



INSTALOGIC

Logical Business Solutions™

Making technology an effective solution for your business.



Since 1999

SEO MARKETING PACKAGE



Web Solutions



Marketing Solutions



Branding Solutions



Printing Solutions



IT Solutions

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SEO SOLUTIONS

OBJECTIVE

Our goal is to help you **grow your business online**. We accomplish this by optimizing your site to obtain **targeted search engine traffic**. With more than 10 years of expertise, we have helped hundreds of businesses like yours improve their rankings via strategically selected keywords and phrases.

THE INSTALOGIC ADVANTAGE

Instalogic offers all-inclusive marketing packages to encompass all necessary aspects from start to finish. They are specifically designed to reduce your stress, increase the successes of products and services, and save you time and money.

Nothing is left out; Instalogic includes everything you need to help your customers successfully find your products and/or services online faster and easier.

OUR SEO METHODOLOGY

SEO is an ongoing cycle that needs constant modification to meet ever-changing customer and search engine behavior. This flexibility is a primary key in our SEO methodology.

Our SEO process begins by meeting with you to establish the goals you wish to reach with your site. We then perform a complete analysis of your site. Next, by implementing the “best practices” of our profession, we develop and implement a strategy to help you obtain your desired goals as quickly as possible.

We monitor keyword rankings, analytics and other key performance indicators to obtain critical information and adjust your optimization strategy as needed. This cycle serves as a constant conversion machine, ever open to revision and modification for the best possible results.



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PACKAGES

	1 STARTER	2 STANDARD	3 ADVANCED	4 ENTERPRISE
Site Optimization				
Keywords / Pages				
Core Keywords - Primary - Maximum Keyword Total	3	6	12	24
Total Keywords - Primary + Secondary + Tertiary	9	18	36	72
Pages Optimized - Existing - Implementation Included *	3	6	12	24
New Pages Created - Implementation Included *	-	2	6	12
Strategy				
Keyword Research and Discovery	★	★★	★★★	★★★★
Website SEO Integrity Check & Recommendations <small>Website analyzed against an 80-point integrity check.</small>	✓	✓	✓	✓
Setup / Tune Up				
Google Webmaster Tools & Account <small>Verification of proper implementation. Setup if needed.</small>				
Google Analytics <small>Verify code is active and properly implemented. Setup if needed.</small>	✓	✓	✓	✓

Link Building				
Foundational Links <small>One-way, core inbound links that are the basis for any successful backlink strategy</small>	★	★★	★★★	★★★★
Social Links <small>Links from various social media outlets and bookmarking sites</small>		★	★★	★★
Authority Links <small>Very powerful, high quality inbound links from authority sites</small>			★	★★



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Strategy and Analysis - Monthly				
Keyword Performance Tuning Ongoing review of keyword performance and adjustments where needed	✓	✓	✓	✓
Competition Performance Tracking Ongoing monitoring of competitors' performance and keyword positioning		✓	✓	✓
SEO Campaign Tuning Ongoing modifications based on analytics and other key performance indicators	✓	✓	✓	✓
Deliverables - Monthly				
Search Engine Position Report - Rankings Monthly report showing positioning changes in Google, Yahoo, and Bing	✓	✓	✓	✓
Campaign Status Report Monthly reporting of strategy and analysis with important recommendations	✓	✓	✓	✓
Support and Consultation				
Dedicated Account Manager Primary reporting & support contact. Phone/email during business hours	✓	✓	✓	✓
Search Engine Optimization Specialist Consultation Direct phone and email access to our SEO engineering team		1/2 Hour Per Month	1 Hour Per Month	2 Hours Per Month
Package Price *Prices based on month to month commitment	\$250/mo.	\$500/mo.	\$1,000/mo.	\$2,000/mo.

*Implementation of optimized content and adjustments included. FTP or content management system (CMS) access to website required for implementation. Optimized content and recommendations will be delivered to site owner and/or webmaster if access to website is not provided. Additional charges may apply for websites with non-standard HTML and/or content management system (CMS). Separate packages may be required for different geographical locations.

Do you need Link Building, Social Media, Local Marketing or Pay Per Click services?

We are a full-service SEO agency offering an array of cutting-edge solutions. Along with providing additional services to your package, we can create a custom-tailored package suited to your company's specific needs.



6 MONTH CAMPAIGN TIMELINE

Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Site Optimization and Setup					
Client Interview					
Keyword Research	Additional Research and Adjustments as Necessary.				
Site Integrity	Continue to Monitor Website Integrity and Adjust as Needed.				
Optimize Existing Pages	Review and Make Optimization Adjustments as Necessary.				
Create New Pages	Make Optimization Adjustments as Necessary - <i>new pages only available with Advanced, Premium, and Elite Packages.</i>				
Google Account					
Google Analytics					
Webmaster Tools					
Link Building					
	Link Building				
Monthly Strategy and Analysis					
	SEO Campaign Tuning - <i>ongoing modifications based on Analytics and other key performance indicators.</i>				
	Review Google Webmaster Tools				
	Continuing Competitive Analysis - <i>monitoring of competitors' performance and keyword positioning.</i>				
	Keyword Performance Analysis and Tuning - <i>continuous review of keyword performance.</i>				
Monthly Deliverables					
Baseline Rank Report	Search Engine Ranking Report - <i>monthly report showing positioning changes in Google, Yahoo, and Bing.</i>				
	SEO Campaign Health Report - <i>monthly strategy/analysis report; includes findings and important recommendations.</i>				
Monthly Support					
Dedicated Account Manager - <i>primary support contact, available by phone or email 5 days a week</i>					
Monthly Direct SEO Specialist Phone/Email Consultation - <i>available for Standard, Advanced, and Enterprise Packages only.</i>					



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SITE OPTIMIZATION (ON PAGE OPTIMIZATION)

On page optimization includes all optimization done internally on your new or current website. Instalogic will optimize the website and ensure it is focused on the correct keywords and built for correct indexing in the search engines. While this is a crucial part of search engine optimization, on page optimization does not increase traffic or position.

Page Optimization: Page optimization involves complete keyword, title, and site description meta tag optimization for each page on your site to make certain your code conforms to current search engine standards. Other services we will perform include load time optimization, code validation, keyword density, and more.

Website Design or Redesign: If needed, we will revise your home page to focus heavily on the call-to-actions. Instalogic will optimize the inner pages as well, to focus on their individual key phrases. Both will ensure better conversion rates and clarity of the purpose behind the website.

Content Pages: To produce a content-rich site, we can insert additional pages with related content. Each page will focus on a certain key phrase. They can offer useful tips, help, or information to readers online. Content pages can be articles from other sources, or self-written. If needed, we offer the service of writing the content for you. Along with the focus of each key phrase, the ultimate goal behind these pages is to gain inbound links from other sites and the website in general.

Forums: Forums are discussion-driven pages on the site where users can read and comment on specific topics. Forums are a good way to increase user retention and site relevancy.

Blogs (Online Journal): Blogging is the current trend for the owner of the site to add comments, opinions, etc. to related topics. Blogs increase the number of pages on your site as well as increase retention and overall number of hits.

News Feeds: Links to articles and other information on your site add an information-rich portal for users to access. News feeds and other methods such as forums provide free information to users which in turn increase hits, links, and retention.



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TRAFFIC AND POSITION BUILDING (OFF PAGE OPTIMIZATION)

Off page optimization involves all optimization done externally for your website. In other words, we work with other websites, search engines, and other channels to boost traffic to your site.

Research: We will research your market and competition. This includes which key phrases are the most relevant to your products or services and are being most often used by consumers in the search engines. We research the amount of competition which in turn helps to determine the cost to compete for top placement.

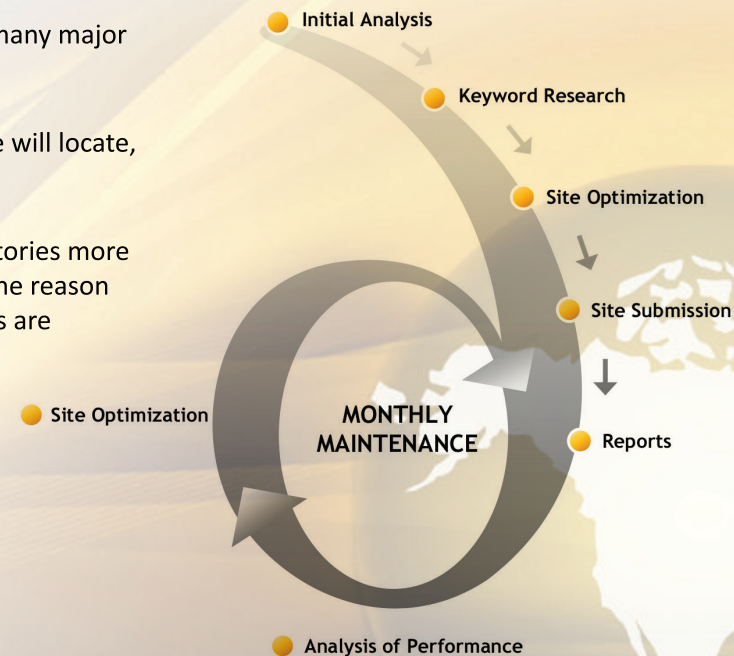
Reporting: Quarterly or monthly keyword ranking reports are broken down by individual search engine. Included is a report of your site's link importance and traffic importance—two very important scores given by search engines.

Automated Submissions: We perform carefully timed submissions to many major search engines (Google, Bing, Yahoo, Ask Jeeves, Infospace, etc.).

Manual Submissions: Many submissions have to be done manually. We will locate, submit, and track the status of each submission.

Directory Submissions: Search engines tend to give sites listed in directories more importance because each listing is reviewed by an actual person. This is one reason why some directories charge a yearly fee for a listing (ex. Yahoo!). The fees are included in the cost of the search engine optimization. If you plan to do a monthly retainer, your site will be manually submitted to a certain number of directories each month.

Inbound Link Building: The science behind this is simple: the more relevant and valid links you have to your site, the higher the rank on the search engine. We focus heavily on getting your site linked from other relevant sites.





Reciprocal Link Building: Cross-linking websites is an effective way to gain search engine ranking. Thus, reciprocal link partners and directories help to gain your link numbers. Each reciprocal link requires an email or form submission and a code placement on the website. Sometimes the code must be placed on the home page. We will consult you prior to placing any outbound link on the home page.



Reciprocal Link Directory: An automated directory system can be installed on your site that will manage reciprocal links. You will be able to approve outbound links and batch send inbound link requests. The directory is category-based and unlimited to the number of links serviced. We recommend adding only related outbound links to your site.

Pre Sell Pages: A pre sell page is a content-rich page with a call-to-action or link to your site. Pre sell pages are placed on other content-related sites and have the purpose of advertising your product or site.

Monitoring and Analysis

- :: Google Analytics and Webmaster Tools setup
- :: Monthly reports on work done
- :: Monthly reports on ranking



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ONLINE ADVERTISING

Online advertising will increase exposure and clicks to your site. Obviously, the more clicks to the site, the more leads generated.



Media Buys: Media buys are space you purchase on other sites to place banners, etc. The conversion rate is lower than other advertising, but it also gives the site exposure on targeted websites.

Adword Campaigns: Adword campaigns target searched key phrases specific to your services. We will setup a budget for each campaign and the targeted key phrases. Included is useful campaign tracking of leads or purchases to each landing page.

Lead Generation Pages: Lead generation pages have key phrase specific content and the call to action(s). The user follows the steps of the call-to-action, thus converting to a purchase or a lead. This is done by the user filling out the form present on the page. Usually,

lead generation pages are independent of the site and contain no outbound links.

Press Releases: Press releases will be distributed through thousands of sites through news feeds, news inclusions, paid search engine inclusion, and more.

SEARCH ENGINE MARKETING CONSULTING

We offer hourly or retainer rates on search engine consulting, e-marketing, or traditional marketing. We can come on-site to your place of business or set up phone-call sessions. We are eager to share the knowledge and expertise we have obtained over the years.

“Google only loves you when everyone else loves you first” – Wendy Piersall.



CUSTOM A LA CARTE PRICING

The custom package pricing is based on the current standing of your site, competition, key phrases and so on. It can be reduced or increased depending on your budget. Increasing your retainer allows us to perform more services each month, thus speeding up the process and allowing more key phrases, pay-per-clicks, links, etc. per month. These services can also be purchased a la carte.

Site Optimization and Setup	
Service	Price
Custom SEO Package Setup	To Be Discussed
On Page Optimization and Development	
Off Page Building	
Online Advertising Setup	
Search Engine Marketing Consulting	
Research and Reporting	
Custom SEO Package Retainer	To Be Discussed
On Page Additions and Revisions	
Off Page Building	
Online Advertising Maintenance	
Search Engine Marketing Consulting	
Research and Reporting	

“Trust is the number one SEO factor. Earn trust from your visitors by providing great content and search engines will follow suit. Keep a long term focus, tricks and shortcuts are not the way to earn trust” – Matt McGee.



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Standard Pricing	
Service	Price
On Page Optimization	
Page Optimization	\$75/hr
Web Design or Redesign	\$75/hr
Content Pages	\$75/hr
Blogs	\$299
News Feeds	\$299
Content Writing	\$65/hr
Off Page Optimization	
Research	\$75/hr
Reporting	\$99/ea
Automated Submissions	\$199
Directory Submissions	\$500/15 yr (Yahoo! add \$299)
Inbound Link Building	\$10/link
Reciprocal Link Building	\$8/link
Reciprocal Link Directory	\$299
Press Releases	\$75/hr
Pre Sell Pages	\$25-250/mo
Online Advertising	
Adword Campaign Management	10%/mo of budget
Adword Campaign Charges per Click	Varies
Lead Generation Pages	\$130/setup then \$30/ea
Search Engine Marketing Consulting	
Hands-On Consulting Sessions	\$75/hr
Phone Call Sessions	\$65/hr

All pricing is subject to change based on your competition and development costs.

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WEB MARKETING

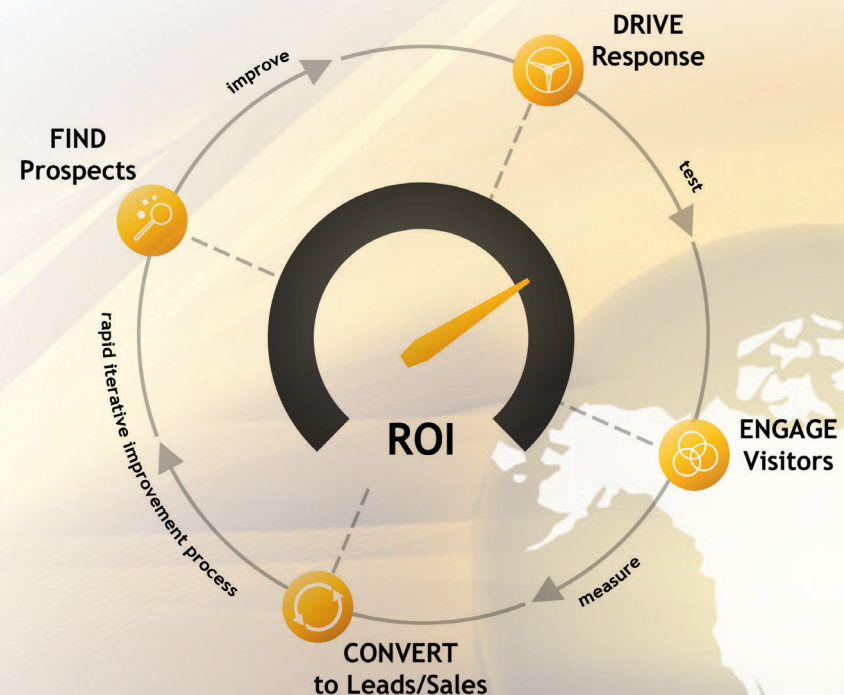
Instalogic understands that keeping in pace with online marketing trends has never been more important.

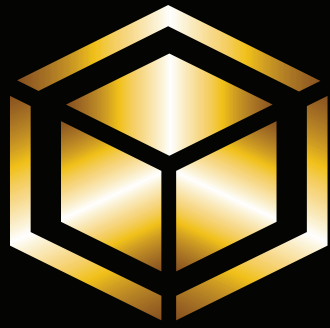
Web marketing is the fastest growing segment of marketing in the world that is available to your business. Web marketing is also referred to as eMarketing, online marketing and internet marketing. Marketing products and/or services over the internet has become the most effective way of promoting your business. Web marketing benefits from being able to blend technical and design aspects of web promotion together seamlessly. This enables our clients to have control over design, brand development, advertising and tracking sales.

Web Marketing Advantages: Web marketing allows you to showcase your services and/or products to an unlimited number of prospective customers. Internet marketing is a cheap, reliable, quick, and highly effective marketing medium. One of the most fundamental benefits of web marketing is the client's ability to measure visitor statistics quickly and easily. This enables our clients to modify various aspects of their campaign immediately based on the data collected. Instalogic can determine which part of your marketing campaign provided the most value to your business.

WHY USE US?

- :: Organic Marketing Practices
- :: Dedicated Web Marketing Staff
- :: Track Record and Backup Support
- :: Competitive Pricing
- :: Creative Input & Alliance Building





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