

Package Details

| SEO & GA MANAGEMENT | Jump-Start | Essentials | Comprehensive |
|--|--|---|---|
| XML Sitemap Management: Provides search engines with a list of key pages on your site. | ✓ Quarterly | ✓ Quarterly | ✓ Monthly |
| Robots.txt Management: Prevents search engines from crawling insignificant content. | ✓ Quarterly | ✓ Quarterly | ✓ Monthly |
| Health Monitoring: Monthly checks of Beacon's custom developed 12-point SEO health and monitoring checklist | ✓ Quarterly | ✓ Monthly | ✓ Monthly |
| Tag & Link Optimization: On-site optimizations including but not limited to title tags, meta descriptions, heading tags, canonicals & internal links. | ✓ Quarterly | ✓ Monthly | ✓ Monthly |
| Keyword Research & Page Mapping Management: Identification of valuable keywords to target to facilitate content writing and drive higher visibility/traffic. | ✓ Research - Identification of 25 Target Keywords Only | ✓ 25 keywords, Mapping + Quarterly Review | ✓ 50 keywords, Mapping + Quarterly Review |
| SEO Content Creation & Writing: New content creation and existing content adjustments. | ✓ Customer Support Only | ✓ Monthly | ✓ Monthly |
| Google Search Console Management & Monitoring: Website admin tool that provides useful information on what Google sees when they crawl your site and how users are finding your site. | ✓ Quarterly | ✓ Monthly | ✓ Monthly |
| seoClarity Access and Management: Keyword rank monitoring & analysis. Compare with competitor keywords. Identify content opportunities that competitors are ranking for. | Not Included | ✓ Installed & Monitor Quarterly | ✓ Installed & Monitor Monthly |
| Technical Audits: An in-depth review of your site from a technical perspective, 100+ point checklist | Not Included | ✓ Mid-Year | ✓ Quarterly |
| Link Opportunity Review: Analysis of existing backlink profile, prospecting for potential link opportunities, monitoring for low quality links. | Not Included | Not Included | ✓ Mid-Year |
| Google Analytics Administrative Management: Manage the GA account settings, new GA features (as needed), and ensure clean data collection. | ✓ Semi-Annual | ✓ Quarterly | ✓ Monthly |
| Google Analytics Implementation Planning: Assess tracking needs for new site & activity for current site. Develop a plan for the tracking build-out. Set baseline metrics; determine tracking performance of current site | ✓ | ✓ | ✓ |
| Setup PDF & Email link tracking: Capture user activity related to this type of content | ✓ | ✓ | ✓ |
| Google Tag Manager Management: Ongoing use of GTM to facilitate tracking requirements and strategy. | ✓ | ✓ | ✓ |
| Goal Conversion Tracking: Attribute qualified prospects to marketing sources and audience subsets. Configuration & ongoing support, no analysis. | ✓ | ✓ | ✓ |
| Heat Mapping & User Session Recording: Capture, analyze, and report on user activity, based on heat maps and session recordings | ✓ Semi-Annual | ✓ Quarterly | ✓ Quarterly |
| Event Tracking: The events will help give insights on various content interactions (CTA buttons, videos, etc.) | Not Included | ✓ | ✓ |
| Executive Dashboards: Create Custom Dashboards in GA based on strategy and desired metrics. Includes all KPIs; Allows the client to have a great snapshot of website performance... using Data Studio Reports. Initial setup and updates. | Not Included | ✓ Semi-Annual | ✓ Quarterly |
| Data Review & Strategy Consultation Sessions: Regularly recurring sessions where Beacon will help enlighten and empower the client with their new Analytics capabilities. Includes prep. | Not Included | ✓ Mid-Year | ✓ Quarterly |
| Audience Tracking & Management: Identify and track your target audiences through segmentation via content groupings to evaluate trends and drive business/marketing decisions based on audience activity. | Not Included | Not Included | Not Included |
| Strategic Analysis & Planning: Engage Beacon's Strategists in digging deeper into the data, what we call "Deep Dives", to produce insights, to let the data answer business questions and continuously improve the online marketing strategy in terms of ROI. | Not Included | Not Included | ✓ |

Sales: (888) 995-2376