



Search Engine Optimization Strategies	Opal SEO Package	Citrine SEO Package	Topaz SEO Package	Diamond SEO Package
Total Cost	\$300 p/m	\$400 p/m	\$500 p/m	\$600 p/m
Time Duration (for Ranking Guarantee)	5 Months	5 Months	5 Months	5 Months
	Task Detail	Task Detail	Task Detail	Task Detail
Keyword Research & Analysis	✓	✓	✓	✓
Website Audit	✓	✓	✓	✓
# Number of Keywords to Optimize	15 Keywords	30 Keywords	45 Keywords	60 Keywords
Analytics Set Up	✓	✓	✓	✓
Preliminary Ranking & Site Traffic Report	✓	✓	✓	✓
Meta Data Creation	5 Pages	7 Pages	10 Pages	13 Pages
Landing Page Web Content Optimization	5 Pages	7 Pages	10 Pages	13 Pages
Directory Submission	150 Submissions	250 Submissions	350 Submissions	450 Submissions
Local Business Directory Submission	10 Submissions	15 Submissions	20 Submissions	25 Submissions
Link Building Blog Creation	✓	✓	✓	✓
Blog Post Writing	1 Blog Posts / Week	2 Blog Posts / Week	3 Blog Posts / Week	10 Blog Posts / Week
Article Writing	1 Article / Week	2 Articles / Week	3 Articles / Week	7 Articles / Week
Article Submission	1 Article Directory	2 Article Directories	3 Article Directories	7 Article Directories
Social Bookmarking of Home Page	5 Submissions	10 Submissions	15 Submissions	20 Submissions
Social Bookmarking of Blog Posts & Articles	✗	✓	✓	✓
Backlink Analysis	1 Competitor	1 Competitors	2 Competitors	2 Competitors
Squidoo Marketing	✗	✗	✓	✓
Press Release Content Writing	✗	✗	1 Press Release p/m	1 Press Release p/m
Blog URL and RSS Feed Submission	10 Submissions	15 Submissions	20 Submissions	25 Submissions
Forum Account Creation	✗	✗	1 Forums	2 Forums
Forum Posting	✗	✗	1 Posting / Week	1 Postings / Week
Classified ads Account Creation	✗	1 Classified Site Only	1 Classified Site	2 Classified Sites
Classified Ad Posting*	✗	1 Posting / Week	1 Posting / Week	1 Posting / Week
Vertical Research	✓	✓	✓	✓
Blog Commenting	5 Comments / Week	10 Comments / Week	15 Comments / Week	20 Comments / Week

Monthly Ranking Report	✓	✓	✓	✓
Weekly Task Report	✓	✓	✓	✓