



On-Page SEO (One Time Fee)

What is On-Page SEO?

On-Page SEO is the science of optimizing the elements within a website to ensure it is friendlier to the search engines. These techniques includes the optimization of content, images, title tags, Meta Descriptions URL structure, internal linking and a host of other items. In many instances on page SEO can make a huge difference in search engine rankings for a website while in other cases Off-page SEO efforts are also needed. It's never a good idea to do off page without doing on page seo because the website's content must be ne in synch with the off page SEO efforts.

Without On page SEO social signals, linking and other off page efforts are less effective at best. In it's simplist definition On Page Optimization is what can be done on the pages of a website in order to make it more search engine friendly to achieve good search engine ranking for targeted keywords.

Full On Page SEO Service (Entire Site)

Site Structural Analysis - Website architecture is very important in overall SEO. Websites that are poorly developed and/or do not properly use Cascading Style Sheets (CSS) can harm the ability for search engines to crawl a website. The more resources a search engine has to crawl a website, the less likely they will come back on a regular basis to re-index a website. Recommendations will be made in these areas.

Initial Content Analysis for the market focus, relevancy, and Duplicate Content

Search engines attempt to determine the overall market focus of a page and website in order to help decide in which area to rank the pages of the site. In order to get a page ranking, the content needs to be relevant to the desired keyword term and must be unique. When the search engines come across duplicate content, they will initially penalize or give no weight to the duplicate instances and there is no guarantee as to which instance of the content will be considered the primary, or first instance. Therefore we analyze their website for such duplicate and relevant content.

Meta Data Length and Relevancy Analysis - Meta data must be congruent to the targeted keywords and the content on the page. Meta data length is analyzed because Metas that are too long or too short can harm SEO potential.

Link Analysis - Broken links significantly harm the search engine potential of a website, bringing penalties from search engines. We also analyze the amount of linking coming into the site and the number of links leaving the site - LINKFLOW. The search engines give considerable weight to the amount of "water" in a website's bucket. We take a look to see how much "water" is coming in and to see the holes that are allowing the water to leak out.

Broken pages removed or linked - Broken pages significantly harm the search engine potential of a website, causing sites that have broken pages to have their ranking reduced by search engines. Broken pages will be fixed/removed - up to the number of focused pages they have decided upon (5,10, 15) pages - and recommendations will be made for the other areas of the website.



Full Canonicalization - Matt Cutts explains it here: <http://www.mattcutts.com/blog/seo-advice-url-canonicalization/>. A basic explanation is that search engines can see multiple versions of a website's home page if, for example, it has **.com and .com/index.asp** version of its home page. Search engines then view your website as containing duplicate home pages, which can harm your rankings. The same can happen with the **www.yoursite.com and yoursite.com**. Some search engines will index the www version and the version without www. They may then see the site as having duplicate content.

Full On Page SEO Service (Entire Site Continued)



Creation of robots.txt file - The robots.txt file is used to tell the robots (search engine spiders) where to go and where not to go on a website. This is important to help search engines get specific pages out of the search engine results. We may want these pages removed because the search engine has indexed pages that are for members only, or if the client has recently renamed or removed pages, and the search engines still have the old page indexed.

Initial Sitemap Creation - Sitemaps are important for telling search engines which pages of your website that you want indexed. We begin by giving the client a listing of their pages that are currently indexed. We will then make a sitemap according to the main pages they want indexed if they do not already have a sitemap.

Submission of Sitemaps and website to Google, Yahoo, MSN and DMOZ -

Sitemaps have a special submission point on the primary search engines. They are not necessarily indexed without submission. After adding the sitemap to the website we inform the search engines that there is a need to re-crawl the site (or index it for the first time) by then submitting the site to the major resources listed above.

Page-Specific SEO Services

All of the page-level SEO work below will be performed on a set number of pages of the website depending on the on-page optimization package chosen.

Title Repair/Creation and Optimization - Titles must be unique, congruent with the content on the page, and contain the chosen keywords. We analyze the selected pages, searching for missing, duplicate and un-optimized titles. Missing and duplicate titles can cause a site to receive penalties from search engines. We ensure that the focus pages receive an optimized and unique title.

Meta Data Repair/Creation and Optimization - Meta Data (Description and Keyword tags) must be unique, congruent with the content on the page, and contain the chosen keywords. We analyze the selected pages, searching for missing, duplicate and un-optimized Meta Data. Missing and duplicate Meta Data can cause a site to receive penalties from search engines. We ensure that the focus pages receive optimized and unique Meta Data.

Page-Specific SEO Services (continued)

Link Flow Optimization - No-follow coding is added to external links (links leaving the website) on the selected pages to keep spiders from following those links out of the website. This improves the number of links coming into the website vs. the number of links leaving the website, thus improving the authority and ranking of a website. If search engines find more links coming into your site and fewer leaving your site, they give your site a higher rank. In other words, we fix any holes that we find in their "bucket," on the selected pages, and ensure that their "bucket" is filling up.

Keyword Rich Content Creation - Up to 500 words of keyword-rich content will be created to be placed on the selected pages. Search engines give the largest amount of weight to the actual content on the page. Nearly every page that we have come across does not have the proper amount of keyword density in their content and this service can be monumental in their rankings.

Content Heading Optimization - Keyword-rich content headings will be created on the selected pages using Header tags because search engines use these headings to help determine the main topic of the page and assign it more substantial weight in the overall algorithm.



Alt Tag Optimization - Every image on a webpage should contain an alt tag. This tag is what shows up if the image does not, and what those with viewing disabilities will read in their screen readers. Proper coding does play a role in search quality. Search engines need their crawlers to be able to easily crawl a site and expect to see the coding done correctly. When the coding is lacking, the site can receive a penalty. This also gives the site another opportunity to get their keywords across to people. These tags will be created and/or optimized throughout the selected pages.

Inter-linking keywords within a site - Just as incoming links play a role in ranking, so do the links within a site. We will go through the selected pages and interlink the keywords between the appropriate pages. A great example of the power of this technique is Wikipedia. They interlink all of their pages, utilizing their selected keywords, and therefore give great weight to those pages.

Creation of a custom 404 page - A custom 404 error page will be created which will carry the site's look and structure. This is the page that a searcher will come to when the URL for a site is not found. Generally they come to a generic error page provided by the browser. This new custom page will now be shown anytime a searcher comes across an incorrect URL. They can then continue on the client's website through the links on that page, rather than being directed to a generic error page, which can often drive them away from the site.

On-Page Optimization Options

The Mobile SEO Pros Full Service On Page SEO packages are unmatched in the industry today. We take pride in our work and stay up-to-date with all the latest expectations of Google Yahoo and Bing. We offer 3 distinct packages based on the competitive nature of different types of business niches and industries.

What's Included In Each Package	Basic SEO+	Advanced SEO	EXPERT SEO
Price (one-time-fee)	\$650	\$995	\$ 1,695
On-Page SEO Work	ENTIRE Website	ENTIRE Website	ENTIRE Website
Meta data length and relevancy analysis	YES	YES	Yes
Link analysis	YES	YES	Yes
Structural analysis	YES	YES	Yes
Submission of website to Google, Yahoo and MSN	YES	YES	Yes
Initial sitemap creation	YES	YES	Yes
Broken pages removed or linked	YES	YES	Yes
Full Canonicalization	YES	YES	Yes
Creation of robots.txt file	YES	YES	Yes
Initial content analysis for market focus, relevancy and duplicate content	YES	YES	Yes
Creation of text-based navigation (if structurally possible)	No	No	Yes
Page Specific Optimization	5 pages	10 Pages	15 pages
Title repair/creation & optimization	Yes	Yes	Yes
Meta Data repair/creation & optimization	Yes	Yes	Yes
Content heading optimization	Yes	Yes	Yes
Linkflow optimization	No	Yes	Yes
Keyword rich content creation	No	Yes	Yes
Alt-tag optimization as needed	No	No	Yes
Inter-linking keywords within the site	No	No	Yes
Creation of custom 404 error page	No	No	Yes

Our Focus

At the Mobile SEO Pros our focus is on thoroughly optimizing the most critical components of a website and/or your mobile website. The descriptions listed above are designed to optimize your site for optimum rankings in the Google search results as well as the other search engines.

Our SEO strategies are always up-to-date with Google's latest algorithm changes at the time of our work. That said, it's always a good SEO practice to update your On page SEO every few months which means small tweaks to the content, the titles and metas. The bottom line is having a solid SEO foundation for your website will not only help you with attracting more targeted web traffic but will help improve your overall online marketing strategy.

What we need from you?

As part of each of our on page SEO Packages we will provide a full analysis, and recommendation for your review before any changes are made. Once approved we will need **Full FTP access** to your website to ensure all recommendations are implemented correctly. Once access is granted, your designated account manager will notify you once the on page SEO work is completed.



Why Choose the Mobile SEO Pros?

Our years of experience with SEO campaigns has given us the historical foundation and expertise that typical mobile vendor just does NOT have. As a result, when we build a mobile website or optimize a traditional website we provide a comprehensive strategy. We also offer excellent mobile solutions and strategies that can be implemented stand-alone or as part of an overall online marketing campaign. Regardless if you need Mobile or standard SEO the team at the Mobile SEO Pros is up for the challenge.

We look forward to serving you for years to come.

Mobile SEO Pros

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