



ADVERTISING
BRANDING
MARKETING

NEW YORK
477 Madison Ave
New York, NY 10022
212-677-2500

SKYAD.COM

SEO Advertising and Marketing Program

SEO – Sky Advertising

SEO requires a very personalized approach depending on the type of website or app, what has been done to date, and what the goals and budget are. Sky's SEO services include.

INITIAL CONSULTATION

Establish baseline.

Which can include:

- Analysis of current site and review of historical analytics.
- Establishment of Google Analytics and Google Search Console.
- Develop understanding of client marketing.
- Develop understanding of urgent search terms/phrases of client and competitors.

BI-MONTHLY REVIEW

Includes:

- Tri-annual SEO review.
- Tri-annual Technical Maintenance.

Every 2 months Sky provides either 2 hours of SEO adjustments or 2 hours of technical maintenance on an alternating schedule. The bi-monthly review can include a combination of SEO and technical maintenance as we encounter crossover.

We can provide a quote for a larger program and budget which may warrant a more time intensive approach. We can manage SEO with a monthly, weekly, or daily effort depending on the size of the project and the SEO strategy.

The SEO plan focuses on organic results; however, we take into account any paid search programs We are able to handle paid program separately or incorporate them for larger projects/ budgets.

PRICE:

INITIAL CONSULTATION: \$675

BI-MONTHLY REVIEW: \$425 PER REVIEW

One year commitment



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