

Search Engine Optimization (SEO) Services



Anderson Interactive (AI) employs a holistic approach to SEO services, seamlessly complementing the public relations, marketing and social media initiatives already in place. We deliver data-driven results for both new and current clients who are ready to invest in their website's visibility, traffic and lead volume.

And, because we customize all three levels of our SEO service offerings – from foundational to advanced – we can deliver a package that is perfectly suited for the goals and existing promotional efforts of each individual client.

Goals and Strategic Planning

- Identify SEO goals – brand awareness, search visibility, conversions
- Develop strategy and tactical mix to successfully match goals and client



Keyword Ranking, Research and Analysis

- Determine target keywords
- Map appropriate keywords to website pages



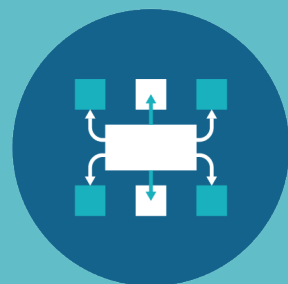
Content Strategy

- Audit and optimize keywords within existing site content
- Write and highlight evergreen articles
- Write and highlight blog posts



Promotional Integration

- Synchronize SEO program with existing PR, marketing and social media efforts
- Continually evaluate promotional messaging, opportunities, challenges and schedules for alignment



On-Page Ranking Factors

- Evaluate website across all areas of technical SEO such as title tags, meta data, headers, URLs, etc.
- Improve crawlability, accessibility and indexability
- Update site architecture and improve performance



Off-Page Ranking Factors

- Discover new backlink outreach opportunities
- Improve Domain Authority performance



Localization

- Optimize your website for local and regional listings
- Enhance site for geotargeted searches



Competitive Analysis

- Conduct organic SEO and paid advertising analysis
- Perform keyword overview and identify gaps
- Compare backlink volume and identify gaps
- Conduct position tracking



Reporting and Refinement

- Share visual monthly or quarterly campaign reports
- Perform ongoing modifications based on data-driven analysis



Paid Search*

- Keyword research and analysis for paid campaigns
- Build optimized ad copy and campaign landing pages
- Search engine retargeting
- Evaluate and manage program for maximum ROI



Monthly SEO Packages

	SEO Basic \$2,000/month	SEO Essential \$5,000/month	SEO Platinum \$8,000/month
Initial baseline and annual website audits	✓	✓	✓
Hours of SEO work each month based on client goals	5	10	20
Articles/blog posts written and published on client website per month – content will be focused on SEO keywords and goals	—	2	4
Weekly management of a Google Ads campaign*	—	✓	✓
Evaluation and integration with existing promotional program	—	✓	✓
Monthly SEO reporting on activity	—	✓	✓

*Fee does not include ad spend, which is an additional fee paid to Google. AI will recommend ad spend based on client goals and budget. AI will also recommend adjustments as necessary throughout the year.