

Starter	Plus	Pro	Premium
# of keywords: Up to 10 Ideal For: Local businesses targeting single location	# of keywords: Up to 20 Ideal For: Local businesses targeting multiple locations (up to 3) or businesses with mid level competition	# of keywords: Up to 30 Ideal For: Local businesses with multiple physical locations or businesses with mid-high level competition	# of Keywords: Up to 40 Ideal For: Larger Businesses, Many Services/Products, Larger Geographic Footprint, High Competition
Project Management -----	Project Management -----	Project Management -----	Project Management -----
Dedicated Account Manager Keyword Research Google Analytics Setup Google Search Console Setup 2 Search Engines: Google + Bing Monthly Reporting	Dedicated Account Manager Keyword Research Google Analytics Setup Google Search Console Setup 2 Search Engines: Google + Bing Monthly Reporting	Dedicated Account Manager Keyword Research Google Analytics Setup Google Search Console Setup 2 Search Engines: Google + Bing Monthly Reporting	Dedicated Account Manager Keyword Research Google Analytics Setup Google Search Console Setup 2 Search Engines: Google + Bing Monthly Reporting
	Multiple geographies targeted	Multiple geographies targeted Multi-location optimization	Multiple geographies targeted Multi-location optimization
Content Optimization -----	Content Optimization -----	Content Optimization -----	Content -----
Header tags Optimization Duplicate content analysis Content Research & Editing/Writing Keyword density optimization Content Formatting Optimization	Header tags Optimization Duplicate content analysis Content Research & Editing/Writing Keyword density optimization Content Formatting Optimization	Header tags Optimization Duplicate content analysis Content Research & Editing/Writing Keyword density optimization Content Formatting Optimization	Header tags Optimization Duplicate content analysis Content Research & Editing/Writing Keyword density optimization Content Formatting Optimization
Technical Optimization -----	Technical Optimization -----	Technical Optimization -----	Technical -----
Meta tag Creation & Optimization Mobile Usability Check Basic Url Canonicalization Basic Url Rewriting & Optimization Image Alt Tag Optimization Create/Edit robots.txt file Create/Edit sitemap.xml file Broken Links Audit & Resolution Nofollow/Dofollow optimization 301 Redirect Social media meta tagging Basic Schema Markup	Meta tag Creation & Optimization Mobile Usability Check Basic Url Canonicalization Basic Url Rewriting & Optimization Image Alt Tag Optimization Create/Edit robots.txt file Create/Edit sitemap.xml file Broken Links Audit & Resolution Nofollow/Dofollow optimization 301 Redirect Social media meta tagging Basic Schema Markup	Meta tag Creation & Optimization Mobile Usability Check Basic Url Canonicalization Basic Url Rewriting & Optimization Image Alt Tag Optimization Create/Edit robots.txt file Create/Edit sitemap.xml file Broken Links Audit & Resolution Nofollow/Dofollow optimization 301 Redirect Social media meta tagging Basic Schema Markup	Meta tag Creation & Optimization Mobile Usability Check Basic Url Canonicalization Basic Url Rewriting & Optimization Image Alt Tag Optimization Create/Edit robots.txt file Create/Edit sitemap.xml file Broken Links Audit & Resolution Nofollow/Dofollow optimization 301 Redirect Social media meta tagging Basic Schema Markup
	Geo meta tagging Basic Website Speed optimization Internal linking to Increase Web Page Authority Custom 404 error page setup and optimization	Geo meta tagging Basic Website Speed optimization Internal linking to Increase Web Page Authority Custom 404 error page setup and optimization Advanced Url Rewriting & Optimization Navigation/Menu Optimization Anchor text Hyperlink Optimization Basic+ Schema Markup	Geo meta tagging Basic Website Speed optimization Internal linking to Increase Web Page Authority Custom 404 error page setup and optimization Social media meta tagging Advanced Url Rewriting & Optimization Navigation/Menu Optimization Basic+ Schema Markup Anchor text Hyperlink Optimization Advanced Canonicalization/301 Redirect Advanced Website Speed optimization Website hierarchy restructuring & optimization Custom 404 error page setup and optimization
Off-Site -----	Off-Site -----	Off-Site -----	Off-sitemap -----
Google Penalty Check Search engine submission Quarterly Sitemap Submission Robots.txt Submission	Google Penalty Check Search engine submission Quarterly Sitemap Submission Robots.txt Submission	Google Penalty Check Search engine submission Quarterly Sitemap Submission Robots.txt Submission	Google Penalty Check Search engine submission Quarterly Sitemap Submission Robots.txt Submission
	Directory Submission & Optimization Search Engine Index Cleanup	Directory Submission & Optimization Search Engine Index Cleanup Basic Toxic Backlink removal and audit Blog Directory Submissions	Directory Submission & Optimization Search Engine Index Cleanup Basic Toxic Backlink removal and audit Blog Directory Submissions Advanced Toxic Backlink removal and audit NAP Syndication

* Monthly tasks vary based on individual client needs.