



The “Exterminator Strategy”

Eliminate your Competition in your local Pest Control market

Phase 1 - Local SEO and Google Maps

Solution:

We will be completing all aspects of SEO on the site to achieve top listings in Google search. Keyword research will be a crucial step in targeting the right type of unique visitors that will convert well on the site. We will complete an extensive competitive analysis uncovering the keywords that your competitors rely on daily to keep their businesses profitable. Once we select those keywords we will aggressively attain top positions in your categories and in turn driving those customers to your new website.

SEO Package Overview

A highly optimized profile for search and maximized traffic from the web and mobile (optimize each page of the website for Google and Bing)

On Page optimization - 10 highly targeted keywords

Optimization includes – title tag, description tag, headings, image attributes, content optimization

External Backlinks – Monthly we will request Authority sites links coming back to your website.

This will build your website’s authority and rankings.

Content Syndication - 500-700 character 1 unique Article per month

Google Webmaster Tools Validation – We will submit to Google. This tells the Search Engine that your Business Website exists and Google will start ranking your pages and give feedback for improvements.

Setup Google analytics to track daily traffic

Initial Ranking Report – This will be your bench mark starting point with us.

Monthly Ranking Report – Shows the improvements and growth of your website from our local SEO work.

Monthly Ranking Review - 1 Meeting per month

Dedicated Account Manager

Phase 2 - Social Media Presence

If client has no Facebook page or Twitter page, we will create them – including Page title, Cover Photo, Profile picture and Welcome page design on both social profiles

2 posts weekly of quality content to attract new visitors/business

Facebook Ads

Setup a Facebook ad and run it to your local area and specific audience to bring in new leads

Phase 3 - Monthly Reports

Our discovery reports gather and analyze your online business listings. An initial discovery report is created upon purchase of a qualifying service package with a follow up report every month. Though they also reflect other changes, follow up reports show how your online presence has grown with Spyder Web Marketing.

Completion Reports

We demonstrate the value of our services by providing you with reports on the work we've done and the new online listings and profiles you've accumulated.

Pricing: \$999 a month

Setup: \$250

Optional Ad On– Pay Per Click Campaign / Content Generation

PPC, Audience and Analytics Set Up

Pricing: \$500 set up fee.

Timing: 2-3 business Days

Initial Campaign Set up Overview:

- i. Comprehensive keyword research and competitive analysis
- ii. Audience identification and development strategy – segmenting and assisting in creating and/or placing code to build remarketing lists that can be used for social and display retargeting. Main focus on custom in-market audiences.
- iii. Defining and tracking goals. KPI Goals and timeline will be established based on client's backend monetization, conversion rates and other factors.
- iv. Complete search campaign set up including ads, keywords, and ad groups structured according to best practices to produce the best initial result possible. Our optimization process much quicker since we will be using the custom audiences
- V. Research and develop a content strategy that will be used upon campaign launch to produce traffic and leads.
- VI. Consulting in any other areas that are important for success. My team will be available by phone or email to ask necessary questions and to answer any that you may have.
- VII. Launch Campaigns

Campaign Set Up Statement of Work:

Analytics:

- Audit of all tracking
 - Google analytics and AdWords tracking integrations
 - Ecommerce integration and revenue tracking in analytics and AdWords
 - Integrate any existing call tracking into analytics
 - Ensure that all goals are set up and reporting in analytics and AdWords
 - Make sure the same is set up and working for organic traffic as well

- Phone Tracking
 - If phone tracking is not set up we will place code to track and report calls as conversions in analytics and AdWords. We will also do this for organic.
 - Dashboard to view calls in real time from all traffic sources we are tracking.
- Audience Set up
 - Set up audiences in analytics for prospects, existing customer lists, site browsers and others that we identify for remarketing purposes

Media Set up:

- Define goals for the campaign with a kick off call so we can understand what your needs are and then put a plan into place to make those a reality.
- Fix tracking. Integrate analytics with campaigns based on specific KPI goals. Also includes setting up goal tracking in analytics, and/or AdWords code. This is important for all of our clients as it will tell us exactly what works and what doesn't.
- Make recommendations on calls to action and other aspects of your landing pages. We provide this consulting at no additional charge because we want to make sure your advertising dollars are generating business.
- Perform extensive keyword research by analyzing existing data and researching new keywords
- Competitor analysis. We have software that looks at what everyone else is doing so we can make sure we are covering everything and focusing on the highest converting verticals with the lower cost. We will send you a report that shows you the whole PPC landscape of your market. We will use this information to make better campaigns for you.
- Build new restructured campaigns with new keywords, ad groups, campaign settings and ad copy as needed. If we are starting from scratch, that's ok too. We will build your campaigns from the ground up.
- Write ads that are designed to get clicks and make you sales or generate leads. We will also create high performing image and/or video ads for social.
- Call analytics set up (optional). You will get access to our call tracking platform that will show you exactly where calls are coming from. We know that a lot of clients prefer phone time so we include this at no additional cost, so we can optimize accordingly. We can record calls as well if requested by the client
- Set up AdRoll account (or other remarketing platforms as needed) and integrate with site to build highly targeted lists of current visitors that will be used to increase conversions from all traffic sources. Includes one set of banners at no cost for remarketing purposes. We may also recommend retargeting on Facebook and will set this up as well if needed based on our research.
- Load in custom data list to narrow prospect list considerably and provide much quicker results.

Phase 2 - Monthly Paid Media Management

Pricing for Management: 20% of spend for management of all platforms including, Facebook, Ad roll, and Google search. We may add Bing/Yahoo to scale highly efficient keywords. Includes customer service and back end support.

Recommended ad Budget: depends on client – ex. \$1,000 for paid search monthly and \$250 for remarketing. This ratio may be adjusted as we scale and review the existing analytics data. This is an estimate for month 1 budget and serves as a starting point. This may be adjusted with client approval depending on campaign performance as well as the in-market list size.

Timing: Ongoing

Monthly Management Statement of Work

- Regularly load in SHA-26 file to ensure we get only the highest quality traffic and leads from the beginning
- Daily campaign monitoring and optimizations.
- Budget recommendations based on performance
- Monthly progress call.
- Gradual but significant improvements and establishing or updating goals based on results
- Expanding campaigns to Bing/Yahoo once we can show they are working on Google. If these already exist we will manage these as well for the same overall budget prices schedules listed above. No additional fees for this.
- Monthly reporting that documents actions taken and impact to campaign performance.
- Create and test banner ads. You can provide them if you like or we can do it for an additional charge.
- Bid management: Monitor ranking/positioning & adjusting bids based on core metrics established during the set-up phase.
- Ongoing Gap analysis based on campaign performance.
- Continuously expand keyword list as well as adding negatives that we gather by analyzing data from your account.
- Identify new opportunities where there may be ROI.
- Monitor budget daily
- Ensure that accounts are funded and live and alert you of any potential problems with your account.
- Split Testing; A/B Testing: Testing two ads against one another. We do this continuously. This is an ongoing process that is vital for success. This applies to both search campaigns and social campaigns that deliver to our custom in-market audiences.
- Manage and optimize remarketing campaigns across platforms
- Manage and optimize other Google Display campaigns as needed.
- Lower CPA goal and improve KPIs ever month to the extent possible.
- Test and identify similar to and lookalike audience opportunities for scaling campaigns beyond the in-market lead data we have access to
- Daily monitoring and optimization of retargeting banner and campaign performance to ensure high ctr and high conversion rates and to avoid banner blindness or burnout
- Use the latest Facebook targeting and optimization practices to ensure the highest possible performance on Social. We will also ensure our multi-channel approach maintains consistent messaging and branding.

Content and PR (Optional)

Pricing: \$650 per month

To supplement the custom audience media campaigns, we recommend a content strategy to ensure the site picks up more organic traffic to grow our retargeting audiences and also provide relevant information to our prospects which is aide in the conversion process.

A. Strategic Focus:

- i. Comprehensive keyword research and competitive analysis
- ii. Audience identification and development strategy
- iv. Content placement and PR strategy
- v. On-Site SEO changes including meta attributes, internal link structure, and page development/augmentation

vi. Defining and tracking goals (list building, increasing traffic, improving rankings, increasing site engagement)

B. Campaign Key Performance Indicators:

- i. Increase in non-branded organic traffic (new brand = building brand traffic)
- ii. Increase in assisted and direct conversions via non-branded organic search
- iii. Increase in overall search rankings including increases to existing non-branded rankings and development of new rankings for non-branded keywords
- iv. Increase in revenue from non-brand SEO
- v. Increase in gross goal conversion rate for the site

C. Monthly reporting - Campaign progress report including

- i. Ranking improvements in search engines
- ii. Non-brand traffic growth and page engagement
- iii. Conversions (organic-driven goal completions and site revenue where possible)

D. Main areas of work

- i. Keyword research – develop a keyword strategy that will identify the best keywords for your market that we can rank for and drive revenue and site engagement. This also includes optimizing existing content and providing direction for new articles that your team creates.
- ii. Information Architecture – we make sure the content is organized correctly and readable by both search engines and people. Includes identifying and fixing crawl errors where possible.
- iii. Analytics research and analysis – Improve tracking to be reported to advertisers as well as setting up and defining goals for internal UX audit.
- iv. UX audit – provide recommendations based on analytics data to reduce bounce rate and increase pages per visit. Also includes recommendations on building a funnel and guiding users towards signing up for email list.
- v. Monetization strategies – may include affiliate marketing, optimizing and find new sources of ad revenue, reporting for existing advertisers and partners to increase retention and attract new paid listing

This all-inclusive strategy is what we recommend to dominate your local pest control market. The pieces can be mixed and matched per each client's needs and marketing goals as needed.

Please contact us to discuss any question you may have on these package details

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