



www.vaughnstreet.com

This will help you understand Search Engine Optimization (SEO) and how we approach it.

OVERVIEW

An effective and ethical SEO project is a lot of work and consists of four parts with steady progress in the same forward direction. Although many people today are spammed with glowing promises to drive them to the top of google in 30 days, the reality is SEO is a long term business process with generally negative ROI in the first months. You look to build *long term* SEO success as you grow your presence on the internet.

MANAGING CLIENT EXPECTATIONS

This is more than half the battle of SEO. Like any solid business proposition there's no shortcut to profitability and a long term view and work ethic is essential. Avoiding questionable 'fast track' practices gives everyone peace of mind and avoids penalties (or worse) applied to sites that breach ethical guidelines. *The idea is to develop a site that is optimized for the user's experience and for search engine spiders.*

THE FOUR ELEMENTS TO AN EFFECTIVE AND ETHICAL SEO PROJECT

1. Keyword research & targeting (don't stuff too many keywords, what is THE key search term you want to rank for? Think supply & demand: we find what people are searching for and tailor to that).
2. Content development (client supplied or we can assist or create content). To have high SEO, you have to continually generate new, relevant content. Clients aren't always certain what content their audience or customers are searching and therefore clients sometimes write content that is irrelevant. We can help you discover the content you customers are searching and then develop and write specific, search friendly content so you can be found.
3. Web development itself (ongoing maintenance and improvements to internal linking and site structure, otherwise you become 'off the grid').
4. Building links from relevant quality sites (invites, PR, articles, social marketing, etc)

These (and other more advanced techniques) are time consuming and long term ongoing practices that build your ranking over time.

COST

We work closely with our clients on an hourly basis. Rates are \$50.00 per hour and to get started is usually *at least* an 80-100 hour project over a period of weeks, including client meetings, all phone calls, emails, and first level SEO services.

SEO only works if it is regularly kept up, so depending on the scope of the client's needs, ongoing hourly services are provided. Typically clients for whom we do ongoing SEO or web work are billed monthly.

TERMS

There is a \$2000.00 retainer to begin any SEO work. Call us at 800-365-8273 for assistance.