

SEO Feature Matrix

	Small Local		Local	Competitive Local	Metro	
SEO Hours	5 - 10		15 - 20	30 - 40	50 - 60	
Main Keywords	1 - 2		2 - 4	4 - 8	10 - 12	
SEO Features						
Pre-Audit	✓	✓	✓	✓	✓	✓
Keyword Research	✓	✓	✓	✓	✓	✓
Business Directories	✓	✓	✓	✓	✓	✓
Website Bookmarking	✓	✓	✓	✓	✓	✓
Classified Business Listings	✓	✓	✓	✓	✓	✓
Article Engagement	✓	✓	✓	✓	✓	✓
Onsite Recommendation	✓	✓	✓	✓	✓	✓
Onsite Content Change	✓	✓	✓	✓	✓	✓
Google Search Console Creation	✓	✓	✓	✓	✓	✓
Robots.txt Creation & Implementation	✓	✓	✓	✓	✓	✓
XML Sitemap Creation & Implementation	✓	✓	✓	✓	✓	✓
Google Analytics	✓	✓	✓	✓	✓	✓
Canonical Tag Implementation	✓	✓	✓	✓	✓	✓
Google Local Business Citation	✓	✓	✓	✓	✓	✓
Local Business Citation Subscription	✓	✓	✓	✓	✓	✓
SEO Onboarding	✓	✓	✓	✓	✓	✓
301 Redirect Mapping & Implementation	✓	✓	✓	✓	✓	✓
Menu Edits	✓	✓	✓	✓	✓	✓
Insert No Follow Tags into Onsite Links	✓	✓	✓	✓	✓	✓
Site Speed Optimization	✓	✓	✓	✓	✓	✓
Standard Onsite Copy Creation	✓	✓	✓	✓	✓	✓
Monthly Campaign Update	✓	✓	✓	✓	✓	✓
Custom Blog Publication		✓	✓	✓	✓	✓
Aged Article Inclusion		✓	✓	✓	✓	✓
Onsite Broken Link Repair		✓	✓	✓	✓	✓
Standard Onsite Blog Post		✓	✓	✓	✓	✓
Custom Article Publication			✓	✓	✓	✓
Offsite Content Marketing			✓	✓	✓	✓
Premium Road Map Creation						✓
Premium SEO Audit						✓
Premium Monthly Campaign Update						✓
Premium Onsite Blog Post						✓
Premium Preliminary Audit						✓
Premium Onsite Copy Creation						✓
Premium Link Removal						✓
	Small Local		Local	Competitive Local	Metro	
	Lower population areas or small niche business (e.g. a vacuum repair shop)		Small business (e.g. a photography studio) with one location, medium population	Plumbers, dentists, health care clinics, general contractors, etc. in cities	Large population cities and competitive industries such as attorneys, restaurants, and car dealerships	