

Search Engine Optimization

Unlock Your Website's Full Potential with Our Expert SEO Services

Looking to improve your online visibility, drive targeted traffic, and boost search engine rankings? Our comprehensive SEO services offer a complimentary website audit and analysis to identify critical issues such as broken links, slow loading times, and on-page optimization. Once you sign up, our experienced team will develop a customized, strategic plan focusing on your unique business goals and target audience, enhancing your domain authority and trust flow scores to improve rankings. Our ongoing, multifaceted approach ensures continuous improvement and lasting success.

Our Basic SEO Package Includes

KEYWORD RESEARCH AND ANALYSIS

- Find relevant keywords and phrases that potential customers are searching for.
- Analyze competitors to identify keyword opportunities. (SpyFu)
- Assign target keywords to specific pages on the website.

TECHNICAL SEO

- Have a plan of improving page loading times during the life of the contract.
- Ensure the website is fully responsive and performs well on mobile devices. (Mobile Optimization)
- Create and optimize XML sitemaps and robots.txt files for better crawling and indexing. Implement structured data to enhance search engine understanding of the content.

LOCAL SEO

- Set up and optimize the Google My Business profile.
- Ensure NAP (Name, Address, Phone number) is consistent across local directories.
- Target local keywords and creating location-specific content.

ON PAGE SEO

- Enhancing website content for targeted keywords, improving readability, and ensuring it provides value to users.
- Develop plan to go through each page during the life of the contract.
- Write or update meta titles and descriptions to improve clickthrough rates.
- Structuring content with appropriate H1, H2, and H3 tags.
- Add alt text to images and optimizing file sizes for faster loading times.
- Creating a logical internal linking structure to improve navigation and distribute link equity.



LINK BUILDING

- Build high-quality backlinks from reputable websites monthly.
- OR Write guest posts for other blogs to gain backlinks.
- OR Leverage social media platforms to boost content visibility and attract backlinks

ONGOING SEO MAINTENANCE

- Stay updated with search engine algorithm changes and adjust strategies accordingly.
- Identify and fix any SEO issues that may arise, such as drops in rankings or traffic.

Monthly Website Maintenance Add-On Price:

- \$300 per month
- **Includes up to 3 hours per month of website work which can include:**
 - Content updates (client must provide content).
 - Plugin updates.
 - Site audit for overall health of the site.
 - Images and asset updates.
 - Additional website work outside of the three hours will be billed at \$125 per hour and must be pre-approved by the client with an additional signed IO.
 - Seamlessly integrate additional services such as logo design, copywriting, photography, or a brand guide with your website build.

Our SEO contracts have a minimum duration of 6 months, ensuring sufficient time for effective implementation and measurable results.

Ready to evolve your brand? **Let's Work Together.**

hometownmediaservices.com

CONTENT CREATION

- Write and publish 1 SEO-friendly blog post per month.
- OR Refresh and update existing content to keep it relevant and valuable.
- OR optimize a page targeting additional keywords or services.

MONTHLY REPORTING AND ANALYTICS

- Provide detailed reports on keyword rankings, organic traffic, conversions, and other key metrics.
- Track website performance using Google Analytics and making data-driven decisions.
- Scheduling monthly meetings with Account Managers to discuss progress, insights, and strategies for the upcoming month.

Comprehensive SEO Package:

- Total price is \$1,800 per month (includes local SEO).
- This all-encompassing solution is designed to improve your website's performance utilizing a wide range of techniques and strategies.
- *Local SEO only is \$500 per month*

