



BackSlash Interactive Search Engine Optimization Assesement & Maintenance

BackSlash Interactive SEO services are designed to get you the results you are looking for to increase your online presence and drive qualified traffic to your site.

SEO Assessment & Execution

The SEO Assessment is the first step in improving your rankings and growing your traffic. It consists of:

Initial Discovery: The Initial Discovery is a meeting where we will identify your target keywords, audience and competitors. It is this meeting which will establish the basis for the information to be provided in the Assessment Report.

Assessment Report: The Assessment Report will establish the baseline of where your website current stands and provide information and recommendations to get it climbing up the ranks. The Assessment Report includes:

- Google PageRank Value
- Current Ranking Report for Target Keyword Groups (Google, Yahoo, MSN, Ask)
- Competitor Ranking Report
- Evaluation of Meta-Tags (Title, Description, Keywords)
- Evaluation of Site Structure and Content
- Optimization Recommendations

Execution: In the Execution phase BackSlash Interactive will incorporate the changes and modifications detailed in the Assessment Report into your website.

SEO Maintenance

SEO Maintenance includes on-going analysis of your site traffic, ranking and placement. This provides for continued optimization. A detailed, monthly report of your site's rankings and traffic as well as recommendations and changes are key components of the SEO maintenance plan.

Pricing

SEO Assessment - Includes the initial review of your site, detailed findings report and implementation of suggested changes and modifications to your site (up to 15 hours).

\$1500.00

SEO Maintenance - Includes monthly reports and analysis, suggestions to improve rankings and implementation of suggested changes (up to 10 hours per quarter).

\$750.00/quarter