

SEARCH ENGINE OPTIMIZATION SERVICES AND PACKAGES



LET US HELP YOU GET FOUND ONLINE

Getting a great website designed and built is only part of the solution for your company's online presence. Simply launching your new website or e-commerce store is no longer enough.

In today's competitive online marketplace businesses and product brands need every advantage they can get. That includes increasing your brand's search rankings and visibility.

At PixoLabo, we can offer your business cost effective SEO service to help ensure your business receives the technical support it deserves. We offer a range of search engine optimization services to meet your requirements and budget, helping you to keep your website up-to-date.

Our team will work with you to develop and implement affordable and sustainable options for your business to get found by shoppers looking for the products and services you offer.

We look forward to helping you meet and exceed your search objectives.

SEARCH ENGINE OPTIMIZATION SERVICES

SEO Consulting - US\$ 125.00

Are you not sure how SEO will benefit your business or product brand, or where to get started? Our SEO consulting option is perfect for you.

- 60 minute online SEO consultation via email, Zoom or Skype.
- Written feedback and basic recommendations.

Keyword Research - US\$ 95.00 per hour

If you are not sure which keywords or long-tail key phrases will provide the search results you need our keyword research will help. Our keyword research includes:

- Keyword research based on your search requirements
- Keyword suggestions
- Competitive advantage
- Organic results
- Paid results
- CPC (Cost-per-click)

Comprehensive Website Audit - US\$ 475.00

Many businesses are unsure how to optimize their website or e-commerce store for search rankings and visibility. Our comprehensive website audit covers all of the following:

- Complete scan of your website (up to 100 pages, additional pages US\$ 25.00 / 20 pages).
- Check for On-Page SEO errors.
- Check for On-Site SEO errors.
- Check to see if your site is mobile-friendly.
- Check for page-speed issues.
- Check for technical errors.
- Check for indexing errors.
- Search for pages with missing or duplicate Meta tags.
- Search for pages with missing or duplicate keywords.
- Search for missing images, or images with missing Alt tags.
- Search for thin or duplicate content.
- Evaluate internal and external links.
- Complete analysis provided in PDF format.

SEARCH ENGINE OPTIMIZATION PACKAGES

Initial SEO Set-Up - US\$ 475.00

The first step in our SEO services is the initial set-up. This is a one-time fee, and includes all of the following:

- Perform initial SEO analysis
- Create Google Analytics account / connect existing account
- Create XML sitemap
- Configure 404 page
- Configure 301 and 302 Redirects
- Configure image SEO
- Install and configure AMP (Accelerated Mobile Pages)
- Configure global Titles and Meta Data
- Enable Microdata Markup according to Schema.org

Basic SEO Services - US\$ 295.00 per month

Basic SEO services are billed monthly at a rate of US\$ 295.00 with a 3 months minimum.

- Running quarterly technical and non-technical SEO audits
- Creating a personalized SEO strategy
- Targeting keywords (10)
- Optimize Titles and Meta Data (10 per month)
- Image Optimization (10 per month)
- On-page optimization of service pages (2 per month)
- Google My Business account management (if applicable)

Advanced SEO Services - US\$ 495.00 per month

Advanced SEO services are billed monthly at a rate of US\$ 495.00 with a 3 months minimum. Our advanced SEO services include all of the following:

- Running monthly technical and non-technical SEO audits
- Creating a personalized SEO strategy
- E-Commerce SEO (if applicable)
- Targeting keywords (50)
- Keyword tracking (25 keywords)
- On-page optimization of service pages (5 per month)
- On-page optimization of products and product pages (10 per month)
- Optimize Titles and Meta Data (15 per month)
- Image Optimization (25 per month)
- Improving Page Load Speed
- Managing Local SEO presence
- Google My Business account management (if applicable)
- Rank tracking
- Adding new products (10 per month)
- 2 hours web design and development as required (Hours do not roll over)

Custom SEO Services - US\$ 125.00 per hour

Custom SEO services are an add-on service and provided on an as-required basis and billed by the hour: US\$ 125.00, 4 hours minimum.

- Configure Google Webmaster Tools
- Add site to Bing, Yandex, and Baidu as required
- Create custom schemas
- Creating visual assets (like infographics) as required
- Writing content for your blog
- Guest posting
- Managing your social media accounts
- Building backlinks to your website
- Improving your site's technical SEO
- Additional image optimization (not covered in SEO package)
- Additional product optimization (not covered in SEO package)
- Additional keyword tracking (not covered in SEO package)
- Paid Search (not including cost of adwords or pay-per-click)

SEO PACKAGES COMPARISON

| | Basic | Advanced |
|----------------------------|--------------------|--------------------|
| SEO Audits | Quarterly | Monthly |
| SEO Strategy | Basic | Advanced |
| Keyword Targeting | 10 | 50 |
| Titles and Meta Data | 10 | 25 |
| Image Optimization* | 10 | 25 |
| On-Page Optimization | 2 | 5 |
| Product Optimization | | 10 |
| Adding New Products | | 10 |
| Google My Business Support | ✓ | ✓ |
| E-Commerce SEO | | ✓ |
| Local SEO | | ✓ |
| Page Speed Optimization | | ✓ |
| Rank Tracking | | ✓ |
| Website Updates | | ✓ |
| Content Updates | | ✓ |
| Microdata Markup | | ✓ |
| Additional Hourly Rate | US\$ 95.00 | US\$ 95.00 |
| Contract Terms | 3 Months | 3 Months |
| Monthly Cost | US\$ 295.00 | US\$ 495.00 |

Our individual SEO services can be requested at anytime, just email seo@pixolabo.com and let us know what you need.

To sign-up for one of our Monthly SEO Packages, contact us by emailing seo@pixolabo.com or calling +81 090 6629 1125 to discuss your requirements.

Support is only offered during office hours of 9am to 5.30pm Monday to Friday. It does not cover periods when the office is closed, including weekends, national holidays and the annual office closures during Golden Week, Obon, and over the New Years Holiday period. **(Dates will be announced).**

SEO SERVICE POLICIES AND DISCLAIMERS

We are unable to promise or guarantee any specific results, including appearing on the first page of Google or Bing search results, receiving a certain number of page visits or clicks, or increased rankings for any specific keyword(s.)

Search engine optimization is an ongoing effort. We recommend that clients view SEO as a long-term strategy rather than a one-time effort. Clients with limited budgets, or unable to sustain the financial investment required, should consider a paid marketing strategy instead.

Search engines frequently change requirements, best practices, and search algorithms. We will do our best to ensure client sites meet current and future requirements. At times this may require changes to a client's website or content. In that case, we will discuss any required changes with the client.

Updates should be provided electronically (by email) as much as possible. Attachments should be in text format (.txt or Word .doc formats are fine). Send digitized pictures and graphics in common formats such as .jpg, .png, .ai, .psd, .eps, etc. Updates may **NOT** be sent by postal mail or by fax.

Client provided product or other images will receive standard image preparation for web use. Images requiring additional image preparation or manipulation services will be billed at a rate of US\$ 75.00 per hour, with a two hour minimum.

Your website may be using third-party extensions and/or services. We have no control over what third party sites do and take no responsibility for loss of information due to actions of these sites. Any changes to your site stemming from requirements and/or changes of these third party components and services will be billed at the normal maintenance rate.

Unless specifically stated in writing our support packages do **NOT** include any applicable costs and fees charged by third-party service providers. We will invoice clients separately for any applicable third-party charges and fees.

In order to provide SEO services we will require full admin level access to your website or e-commerce store.

In order to provide SEO services we may require access to client email, domain registrar, search analytics, Google Search Console, Google Webmaster Tools, Bing Webmaster Tools, email marketing, social media or other accounts. In that case we will inform the client via email why and for how long such access is required.

Clients wishing to terminate any SEO Services contract must inform us via email no less than 30 days before the end of their current service contract. If the client wishes to restart SEO services within 12 months of service termination, initial set-up fee will be waived.

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