HIGGINS MARKETING GROUP

www.higginsmarketinggroup.com

SEARCH ENGINE OPTIMIZATION (SEO)

Search Engine Optimization is the process of helping the engines "see" that YOUR online content is highly relevant and important for the keywords your prospects type in that little box! Why is search engine optimization important? Here's why:

If you're not on the first page of the search results, 70% of your potential buyers won't even know you exist!

HMG'S APPROACH TO SEO:

1

HMG believes SEO is a natural extension of other high quality messaging. The keywords chosen, the frequency in which they are used, the inbound links you seek to establish – they all should naturally flow from your unique selling proposition and well written sales copy. More and more, search engines are rewarding businesses for this focus on high quality SEO, rather than focusing on "tactics" in order to rank higher.

2

There are two broad elements of SEO: On-page optimizations include things like keyword research and selection, url structure, title tags, meta description tags, page content, use of site maps and robot.txt files. Off-page optimization includes things like blogging, directory submissions, and link building from other high-quality and relevant sites. HMG handles all aspects of on-page search engine optimization and helps you to establish your off-page optimization strategy.

FEE

Fees will vary based on the number of keywords targeted and the size of your website, but a typical range is $4,500 – $6,500. This fee INCLUDES the needed changes to your site's sales copy related to SEO.

Once the initial investment has been made, ongoing (mostly off-page) optimization is available through HMG's partner, SEO Advantage. We can arrange for a customized quote based on your specific needs.

Ready to Learn More? info@higginsmarketinggroup.com 407.680.3735