

Ford Design Group provides a full range of Search Engine Optimization (SEO) and Search Engine Marketing (SEM) services to transform your website into a successful online presence. Talk with us, we'll answer your questions and help you develop a plan that will achieve your goals.

### Local Marketing 360 \$395/mo

- + Dedicated Marketing Executive
  - + Local Search Directories 50+
  - + On-Demand Creative Services (1hr/mo)
  - + eMail Marketing 360 (up to 2,500/mo)
  - + SMS Marketing 360 (up to 1,000/mo)
  - + Digital Marketing Analytics Dashboard
  - + Call Tracking (2 numbers provided)
  - + CRM System
  - + Local Consultant Support
- (\$395 + \$200 setup fee \$395/mo x6)

### Web Marketing 360 \$795/mo

- + Local Marketing 360
  - + Natural Listing SEO
  - + Top Placement Ads  
(Google Search, Bing Search, Google Shopping, Bing Shopping)
  - + Social Targeting Ads  
(Facebook, YouTube, Pandora, Instagram, Google Display, Linked In, Gmail)
  - + Retargeting Ads  
(Facebook, YouTube, Google, Instagram)
  - + Local Consultant Support
- (\$795 + \$200 setup fee \$795/mo x6)

### GEO Power Listing \$89/mo

- + Local Search Directories 70+
  - + Baseline report
  - + Review monitoring
  - + Social location page posting  
(Facebook, Google+, FourSquare)
  - + Duplicate listing suppression
  - + Local Consultant Support
- (\$495 setup fee \$89/mo x12)

### SEO Website Optimizer \$295/mo

- + Website marketing analysis
  - + Baseline report
  - + Local search visibility checkup
  - + Keyword research for targeted terms
  - + Optimize 5 website landing pages
  - + Tag all other pages with global meta tags
  - + AdSense kick-off campaign (\$100)
  - + Google analytics
  - + Local Consultant Support
- (\$295 x9 (\$2,655) or \$1,895 save 30%)

### SEO Service Plan \$795/mo\*

- + Includes SEO Web Optimizer Plan
  - + Optimize 2 additional pages per month
  - + Competition defender service
  - + Optimize 2 blog articles\*\*
  - + Adjust keywords as needed to maintain top position
  - + Local Consultant Support
- (\$795/mo x9 or \$495/mo x9 as stand alone)

\*must be enrolled in Web SEO Optimizer)

\*\*content provided by client

### Add-On Services

- + Voice Search \$150\*
- + Top Placement Ads, Social Targeting Ads, Retargeting Ads\*\*

\*one time fee requires GEO Power Listing, Local Marketing 360 or Web Marketing 360.

\*\*requires Local Marketing 360 or Web Marketing 360 plus monthly spend budget.

**Knowledge + Action + Persistence = Success!**

