



**Get more qualified traffic from Search Engines & improve your visibility!**

- Higher search engine rankings
- More web site traffic
- Better brand reputation

**Take advantage of proven cost-effective SEO packages to gain more quality traffic from the major Search Engines**

**WSI Essential SEO Packages are the first step in your Digital Marketing Plan. All 3 packages are designed to improve your traffic, generate more leads and cut your advertising costs.**

**Integrated SEO Planning & Development**

Put WSI's exclusive analysis tools to work for you. Beat your competition with our professional and tested SEO program with up-to-date social media integration, solid content platforms and expert service.

**Advanced SEO Program Management**

Create engagement, interest and more business. Better content means better SEO results and WSI Essential SEO delivers ongoing content publishing and link-building programs to create engagement, interest and more business.

**Meaningful Reporting**

Be in the know. Track the progress of your WSI Essential SEO program with detailed, yet easy to understand, dashboard-style reporting that delivers critical management information.



SEO Strategy & Setup	Espresso	Bold	Robust
Research & Optimize Keywords	10	25	50
Setup Google Analytics	✓	✓	✓
Setup Webmaster Tools	✓	✓	✓
Setup & Optimize Google Places Account	✗	✓	✓
Submit Site to Local Business Directories	✗	✓	✓
Optimize Site Details (links,tags, headings, etc.)	✓	✓	✓
Ensure Submission to All Major Search Engines	✓	✓	✓
Develop & Submit Sitemap	✓	✓	✓
Integrate Social Media Sharing Onsite	✗	✓	✓
Review & Audit SEO - Multi-Point Checklist	✗	✓	✓
Plan Detailed SEO Strategy	✗	✗	✓
Create & Optimize Blog	✗	✗	1

Ongoing SEO Management	Espresso	Bold	Robust
Directory Submissions	100	200	300
Social Bookmark Development	80	150	250
Relevant Blog Commenting - "Do Follow" Blogs	✗	10	20
Article with SEO-Relevant Content Development	✗	1	2
Write, Syndicate & Submit Articles	✗	5	10
Guaranteed One-Way Back Links	50	100	200
Blog Posts	✗	✗	2
RSS feed Syndication	✗	✗	30
Update Offers in Google Places	✗	✗	✓
Create & Optimize SEO Landing Pages	✗	1	2

Reports & Analysis	Espresso	Bold	Robust
Monthly Keyword Ranking Report	✓	✓	✓
Monthly Standard Analytics Report	✓	✓	✓
Detailed SEO Dashboard Report	✗	✓	✓
Dedicated SEO Manager	✗	✗	✓
Monthly SEO Progress Review	✗	✗	✓
<b>Setup</b>	<b>\$450</b>	<b>\$550</b>	<b>\$750</b>
<b>Monthly</b>	<b>\$375</b>	<b>\$575</b>	<b>\$975</b>

\*All prices in CAD\$ plus applicable taxes.

