



SEARCH ENGINE MARKETING SERVICES





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“Target the wrong keywords and all your search engine marketing efforts will be in vain!”
-Search Engine Watch Online Magazine

Green Group Studio Search Engine Marketing (SEM) Service offers you:

- ✓ **Higher Search Engine Rankings:** Our clients commonly report higher “natural”/“organic” (non-PPC) positions in the major search engines. Build a strong foundation of natural listings for your website by establishing a portfolio of high rankings in Google, Yahoo, MSN and other top search engines!
- ✓ **Consultations with Search Engine Professionals:** You will be assigned your own personal SEO staff, and a team will be assigned to your account depending on the service level you sign up for.
- ✓ **Initial Website Evaluation:** Our ‘Readiness Module’ encompasses all the vital elements that should go into the planning of an online marketing campaign, from a comprehensive site assessment to keyword popularity research and reporting.
- ✓ **Optimization of Web Site:** We customize your page architecture and content to establish and enhance your presence in your online market niche.
- ✓ **Monthly Reporting:** Green Group Studio offers Monthly reporting – regular email updates that detail the status and achievements of your marketing campaign.

Choose the level of service that’s **RIGHT** for you!

- ▶ **SEM Plus** - Our team will develop and maintain the search engine marketing foundation for a successful web presence.
- ▶ **SEM PRO** - Your personal SEM representative will take your search engine marketing to the next level.
- ▶ **SEM Ultra** - A senior level SEM representative will personally assist you in deployed advanced techniques to generate superior results.
- ▶ **SEM MAX!** - Our highest packaged level of service, designed to provide you with our highest level of service and world-class results!
- ▶ **NEW! CUSTOM SEO/SEM** - A uniquely tailored campaign level can be orchestrated to meet your particular needs if a standard package isn’t sufficient.



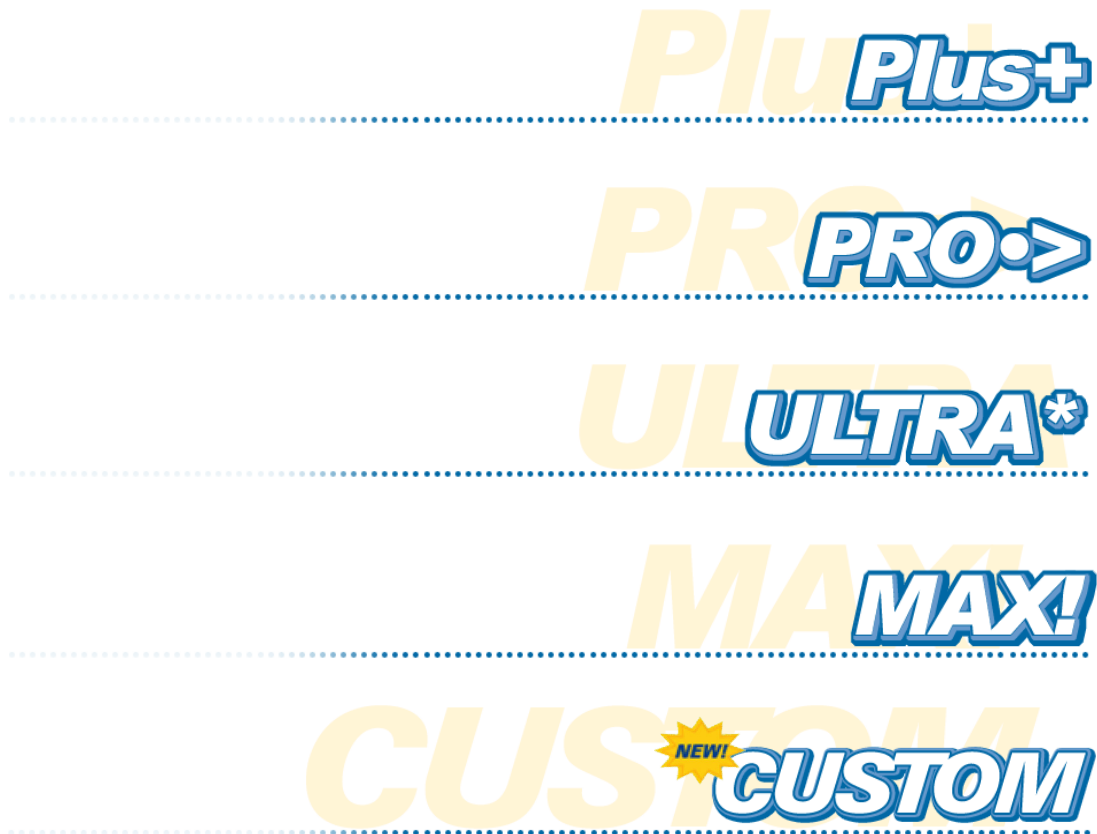
The Green Group Studio Search Engine 'Readiness Module'

We begin your service by performing our search engine 'Readiness Module' - a precampaign research & development service that encompasses all the vital elements that should go into planning a successful search marketing campaign. The 'RM' includes acquainting ourselves with your business; your products and services, your goals and target market. The Readiness Module arms us with the R&D necessary to effectively run your campaign and may include several if not all of the following deliverables/services as necessary based on the specific needs of your company:

The Readiness Module typically consists of most if not all of the following depending on your website's specific needs:

- ✓ **Comprehensive Keyword Analysis** – We will develop a customized cache of keyword search terms based on factors such as keyword popularity, KEI score, and 'long tail' search strings.
- ✓ **Website outline recommendation** – For existing websites we will review your website structure and recommend changes to your website navigation as necessary. For new websites we will provide guidance in the formulation of the initial website architecture and navigation toward the goal of maximum search engine traction.
- ✓ **Competition Analysis** – We will work with your staff to determine who your top competitors are and attempt to determine which techniques they are employing to generate their success; i.e., quantity and quality of content, the number and sources of inbound links and level of search engine saturation.
- ✓ **Hard Cost Analysis** - We will discern advertising options and costs, including Pay-Per-Click (PPC) costs for advertising in Google and other top PPC engines, press release distribution costs, directory submission costs etc.
- ✓ **Directory Submissions** – We will develop a core list of directories (general and niche) and link partners that will yield the most effective results, discuss fees if applicable, and make recommendations that will be carried out over the course of your campaign.
- ✓ **Site Assessment** – We review your website's programming code and content to make sure it meets 'search friendly' specifications (code to text ratio, CSS, calls to action etc.) We review key indicators (Google page rank, Alexa score etc.) to determine where your website needs adjustment.

Choose from 5 levels of service:



SEM Plus - Develops and maintains the search engine marketing foundation for a successful web presence. A SEM representative will customize a campaign that fits your marketing needs. Your SEM Plus plan includes the fundamental Search Engine Optimization & Maintenance services detailed below:

The SEM Plus service package provides you with monthly services which may include, but are not limited to the following:

- o 'Keyword Cache' development and deployment
- o Meta-Tagging (title, description, keywords)
- o Manual submission to the top search engines
- o General Directory Submissions (GoGuides.org, DMOZ, Best of the Web, Jayde, ExactSeek etc.)
- o Niche Directory Submissions (Industry specific)
- o Reciprocal Link Exchanges
- o Filename optimization / rewrites (if necessary)
- o Site Maps for Google and Yahoo
- o Local / Regional search marketing
- o Pay Per Click campaign set up
- o Web page optimization – Examine keyword density, enhance copy, format page elements
- o Quarterly Placement Reports upon request
- o End of month email report



SEM Plus includes all the above PLUS the following advanced search marketing strategies:

- ☒ SEO copywriting – Writing original page content to expand your website
- ☒ Video Tagging and Submission (YouTube, Google etc.)
- ☒ Optional PPC Campaign Management (requires client CC# for pay per click purchases)

Proper entry into a Search Engine Marketing campaign requires a "Readiness Module" to allow for initial site preparation. The cost of the "Readiness Module" is \$475.00 and includes: initial consultations, Keyword Popularity Research & Analysis, Competitor Research Analysis, and Pay-Per-Click (PPC) Cost Analysis, a site assessment, navigation recommendations and more to get your campaign off to a strong start!

All SEM clients are required to commit to a minimum contract of 3 months. Web Marketing Campaigns are only effective if implemented as a long term strategy. PPC campaign results within first month of service. SEO Placement usually occurs within 3 months and competitive rankings within 4-6 months. Communication with SEM beyond the initial meeting will be via email and phone conference as needed. A SEM representative with at least one year experience will manage your account.

Monthly Billing \$500.00	Quarterly Billing \$1,450.00	Annual Billing \$5,500.00
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SEM PRO - Takes search engine marketing to the next level. You will be assigned your own personal SEM representative who will provide hands-on consultations and will customize a campaign that fits your website's needs. Your personalized campaign includes advanced Search Engine Optimization, PPC Management and Marketing services, detailed below:

The **SEM PRO** service package provides you with monthly services which may include, but are not limited to the following:

- o 'Keyword Cache' development and deployment
- o Meta-Tagging (title, description, keywords)
- o Manual submission to the top search engines
- o General Directory Submissions (GoGuides.org, DMOZ, Best of the Web, Jayde, ExactSeek etc.)
- o Reciprocal Link Exchanges
- o Filename optimization/rewrites (if necessary)
- o Advanced PPC Campaign Management (requires client CC# for pay per click purchases)
- o Site Map Creation for Google and Yahoo
- o SEO copywriting
- o Web page optimization – Examine keyword density, enhance copy, format page elements
- o Video Tagging and Submission (You Tube, Google)
- o Quarterly Placement Reports upon request
- o End of month email report



In addition, only **SEM PRO** and above levels of service include the following:

- ☑ Your personal SEO
- ☑ Programming code optimization (making sure your site's code follows best practices)
- ☑ Press Release Creation (Additional 'distribution' fees may apply)
- ☑ Advanced content creation: (blogging, social networking, editorials, etc.)

Proper entry into a Search Engine Marketing campaign requires a "Readiness Module" to allow for initial site preparation. The cost of the "Readiness Module" is \$475.00 and includes: initial consultations, Keyword Popularity Research & Analysis, Competitor Research Analysis, and Pay-Per-Click (PPC) Cost Analysis, a site assessment, navigation recommendations and more to get your campaign off to a strong start!

All SEM clients are required to commit to a minimum contract of 3 months. Web Marketing Campaigns are only effective if implemented as a long term strategy. PPC campaign results within first month of service. SEO Placement usually occurs within 3 months and competitive rankings within 4-6 months. Communication with your personal SEO representative will be via email, phone and personal on site or off site meetings. A senior SEM representative with at least 2 years of experience will personally manage your account.

Monthly Billing \$950.00	Quarterly Billing \$2,700.00	Annual Billing \$10,500.00
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SEM ULTRA - Your Senior SEM consultant will deploy Google Analytics software to help you get the most ROI out of your campaigns and will help you extend your website's reach internationally. Your Senior SEM representative will provide detailed email reporting, telephone and in-person consultations.

SEM Ultra service provides you with monthly services which may include, but are not limited to the following:

- o Advanced 'Keyword Cache' development and deployment
- o Meta-Tagging (title, description, keywords)
- o Manual submission to the Top Search Engines
- o General Directory Submissions
- o Reciprocal Link Exchanges
- o Web page optimization – Examine keyword density, enhance copy, format page elements
- o Filename optimization / rewrites (if necessary)
- o Optional PPC Campaign Management (requires client CC# for pay per click purchases)
- o Niche Directory Submission (Industry/market specific)
- o Link Directory Creation
- o Link Directory
- o Focused Content Creation
- o Site Map Creation
- o SEO Copywriting
- o Video Tagging and Submission (YouTube, Google etc.)
- o Press Release Creation & distribution
- o Advanced content creation: blogging, social networking, editorials, white papers etc.
- o Programming code optimization
- o Quarterly Placement Reports
- o End of month email report and personal call



In addition, only ULTRA * and above levels of service include the following:

- ☒ Advanced Analytics (Set up and customize Google Analytics)
- ☒ International Submissions and SEO
- ☒ A Senior SEO will be assigned to manage your campaign

The cost of the "Readiness Module" is included on this level and contains the following services: Initial consultations and in-depth interview, Keyword Popularity Research & Analysis, Competitor Research Analysis, and Pay-Per-Click (PPC) Cost Analysis, a site assessment, navigation recommendations and more to get your campaign off to a strong start!

All SEM clients are required to commit to a minimum contract of 3 months. Web Marketing Campaigns are only effective if implemented as a long term strategy. PPC campaign results within first month of service. SEO Placement usually occurs within 3 months and competitive rankings within 4-6 months. Communication with your personal SEM representative will be via email, phone and personal on site or off site meetings. A senior SEM representative with at least 2 years of experience will personally manage your account.

Monthly Billing \$1,875.00	Quarterly Billing \$5,500.00	Annual Billing \$20,700.00
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SEM MAX! - Our highest level of service, geared towards corporate clients and highly competitive markets. Your personal SEM senior consultant will customize a campaign to fit your specific needs, providing extended detailed personal phone and email consultations. This highest level of search engine marketing MAXimizes your web site's performance, greatly increasing your chances of search engine success.

The SEM Max! service package provides our clients with the full gamut of monthly services which may include, but is not limited to the following:

- o Advanced 'Keyword Cache' development and deployment
- o Web page optimization – Examine keyword density, enhance copy, format page elements
- o Meta-Tagging (title, description, keywords)
- o Manual submission to the top search engines
- o General Directory Submissions
- o Reciprocal Link Exchanges
- o Quarterly Placement Reports upon request
- o Niche Directory Submissions (Industry/market specific)
- o Keyword Density Analysis
- o Optional PPC Campaign Management (requires client CC# for pay per click purchases)
- o International Search Engine Submissions & SEO
- o International Directory submissions
- o Video Tagging and Submission (YouTube, Google etc.)
- o Site Map Creation
- o SEO copywriting
- o Set up, customize and interpret Google Analytics
- o Filename optimization / rewrites (if necessary)
- o Link Directory Creation
- o Quarterly Placement Reports
- o End of month email report and personal call or meeting



In addition, only the **SEM MAX!** level of service includes the following:

- ☒ Dynamic/Database Website Optimization (For shopping carts and database driven websites)
- ☒ Article Bank Creation (custom content development on your key topics)
- ☒ Press Release Creation & Distribution
- ☒ The Senior SEO managing your campaign will offer you liberal access for calls and meetings

The cost of the "Readiness Module" is included on this level and contains the following services: Initial consultations and in-depth interview, Keyword Popularity Research & Analysis, Competitor Research Analysis, and Pay-Per-Click (PPC) Cost Analysis, a site assessment, navigation recommendations and more to get your campaign off to a strong start!

All SEM clients are required to commit to a minimum contract of 3 months. Web Marketing Campaigns are only effective if implemented as a long term strategy. PPC campaign results within first month of service. SEO Placement usually occurs within 3 months and competitive rankings within 4-6 months. Communication with your personal SEO and SEM staff will be via email, phone and personal on site or off site meetings. A senior SEM representative with at least 2 years of experience will personally manage your account.

Monthly Billing \$2,400.00	Quarterly Billing \$7,025.00	Annual Billing \$26,496.00
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The following services are offered individually on an hourly basis:

<input type="checkbox"/>	Keyword Popularity Analysis
<input type="checkbox"/>	Website Evaluation: Review Google PR and other key indicators / review code
<input type="checkbox"/>	Competition Analysis: Evaluate search marketing techniques used by competition
<input type="checkbox"/>	SEO Copywriting: Writing search engine friendly / optimized content
<input type="checkbox"/>	Code & Text Optimization
<input type="checkbox"/>	Keyword Density Analysis
<input type="checkbox"/>	Meta-Tagging (Title, Description, Keywords)
<input type="checkbox"/>	Focused Content Page Creation (Research, SEO Copywriting, Meta-Tagging, HTML)
<input type="checkbox"/>	Site Map Creation (Google / Yahoo)
<input type="checkbox"/>	Manual Submissions to the top Search Engines
<input type="checkbox"/>	Manual Submissions to Local and Market Specific Search Engines
<input type="checkbox"/>	Manual submission to International Search Engines
<input type="checkbox"/>	Top Directory Submissions (GoGuides.org, JoeAnt.com, Gimpsy.com)
<input type="checkbox"/>	Niche Directory Submissions (Industry/Market specific)
<input type="checkbox"/>	International Directory Submissions & SEO
<input type="checkbox"/>	Reciprocal Link Exchanges
<input type="checkbox"/>	Media Buys on Top Websites (recommend, negotiate, deploy, analyze)
<input type="checkbox"/>	PPC Competition Analysis (Google, Yahoo, MSN, Ask etc.)*
<input type="checkbox"/>	PPC Management (Yahoo, Google, MSN etc. campaign set up, deployment and maintenance)*
<input type="checkbox"/>	Link Directory Creation
<input type="checkbox"/>	Search Engine Placement Reports
<input type="checkbox"/>	Advanced Analytics: (Recommendations, deployment, traffic analysis etc.)
<input type="checkbox"/>	Article Bank Creation
<input type="checkbox"/>	Video Tagging and Submission (To YouTube.com, Google, Yahoo etc.)
<input type="checkbox"/>	Filename optimization / rewrites (if necessary)
<input type="checkbox"/>	Email List Management System Set Up and Training
<input type="checkbox"/>	Press Release Creation & Distribution
<input type="checkbox"/>	Dynamic/Database Website Optimization
<input type="checkbox"/>	Social Network (Web 2.0) promotion