



Virtually Canadian Inc. Packages

	SILVER Package	GOLD Package	PLATINUM Package
	Base \$3999/year for up to 10 pages:	Base \$7500/year for up to 20 pages	Base \$10,000/year for up to 35 pages
Additional Pages	\$200 per page per year	\$175 per page per year	\$150 per page per year
Review and Analysis			
Initial Placement Report	√	√	√
Competition Analysis	√	√	√
Keyword Research	√	√	√
Website Analysis	√	√	√
Incoming Links Report	√	√	√
On page optimization			
Website Structure Optimization	√	√	√
HTML code optimization	√	√	√
Image Optimization	√	√	√
Content Suggestions Report	√	√	√
HTML Sitemap creation	√	√	√
Google XML Sitemap Creation & Submission	√	√	√
Google Analytics Setup	√	√	√
Custom Analytic Reporting	√	√	√
Robot.txt Validation	√	√	√
Meta tags creation	√	√	√
Extra Optimization			
Google Webmaster Tools Setup	√	√	√
Yahoo Site Explorer Setup	X	√	√
Google Local Business Listing	√	√	√
Yahoo Local Business Listing	X	X	√
Bing Local Business Listing	X	X	√
SEO website updates	Included the first month - then \$125/hour	√	√
Off Page link building (monthly)			
Social Bookmarking (SB)	n/a	1000 SB sites	1800 SB sites
Directory Submissions	n/a	2000 directories	3000 directories
Article Creation	n/a	X	√
Article Marketing Submission sites	n/a	X	300 sites
Squidoo page	n/a	X	√
Hub page	n/a	X	√
Social Media Marketing			
Blog Setup, Customization & Optimization	extra \$400 one time fee	√	√
Facebook Business page Creation	extra \$150 one time fee	extra \$150 one time fee	√
Twitter account creation and design	extra \$250 one time fee	extra \$250 one time fee	√
Youtube channel creation + optimization of one video	extra \$200 one time fee	extra \$200 one time fee	√



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	SILVER Package	GOLD Package	PLATINUM Package
Total	\$3999 one time fee	\$7500 one time fee 10%+ for quarterly payments = \$2062.50 quarterly	\$10000 one time fee 10%+ for quarterly payments = \$2750.00 quarterly

	SILVER +	GOLD + SMM	PLATINUM + SMM
Includes	SEO web updates	2 hours of social media marketing (SMM) a month	3 hours of social media marketing (SMM) a month
Total	\$5,999 one time fee	\$10,000 one time fee 10%+ for quarterly payments = \$2750.00 quarterly	\$13,750 one time fee 10%+ for quarterly payments = \$3781.25 quarterly

Contract Duration	1 YEAR	2 YEARS	3 YEARS
Possible Discount	FULL PRICE	5% Per Year Discount	10% per year discount

Note: All prices are subject to all applicable taxes (for Canadian client only).



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Explanations

Review and Analysis	
Keyword Research	We will do a keywords research to determine what keyphrases people actually typed in the search engines to find websites related to your industry. We will go back and forth with your input until we finalize the most efficient list of keywords.
Initial Placement Report	We will run a ranking report to see where your website currently ranks for all the keyphrases that you could and should be found under. This will give you and us a clear view as to where your website is, and what keywords we need to improve.
Competition Analysis	Once we have run the ranking report, we will check your online competition for your main keywords, and determine the best short and long term strategy depending on where you rank compared to your competitors, and what ranks are attainable quickly, or in the long run.
Website Analysis	We will perform a deep and detailed website analysis, from a search engine stand point, and from a user stand point, to determine an action plan for your site.
Incoming Links Report	We will look at how popular your website is on the internet by checking your page rank* and the number of incoming links.
On page optimization	
Website Structure	Your website structure is essential in getting your website indexed and ranked. We need to make sure that search engines can actually crawl your site properly and deeply (inner pages)
HTML code	We will make sure your code is validated and comply with the W3C standard. This will ensure that your website gets crawled efficiently by search engines and that it is error free when possible.
Images	Images need to be optimized in two ways: 1) Search engines and non-seeing people cannot see images so you need to fill the tags, title and other information to make sure it is visible to everyone. 2) Images can slow down your page, which is viewed negatively by Google so the size of the images needs to be compressed and optimized.
Content Suggestions Report	Content is King. Good keyword rich content is an essential step to get a website ranked. Write your content for your users with search engines in mind.
Heading Tags	Headings are important to capture visitors attention and place keywords in a strategic place



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HTML Sitemap creation	We will create an HTML sitemap and place it on your site to help search engines crawl inner pages
Google XML Sitemap Creation & Submission	We will create an XML site and submit it to Google through the webmaster tools. This sometimes helps Google crawl your site faster and index new pages or changes faster.
Google Analytics Setup	We will insert Google Analytics in your website to be able to track data like: How many visitors came to your website, how long they stayed on your site, which pages they went to, how they found your site, with which keywords etc...
Custom Analytic Reporting	We will send you monthly reports explaining to you what the data mean and how to read the report properly.
Robot.txt Validation	The Robot Text Validator ensures that there are no syntax errors in your website, and that the robot text is not preventing search engines from crawling some of your pages.
Meta tags creation	We will create meta tags for the pages you wish to have marketed. This will work towards having your page coming up high in the search engines for targeted relevant keywords and making your website description attractive in the search engines to encourage more people to click on your listing.
SEO website updates	If you need changes to be done to your site to improve the SEO, we will take care of them for you to smooth and fasten the process.
Extra Optimization	
Google Webmaster Tools Setup	We will create an account for your website in the Google Webmaster tools. This shows us how Google sees your website and allows us to correct possible errors Google can find. It also allows us to tweak some settings in order to maximize your optimization
Yahoo Site Explorer Setup	This presents the same advantages as the Google Webmaster Tool but for Yahoo.
Google Local Business Listing	We will take over your listing in the Google Map to ensure that your website rankings high in the Local Business Center and attracts visitors with that channel.
Yahoo Local Business Listing	Same thing as above but in Yahoo
Bing Local Business Listing	Same thing as above but in Bing
Off Page link building (monthly)	
Social Bookmarking	Social Bookmarking sites provide back links to your websites. Back links are a great way to increase the number of visitors coming to your site, and to improve your rankings as well.
Directory Submissions	Directory submission is another kind of back links you can get. It presents the same advantages as the Social Bookmarking



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Article Creation	We will create an article relevant to your business and your industry. This gives us extra material to market.
Article Marketing Submission sites	We will submit the article we created to multiple article directory sites, increasing the exposure for your brand, setting you as an expert on your field and providing your site with more back links
Squidoo page	Squidoo is a website that allows end-user to create custom pages about your businesses, services, interests and provide back links to your site. Squidoo is in the 500 most visited sites so can drive some significant traffic to your site if done properly.
Hub page	HubPages, like Squidoo allows end-users to create custom pages on different topics and present the same benefits as a Squidoo page.
Social Media Marketing	
Blog Setup, Customization & Optimization	We will set up a blog on the same URL as your website, and customize the look and feel to remain consistent with your branding. A blog provides a lot of benefits to your website and brand: It makes your brand more personable and likeable. As for SEO, each blog post creates a new page allowing you to target different keywords and driving more traffic. It also makes your site bigger and more relevant for search engines.
Facebook Business page	In the last 6 years, Facebook has become one of the most trafficked website. Having a business page on Facebook makes your brand more likeable and can increase traffic and brand reputation.
Twitter account	Twitter is a social media tool that is becoming more and more popular. Being present on Twitter can help brand reputation management and gaining traffic and exposure
Youtube Submission	If you have a Video, you should take advantage of it by having a Youtube Channel and optimizing your video(s) in it. It will provide you with a back link, as well as increase your exposure and the number of visitors.

*PageRank	PageRank is a link analysis algorithm, named after Larry Page, used by the Google. It gives your website a grade from 0 to 10. To make it very simple, the more incoming links you have and the higher your grade will be. It is also determined by how much link juice is coming out of your website. There are a few other factors determining what page rank is. If you are a math wizard, you can go check out the explanation of the algorithm here: http://www.webworkshop.net/pagerank.html
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