

## PACKAGES

Your website is a critical tool for your company. It serves as the best means for declaring who you are, what you do and attracting new visitors. It is the hub of your business relationship with your new and existing clients. And so it must work towards attracting new clients and engaging them with the goal of informing and converting them to clients.

### SILVER

- Content Writing, 1 article per week
- Ongoing SEO for all new content
- Link Building, 5 links built per month
- Monthly Broken Link Checking
- Monthly Sitemap Creation
- Monthly Site Backup
- Unlimited Site Hosting and Throughput Traffic
- Weekly Status Reports
- Monthly Analytic Reports

### GOLD

- Content Writing, 3 articles per week
- Ongoing SEO for all new content
- Social Media Marketing to Facebook, LinkedIn and Twitter
- PPC Management (includes \$200 per month budget)
- Link Building, 15 links built per month
- Weekly Broken Link Checking
- Weekly Sitemap Creation
- Weekly Site Backup
- Unlimited Site Hosting and Throughput Traffic
- Weekly Status Reports
- Monthly Analytic Reports

### PLATINUM

- Content Writing, 5 articles per week
- Ongoing SEO for all new content
- Social Media Marketing to Facebook, LinkedIn and Twitter
- PPC Management (includes \$400 per month budget)
- Link Building, 25 links built per month
- Daily Broken Link Checking
- Weekly Sitemap Creation
- Weekly Site Backup
- Unlimited Site Hosting and Throughput Traffic
- Weekly Status Reports
- Monthly Analytic Reports



## AT PROGRESSIVE OFFICE, WE DELIVER.

| SERVICES                                       | FEATURES   | BENEFITS   | SILVER                 | GOLD                   | PLATINUM               |
|--|--|--|------------------------|------------------------|------------------------|
| <b>Website Development and Design</b>          | Website designs that include Content Management Systems (CMS) and elegant designs that reflect the style and purpose of your business.   | Our design team gives your company website the look and feel that best reflects your products and/or services. We also provide total control of your content for adding, editing or deleting any page. Our designs also provide a platform for business blogging as part of your marketing strategy. |                        |                        |                        |
| <b>Search Engine Optimization (SEO)</b>        | Ongoing Search Engine Optimization (SEO) of your new and previously created content.   | Since every page of a well-designed website is searchable, proper SEO is critical because it helps the search engines better understand your content.  |                        |                        |                        |
| <b>Content Writing</b>                         | Our team of professional writers and editors are poised to write articles for your business.   | Search engines reward top page rank to the sites that have ongoing, fresh original content.  | 1 Article per week     | 3 Article per week     | 5 Article per week     |
| <b>Social Media Marketing</b>                  | As new content is created on your website, we push your articles out to your Facebook Fan Page, LinkedIn and Twitter accounts.   | We help increase your visibility on social media sites and among your friends and fans.  |                        |                        |                        |
| <b>Pay Per Click (PPC) Campaign Management</b> | We design and manage your Pay Per Click (PPC) marketing campaign to maximize your exposure for critical search keyword phrases.  | A well-designed PPC campaign can result in instant first page search engine presence that can generate relevant potential visitors to your website.  | Extra Optional Service | \$200 per month        | \$400 per month        |
| <b>Email Marketing</b>                         | Working from your email database, we design and distribute a weekly or monthly newsletter from the new content that is created on your website.                                  | Your clients and contacts get an attractive, email newsletter that provides useful information and serves as a reminder of your capabilities. It also serves to drive traffic to your website.   | Extra Optional Service | Extra Optional Service | Extra Optional Service |
| <b>Affiliate Marketing</b>                     | We place links and banner ads on affiliate websites that reward the affiliate with commissions on leads and sales from visitors that are driven to your site from the affiliate. | This can be a very effective marketing tool by increasing sales and also increasing page rank through the inbound links of the affiliate program.  | Extra Optional Service | Extra Optional Service | Extra Optional Service |
| <b>Link Building</b>                           | Our specialists manually search for relevant website blog articles and post unique comments and links to your website.   | As more links are created, they are discovered by the search engines. This in turn results in a gain in page rank for your website which makes your site more likely to show up on the first page of a search.   | 5 per month            | 10 per month           | 25 per month           |
| <b>Broken Link Checking</b>                    | On a regular basis, we review all of your links on your website to make sure that all internal and external links are working.   | Preventing broken links on your site will insure that your visitors are not discouraged by a browser error that interrupts their visit.  | Monthly                | Weekly                 | Daily                  |
| <b>Video and Podcast Marketing</b>             | You create a video and then we add titles, subtitles and transitions. The final product is distributed as a Podcast on the Internet.   | This is a very progressive approach to reaching out to potential clients via streaming videos to cell phones, iPads, mobile devices and desktop users too.   | Extra Optional Service | Extra Optional Service | Extra Optional Service |
| <b>Sitemap File Creation</b>                   | We analyze your website, create a sitemap and place the file in the root directory.  | The sitemap helps the search engines do a more intelligent indexing of your site. We include additional information about each page including when it was created and when it was last updated. This helps insure that every page, directory, category and image is found by the search engines.     | Monthly                | Weekly                 | Weekly                 |
| <b>Website Backup</b>                          | Since our website designs are structured as a database, we can email a compressed version of your website to you each week.  | In the case of a rare website failure, we can restore your site from the backup that we keep or from the file we send to you.  | Monthly                | Weekly                 | Weekly                 |
| <b>Hosting</b>                                 | All design and marketing services include website hosting.   | Our hosting is through GoDaddy because nobody does it better. As a Reseller of their premium hosting services, we can provide your business with fast, unlimited file and data throughput.   |                        |                        |                        |

## DEFINITIONS

### CONTENT MANAGEMENT SYSTEM

Content Management Systems (CMS) enables our clients to login and add, edit or delete content from their website without any technical assistance. This also gives them the ability to post blog content in the form of stories, ideas, definitions, clarification and opinions on their industry. That capability is what propels a website into the category of a resource site. And that is what helps Google and the other search engines justify a high page rank. Website CMS is critical to the marketing efforts of your business.

### SEARCH ENGINE OPTIMIZATION (SEO)

Search engine optimization (SEO) is the process of improving the visibility of a website or a web page in search engines to help attract the “natural” or un-paid “organic” search results. Effective SEO requires changes to the HTML source code meta tags of a website.

### SOCIAL MEDIA

A group of web-based applications like Facebook, LinkedIn and Twitter that allow the creation and exchange of user generated content from individuals and from businesses. This type of marketing allows for more personal interactions with existing and potential clients by pushing your blog content onto their social sites.

### ORGANIC SEARCH RESULTS

Organic search results are listings on search engine results pages that appear because of their relevance to the search terms, as opposed to the paid results that appear as Sponsored Links.

### PAY-PER-CLICK (PPC)

Pay-per-click (PPC) is an Internet marketing advertising model used on Google, Yahoo!, Bing and other search engine websites. PPC enables advertisers to gain top of first page position and they then charge for clicks that lead a visitor to your site. With PPC, advertisers bid on keyword phrases to gain placement on the first page, so proper campaign design is critical to creating a cost-effective solution by choosing keyword phrases that are most relevant at the best price.

### SITEMAP

A sitemap is a file that resides in the root directory of a website. It summarizes all of the available pages, directories, categories and images of a website. This file helps the search engines find all of the content of a website because most search engines look for it before beginning the crawl process.

### LINKS

A link or hyperlink is clickable text or an image that sends the user to another page. For example, a political map of Africa may have each country hyperlinked to an informational page about that country.

### BROKEN LINK

When a link does not properly redirect a visitor to a new page, it is considered broken. Quite often these links go undetected. Undetected broken links can degrade the user experience and must be avoided.

### ANALYTICS

Web analytics are tools for measuring website traffic for market research. Effective web analytics can help companies measure the results of marketing and advertising campaigns. They provide data on the number of visitors, where they are located, what search phrase they used to find you and what search engine they used to do their research. Our analytics also allow for comparisons between two time periods and much more.

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### BLOGGING

Posting content is also referred to as blogging. It is content that provides helpful information to the community of the business. This usually takes the form of definitions, opinions, solutions, stories and testimonials. Search engines reward websites with high page ranks when the site is perceived as a resource to its community.

### HOSTING

All websites are hosted. They exist on host computer servers throughout the world. And a common global web directory of every site helps any user get to any site simply by typing in the web address.