

PPC Advertising, Marketing & S.E.O.

SEO Package: \$600. initial setup/ monthly site SEO management starting at \$150. per month

NCS will help determine keyword phrases for each website page and optimize your site content. The following are optimization elements NCS embeds throughout each website to strengthen your online presence:

- Optimize page titles, meta description, urls, heading tags and page text and images with primary keywords
- Create internal and external links including at least one call to action above the page's fold
- Google Search Console, Google Analytics, Google My Business and Big Business accounts
- Create and publish sitemap and robots.txt files
- Create and embed Schema markup throughout website
- Submit website to major directories and search engines

Monthly Site Monitoring and Updates

NCS uses Google Analytics and Data Studio to monitor your website traffic in order to measure and improve your website performance and SEO program. NCS will schedule a phone conference or meeting monthly or quarterly as required to review reports and recommend site improvements. Add and modify site content as needed. Creating new optimized website content is critical to achieving long-term success with SEO.

Adwords Package: \$600. initial setup/ monthly Adwords campaign management starting at \$150. per month

As a Certified Google Partner Agency, NCS offers expert, comprehensive Google Adwords™ campaign management. Google Adwords™ is paid advertising on the Google search network using keyword phrases to target your customers. We determine relevant keywords using Google's AdWords Keyword Tool to target customers actively searching for your product or service and write your ads. You set the monthly budget and it will not be exceeded. You only pay when your ad is clicked through to your website.

Monthly Campaign Monitoring and Updates

NCS monitors, adjusts and reports your online advertising campaign performance in order to measure and improve your advertising campaign performance. NCS will schedule a phone conference or meeting each month to review reports and recommend ad campaign improvements. Monitoring and adjusting campaign performance is critical to achieving long-term success with online advertising.

Combined SEO and Adwords Package: \$1,200. initial setup/ starting at \$150. per month

Combine SEO and Google Adwords™ services for optimal site performance. NCS will perform the combined services above and schedule a monthly phone conference or meeting to review adwords and analytic reports with ad campaign and site improvement recommendations for maximum effectiveness.

Marketing Plans: starting at \$600.

NCS will develop the strategy to achieve your sales goals. Your custom marketing plan will include:

- Market research. Research is the backbone of the marketing plan.
- Target market. A well-designed target market description identifies your most likely buyers.
- Positioning. What is the perception of your brand in the marketplace?
- Competitive analysis. You need to know who your competitors are and how your products and services are different.
- Market strategy. Your marketing strategy is your path to sales goals.
- Budget. Develop a month-by-month schedule of what you plan to spend on marketing
- Metrics. Analyze your marketing success with Google Analytics and Data Studio