

## Digital Marketing Services

### **I. SEO Package: \$600. initial setup/ \$200. + per month**

Using Google's AdWords Keyword Tool, NCS will help determine up to five keyword phrases for each website page and optimize for those.

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+, 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 several major directories and search engines

#### Quarterly Site Monitoring and Updates

NCS uses Google Analytics to monitor your website traffic in order to measure and improve your website performance and SEO program. We will schedule a phone conference or meeting each quarter 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.

### **II. Adwords Package: \$600. initial setup/ \$300. + 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.

### **III. Combined SEO and Adwords Package: \$900. initial setup/ \$450. + per month**

Combine SEO and Google Adwords™ services to save on both setup and monthly fees. NCS will perform the combined services above and schedule a monthly phone conference or meeting to review adwords and analytic reports and recommend ad campaign and site improvements for maximum effectiveness.

### **IV. The importance of Mobile Site Design**

Google recommends responsive design and will penalize a site if it is not mobile friendly. Here is a link to Google's mobile-friendly test: <https://search.google.com/test/mobile-friendly>

A website is mobile-friendly if it has the following attributes:

- Its contents are easy to read on a mobile device without having to zoom the screen.
- It should be easy to navigate through the site on a small screen.
- Most important of all, it should show up in Google search results. The ranking of a website depends heavily on how mobile-friendly it is.