## ML2 Solutions

## Overview

Want to show up in Google search engine results?  Search Engine Optimization (SEO) is techniques to help a website be displayed when people search for a business, industry, products or services.

## Description

Search Engine Optimization (SEO) improves a website to better match how search engines understand information.  These improvements also make a website more organized and focused on things people are searching for.  SEO helps a website get more visibility when potential customers are searching for products or services.

The SEO project will audit a current website to look for areas to improve.  The project will also research keywords to target for optimization.  After the research, a list of website improvement recommendations will be created showing technical ways to make the website easier to be understood by the search engines.  A Google My Business account will be created to help with local SEO.  A weekly report of SEO values will be provided to track SEO results.

## Benefits

- Be displayed in search engine results
- Make a website easier to be understood by the search engines
- Learn what keywords and phrases are important
- Remove any website SEO errors

## Scope of Work and Costs

- $1,000 (one-time)
    - Perform website SEO audit
    - Keyword research
    - SEO website improvement recommendations
    - Create Google My Business account, if appropriate
- $250 - monthly charges
    - Weekly reports
    - Rank tracking

## Premium Upgrades

- Develop SEO strategy
- Local SEO
    - Local citations
- Content marketing strategy
- Content creation
    - Website pages
    - Blog
- Link building