

## SEARCH ENGINE OPTIMIZATION

Search Engine Optimization, or SEO, is a cornerstone to successful online marketing. SEO will make your website(s) and online content easier for your customers and prospects to find. Media Pro USA can use different strategies such as content marketing, back-linking, keyword on-page optimization and local search to help your website and content rise the ranks of Google.

Media Pro USA can SEO optimize your existing website or content, or can provide you with already optimized, new content.

Here are our SEO plans:



### **Key Word Research and Consultation Service**

Media Pro USA will do keyword research for your industry or specific niche in the market to determine what are the most common search terms users enter in search engines to find businesses or services like yours. Our recommendation will strategically consider volume and amount of competition.

### **Search**

Includes everything in the Key Word Research package plus on-page optimization, local search, and a standard monthly link-building campaign. Track rankings from clients site and competitor sites. Also includes 1 hour strategy consultation.

### **Enhanced Search**

A customized SEO strategy with campaign management.

### **Local Map Optimization**

Being indexed by local maps can provide significant benefit in driving local buyers to your business place. All major search engines like Google, Yahoo and Bing offer you local map listing options, and listing to every of them is actually important to gain in exposure for your business.

### **Adwords / Pay Per Click Campaigns**

Adwords is Google's advertising platform that allows your ad to show up when a prospective customer enters certain keywords into Google. Media Pro USA provides turnkey, fully managed Adword Campaigns, from strategy to set up, to on-going management.

### **Reputation Management**

Reputation management services are essential for a small business to build a positive brand image online. Any bad reviews regarding your services or products will certainly hamper the look of your business. Our online reputation management services push down all negative comments and feedbacks.

**Press Release**

Includes 30 minute interview to identify key events that can be used for press release material. We will then write the press release and 4 similar variations using the same content. We will then distribute the 5 press releases to 5 public relations websites over 3 months.



Contact a  
Marketing  
Specialist