



**Netfolie**

Affordable  
SEO Packages





## Affordable SEO Packages

For Small & Medium Businesses

We understand that when you are just starting out in business or even when you have been established for some time, it can be difficult to set aside a portion of your budget for SEO services. That is precisely why we have developed affordable SEO services and monthly packages for both small and medium sized businesses.

### Limited Period “% OFF” on Regular & Premium Packages

(if paid in advance – minimum %& months)

No matter where you are, no matter how big or small your company is, we provide the best services with economical SEO packages to suit your budget and business needs. Our high-end SEO tools and premium services make it possible for you to achieve top rankings on Google, Yahoo and Bing.

Services	Basic	Regular	Premium
Time Period (minimum)	6 Months	6 Months	8 Months
1st Month Fee	\$550	\$900	\$1,500
Monthly Fee (Afterwards)	\$450	\$750	\$1,200
<b>Site-wide Optimization</b>			
Initial Website Review/Rank Check	✓	✓	✓
Detailed SEO Strategy Plan	✓	✓	✓
Keyword Research & Analysis	✓	✓	✓
Competitive Analysis	✓	✓	✓
Optimization for Google, Bing, Yahoo	✓	✓	✓
HTML Sitemap Creation	✓	✓	✓
XML Sitemap Creation / Submission	✓	✓	✓
Robots.txt file Optimization	✓	✓	✓
W3C HTML Code validation for Homepage	✗	✓	✓
<b>On-page Optimization</b>			
Meta Tags & Page Headers	✓	✓	✓
Directory, URL, Navigation	✓	✓	✓
Image Optimization	✓	✓	✓
Anchor Tag Optimization	✓	✓	✓
Content Optimization Suggestions	✓	✓	✓
Suggestions for New Pages	✓	✗	✓
Link Bait Suggestions	✗	✗	✓
<b>Off-page Optimization</b>			
Search Engine Submission	✓	✓	✓
Directory Submission	FREE Dir	Paid Dir	Paid Dir
Link Building	✓	✓	✓
“No Follow” Link Check	✓	✓	✓
Social Media Optimization	✗	✓	✓
<b>Additional Technical Setup</b>			
Google Analytics Setup	✗	✓	✓
Google Webmaster Tools Setup	✗	✓	✓
Yahoo Site Explorer Setup	✗	✓	✓
Word Press Blog Setup Help	✗	✓	✓
<b>Analysis and Reporting</b>			
Monthly Activity / Keyword Rankings	once	once	twice
Google Analytics Reports	✗	✓	✓
<b>Personalized Attention</b>			
Online Marketing suggestions	✓	✓	✓
Website Usability recommendation	✗	✓	✓
Email Support	✓	✓	✓
Phone Support	✗	✗	✓



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## Search Engine Optimization – SEO Services

Looking for higher rankings and more traffic?

**We can help your website!**

Having a website is not sufficient unless you have enough visitors to make your business succeed on the internet. If prospective customers can not find your website in search results, there is little hope that your website would be able to make any real impact on your business. Google, Yahoo and Bing generate over 90% traffic on the internet. Therefore, it is important that your website could manage top rankings on the search results.

Our Search engine optimization (SEO) services will help you get higher rankings and improve the quality and volume of traffic (free organic traffic) to your website. More traffic, if targeted wisely, translates into more customers and more money for your business. Customized and Affordable SEO Services: Our search engine optimization services are customized to meet your goals and objectives and bring more customers to your doorsteps. With ethical and proven SEO techniques, we will optimize your website to gain higher search engine rankings and dominate your market niche. Get a Free Search Engine Optimization Proposal now!

## What are the Benefits of Search Engine Optimization?

Search engine optimization helps you

- Get higher rankings
- Get free targeted traffic
- Improve sales and leads
- Reach new markets, expand market reach and target global customers
- Dominate your markets and beat tough competitors
- Reduce marketing and advertising costs, including pay per click (PPC) expenses

Studies have shown that the natural search results that appear on the search engine results pages (SERP), are clicked more often and valued higher than the sponsored pay per click (PPC) search advertisements, appearing besides the organic listings. The organic results have higher possibilities of conversions if landing pages are relevant and optimized well.

We will help you get natural placements and reduce your expenses on paid advertisements. We will ensure that your web pages could easily be found by search engine robots, and that they have right meta tags in place.

## Affordable SEO Services

We provide effective search engine marketing & optimization services at very economical prices to improve clients' websites, improve their search rankings, and generate free organic traffic.

Our affordable prices help small and medium businesses compete with stronger competitors economically on the Internet.



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## Power of Internet Marketing

Internet has revolutionized our lives and our businesses. It has helped millions of small, medium and home-based businesses start, grow and expand their markets all over the world, with the help of websites. Websites are one of the most cost-effective marketing media to reach local and global customers and do business with them. Most websites on the Internet today are not optimized for search engines. The result – just few websites manage top rankings consistently.

As a business owner with a marketing website, your top priority should be to ensure that your website is made using the latest web standards, to gain higher search rankings and become more productive. Come to us, we will help you improve your website for better profitability.

## Keyword Research

Getting the right keywords which could translate into more business is the most important step of keyword research & analysis. Depending upon your website and your business, we will expand your keyword list to find the competition and traffic volumes. Identifying less competitive but high traffic keywords would mean that; more visitors could translate into successful sales. Often times, our keyword research analysis leads us to unique keywords with low-traffic but very high conversion potentials. These low-hanging fruits, which your competitors might have ignored, could turn into your golden pots for continuing sales. Learn how we can improve your rankings and profitability!

## Competitive Analysis

Analyzing your competition and their market share is important for keyword analysis as well as website optimization process. The insights we gain can be of tremendous help in improving our sites. Sometimes we learn about new companies and industries to target our products, while other times we learn about competitors we never knew before. We will analyze the websites of your top competitors to find their strengths and weaknesses, and use that information to improve your website.

## Better Website Structure, Design and Usability

Most of the times, websites are designed, produced and managed by different hands with varying degrees of skills and knowledge. Attractive designs take precedence over usability and search engine friendliness. Visitors struggle to find the right content and links. Internal navigational structure and content organization is not done properly. While this creates problems for your visitors in finding the right content, it also creates road-blocks for search engines to find and index your pages.

We will help you organize your website better so that it could be found and browsed easily. We cover some of these issues which affect your search engine optimization, and would be happy to further assist you regarding the usability and information architecture for your website.

## Local Search Optimization

Local search is gaining importance on the Internet. People's reliance on traditional Yellow Pages has already decreased. Search engine algorithms are trying to return more local businesses that relate to your query. It is important now that you have your website optimized for local search results as well. Having your website listed on Google Maps is one such step amongst several others. If you serve local customers and businesses, local search optimization should be considered your first and foremost priority.

## Social Media Optimization (SMO)

Social media has emerged as the most important online marketing channel to build your network, establish your brand, and drive targeted traffic. To establish dedicated followings, social media demands significant devotion of time and efforts. There are several social networking websites like Facebook, Twitter, MySpace, LinkedIn, YouTube, and hundreds others on the Internet. You must evaluate your resources and target sites which can improve your standings and bring traffic.

Optimizing social media also helps in improving the overall rankings of your website. We will help you analyze the right media and devise a strategy which will be effective in the long run.

## Website Analytics

Like humans, no website is perfect. It evolves over time. Some in good direction, others not so. Web analytics is a process which helps in improving a website through continuous monitoring and analysis of traffic data. This is one of the most important aspects most companies do not realize or capitalize.

When we work for you, the first thing we do is to study what your visitors are doing on your website. By understanding their behavior we learn not only the strong and weak areas of your website, but also important keywords your visitors are using to come to your website. If your website is new or you have not set up any analytics account yet, we will set up your Google Analytics account to monitor the progress and success rate of your website. The data can help make suitable improvements to the website for better performance.

## Link Building

Having high ranking websites linking to yours, establishes your website as an authority in its field. The link authority you generate improves your Google PageRank and search rankings for the desired keywords. We will use several proven and ethical techniques to acquire good quality one-way and two-way links for your website.

## Content Development

Content is king when it comes to search engine rankings. Search engines love fresh original content. There are several methods to get new content even if you do not have professional writers in your organization. We will help you develop a strategy to input new content on your website.

You have to provide good quality content. Content attracts prospects, holds their attention, engages them in conversation and then converts them into customers by building their trust in your ability to deliver. – Blogging for Business, Chris Garrett

## Blog & Forum Marketing

Once a website is complete it allows very little scope to add more content. Blogs and forums are the two recommended places to generate valuable content that remains fresh and updated regularly. While we will devise the right blog marketing strategy for you, we will also help you in getting user-generated content via forums.

## Public Relations & Press Release Optimization

Press releases are very important to introduce new products and services. By submitting timely releases you can ensure that your products get maximum exposure and your company is regarded as a trusted organization in its field of work, improving your public image. We will identify the best online media that can get your messages across and get picked up by the mainstream mass media.

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