trust a service that does! Usually to make a huge leap like that requires some fairly intrusive techniques that could get you banned and your site will never show up on the search engines again. Many of our clients do show up well on most search engines, but we can't guarantee a top ranking.

Q - Should I be listed in the Yahoo! directory?

A - YES! This could be the most important money you spend on SEO placement. Many search engines use the Yahoo! directory as a basis for their rankings.

Q - What are the pros/cons to Pay-Per-Click Advertising?

A - Pros: Easily push yourself to the top of the search listings. Pay-Per-Click attracts many customers very quickly. Pay-Per-Click helps with other SEO placement on other search engines. You can track visitors and log when they purchase from you.
Cons: Can be expensive. Listings aren't as likely to attract quality customers. Not as good as "natural" listings.

Q - So which one should I do?

A - The best marketing strategy is one that implements all of the above services to a greater or lesser degree along with Social Media Marketing.

Resources:

http://www.search-this.com/search_engine_articles/

<http://www.google.com/support/webmasters/bin/answer.py?answer=35291>

Social Media Marketing

Q - What is Social Media?

A - Social Media refers to social website such as Facebook, Twitter and YouTube.

Q - Why should I market my site on a Social Media Network?

A - Social Media sites, and particularly Facebook, are seeing extreme growth (even faster than Google). Using these sites to advertise and promote your product or services is one of the best and least-costly means of advertising. The sites also allow for easy customer interaction.

Q - Is there a monthly fee for setting up a Facebook page?

A - NO. The only fee you would pay is for us to assist in connecting Facebook with your blog or site unless we are managing the page for you.

Q - I don't have a clue how to start?

A - That is what we are here for. Contact us today for a free consultation and quote. We can help you successfully utilize Social Media Marketing to advertise your site and connect with your customers!