



About PM Consulting SEO Services Introduction: PM Consulting is pleased to submit a Search Engine Optimization (SEO) Program proposal for **Royal Productions**.

This Proposal describes the services and schedule for the SEO Project.

Our SEO methods have been proven to make your website appear on the very first page of a search engine's listings for relevant keywords. As a top tier SEO company, we make the necessary changes on-page and off-page in order to achieve top rankings in all major search engines and local listings.

Our team at PM Consulting is a group of highly skilled search engine optimization professionals that work with a multitude of different clients in various industries. We stay ahead of the trends so that our clients receive optimal results. There is no greater sense of accomplishment than seeing our clients dominate their competition online.

There are many facets to SEO, since there are many components to building a stronger on-line presence that allows potential visitors to easily find your website. The primary focus of SEO is to improve page ranking so your website appears early in search results when users type in certain words, terms, or phrases into a search engine (like Google). Achieving this goal requires several separate, but related activities.

This proposal covers a comprehensive SEO program. Some clients may choose to perform some aspects of the program in-house. However, lack of performance in just one area of the program can lead to poor SEO results. Allowing us to manage all phases of the SEO program ensures professional efforts and positive results.

Our approach to improving SEO is also a process that takes place over time involving proven practices as well as some trial and effort (since the SEO landscape is constantly changing). Simply redesigning the web pages and reworking some content does not guarantee results. That is just the foundation. Truly building SEO power takes an on-going effort over the course of months.

Services & Technology: The following services will be provided as part of the SEO program:

PM Consulting will assign a SEO project manager to oversee the program and serve as a single point for program communication. The project team may also consist of additional SEO specialists, web designers, content providers, and other staff members who will contribute as the program's requirement dictate.

We will manage and update your Google Local Listing to create social signals for Google.

We will develop Power Site Backlinks as necessary according to your agreement. Power Site Backlinks are a way of driving power and authority to your website from another website that search engines already recognize as authoritative. The more the better!

Our Team will routinely add fresh content to the website in order to increase Google's crawl rate and ranking of the website. In addition, we will continually tweak current content as needed to better fit the ever-changing search engine algorithms.

Our team will routinely check citations to confirm they are live and error free. This will ensure the best possible ranking for local listings.

We will provide a Directory Listing strategy using highly specific niche directories and targeted anchor text to increase power and authority to specific pages and overall rankings.

We will create keyword specific YouTube videos to promote your services. The intention of this is to outrank your competitors as much as possible and dominate page 1 of search results.

We will schedule Monthly meetings to evaluate progress, discuss concerns and make sure everyone is on the same page.

Concentrate our efforts initially on agreed upon terms and areas. Once we have a baseline of ROI, we can assess what location to attack next and what the additional location fee will cost.

SEO Objectives:

Increase organic website traffic and keyword rankings Target service specific Clients online in designated area Increase brand awareness Dominate local listings and keyword searches at a local level. Take over page 1!

Unique Selling Points:

SEO best practices utilized Content-driven SEO, SEO techniques utilizing social media, Power Site Backlinks, and more Performance visibility.

Dedicated staff **SEO Deliverables:** All SEO campaigns include baseline metrics and custom keyword strategy based on client goals. The following techniques are an example of on-site and off-site techniques that may be used to achieve optimal SEO results:

On-site optimization of metadata, installation of analytics and web tools. Recommendations for on-site content optimization Power Site Backlinks Directory Listing submissions.

Social signals

Video SEO We optimize with industry best practices to increase the campaigns' overall performance.

Reporting:

Keyword rankings Website traffic report