

Search Engine Optimization

The Route Options Inc.

FEATURES	LOCAL	AGRESSIVE	WORLD LEADER	ENTERPRISE
Number of keyphrases optimized (Keyphrases with less than 1M results)	Up to 80	Up to 150	Up to 300	Custom
Web server and on-page analysis & reporting	✓	✓	✓	Custom
Keyphrase research and selection	✓	✓	✓	Custom
Predictive keyword analysis	✓	✓	✓	Custom
Meta tags (Title & description)	✓	✓	✓	Custom
Optimization of robots.txt & GoogleBot crawls	✓	✓	✓	Custom
Creation & registrations of sitemap.xml	✓	✓	✓	Custom
Quarterly Earned Media Content Assets Content, Outreach, UX, or CRO Assets	3 Content, Outreach, UX, or CRO Assets	4 Content, Outreach, UX, or CRO Assets	4 Content, Outreach, UX, or CRO Assets	Custom
Monthly Earned Media Content Assets - Content, Outreach, UX, or CRO Assets			2 Content, Outreach, UX, or CRO Assets	Custom
Google My Business optimization	✓	✓	✓	Custom
Mobile site optimization (if applicable)	✓	✓	✓	Custom
Information architecture audit	✓	✓	✓	Custom
Google Analytics setup w/ conversion tracking	✓	✓	✓	Custom
Google Analytics traffic analysis	✓	✓	✓	Custom
Custom Dashboards/Data Views	4 dashboards	8 dashboards	8 dashboards	Custom
Not provided analysis reporting	✓	✓	✓	Custom
Local search optimization	✓	✓	✓	Custom
Setup of website sitemap	✓	✓	✓	Custom
Image optimization	✓	✓	✓	Custom
Link redirect audit	✓	✓	✓	Custom
Custom 404 error page setup and optimization	✓	✓	✓	Custom
Schema HTML tags	✓	✓	✓	Custom
Canonicalization analysis & domain unification	✓	✓	✓	Custom

Initial SEO copywriting articles or blog posts (Interchangeable with other Earned Media assets)	Up to 8 pages of SEO Copy or 4 pages of Sales/Technical Copy	Up to 16 pages of SEO Copy or 8 pages of Sales/Technical Copy	Up to 16 pages of SEO Copy or 8 pages of Sales/Technical Copy	Custom
Quarterly web page freshness updates	✓	✓	✓	Custom
Initial link analysis and disavow	✓	✓	✓	Custom
Dedicated account representative	✓	✓	✓	Custom
Online project management schedule	✓	✓	✓	Custom
Ongoing quarterly keyword reporting	✓	✓	✓	Custom
Ongoing monthly ROI, traffic, & goal reporting	✓	✓	✓	Custom
Google data highlights	✓	✓	✓	Custom
Canonicalization analysis	✓	✓	✓	Custom
Ongoing quarterly competitor opportunity reports	✓	✓	✓	Custom
Internal linking restructuring & optimization	✓	✓	✓	Custom
Linkable content promotion	✓	✓	✓	Custom
Header Tags Optimized (Ex. H1s)	✓	✓	✓	Custom
Duplicate content analysis	✓	✓	✓	Custom
Social media monitoring software	✓	✓	✓	Custom
Keyword rank checker access with weekly updates (if requested)	✓	✓	✓	Custom
Website usability analysis		✓	✓	Custom
Universal SEO (Video, Maps, Images, News)		✓	✓	Custom
Continual building of relationships with online bloggers and webmasters		✓	✓	Custom
Link reclamation		✓	✓	Custom
Creation of text navigation (if possible)		✓	✓	Custom
Up to 100 web lead phone calls tracked per month	✓	✓	✓	Custom
Up to 25 web lead phone calls transcribed per month	✓	✓	✓	Custom
Website design analysis		✓	✓	Custom
Video and image xml sitemaps		✓	✓	Custom
Searcher experience analysis (long-clicks, pogo-sticking, bounce rate, etc.)			✓	Custom
Link baiting and content development			✓	Custom
Channel Specific Call Tracking			✓	Custom

Monitor competitors' search rankings on a monthly basis	✓	✓	✓	Custom
Monitor competitors' website changes on a monthly basis	✓	✓	✓	Custom
Monitor competitors' content and link additions on a monthly basis	✓	✓	✓	Custom
Analyze your leads to project the # of leads competitors receive on a monthly basis	✓	✓	✓	Custom
Predict your and your competitors' market share on a monthly basis	✓	✓	✓	Custom
Competitor intelligence login to view competitor data	✓	✓	✓	Custom
200+ SMEs behind campaign driving results	✓	✓	✓	✓
Website conversion analysis implementation	Custom	Custom	Custom	Custom
Progressive monthly optimization: (6 month commitment)	\$800	\$1,300	\$2,500	Custom