



mellon & co.

### **Initial Search Engine Optimization Consultation**

This is for those who have an existing website, but are looking for a boost in the search engines. What's included:

- Initial report of your web site's ranking in the most popular search engines (Google, Yahoo, MSN, Ask)
- Initial assessment and enhancement of your web site's keywords, page titles and descriptions in the html code (metatags)
- Development of search engine strategy, including research of relevant keyword phrases, recommendations for copywriting enhancements and pay-per-click campaigns
- Initial SEO consultation starts at \$350.00 and depends on the size of your website

### **SEO Management Package**

Organic search engine optimization is not a magical process. Your site's rankings, metatags and copywriting need to be consistently assessed and enhanced to provide long-term search engine success. Mellon & Co. offers the management package below to help maintain and continuously improve your rankings.

- Monthly test searching on the popular search engines to establish where you are at and progress made
- Monthly updates / enhancements to keywords, page titles and descriptions in your site's html code to help improve search engine ranking
- Quarterly reports of search engine ranking on the most popular search engines (Google, Yahoo, MSN, Ask)
- Quarterly recommendations for improving copywriting for best alignment with the SEO enhanced code
- Quarterly recommendations for possible pay-per-click campaigns
- SEO management packages start at \$600.00 for a yearly package and depend on the size of your site