



SEO Packages	Spark Local SEO \$300/mo/location GBP Only	Ignite SEO \$600/mo Website Only	Blaze SEO \$1200/mo GBP & Website	Inferno SEO \$3000/mo GBP & Website
<b>Who is this package for?</b>	Budget-friendly package for small businesses looking to improve Google Maps rankings with essential local SEO.	For small businesses needing foundational website SEO to compete in their market.	For growing businesses in competitive markets that need a solid SEO strategy and ongoing optimization.	For businesses in highly competitive or national markets requiring full-scale SEO for maximum visibility.
<b>Tracking &amp; Analysis</b>				
Website Pages Optimized	N/A	Up to 7 pages	Up to 15 pages	Up to 40 pages
Industry Keyword Analysis & Tracking		10 Keywords	20 Keywords	50 Keywords
Competitor Tracking		5 Competitors	7 Competitors	10 Competitors
Google Search Console Error Fixes		✓	✓	✓
Heatmap Tracking & User Behavior Analysis				✓
<b>Local SEO (Google Business Profile)</b>				
Local Map-Based Keyword Analysis & Grid Tracking	5x5 Grid, 5 keywords		7x7 Grid, 7 keywords	11x11 Grid, 15 keywords
GBP Listing Optimization (NAP)	✓		✓	✓
Customer Review and Q&A Management	✓		✓	✓
GBP Photo & Video Optimization	✓		✓	✓
Posting to GBP Page (starting month two)	Once per week		Once per week	Once per week
<b>On-Page SEO (Content &amp; Optimization)</b>				
Headings, Titles + Descriptions		✓	✓	✓
Internal Cross-linking		✓	✓	✓
Content Spellcheck, Grammar & Readability		✓	✓	✓
Mobile Responsive Optimization		✓	✓	✓
Online Review Integration			✓	✓
Content Gap Analysis & Creation			✓	✓
AI Content Detection & Humanization				✓
Improve Low Quality Content (EEAT)				✓
Optimize for Conversion				✓
SEO Researched Blog Post (starting month two) *OR substitute for <b>additional</b> Backlinks			One Blog Post/Month <b>OR 2 HAB/mo</b>	Two Blog Posts/Month <b>OR 4 HAB/mo</b>
<b>Technical SEO</b>				
Repair/Redirect Broken Links		✓	✓	✓
Load Speed & Core Vitals Optimization		✓	✓	✓
URL Structure		✓	✓	✓
Robots.txt Optimization		✓	✓	✓
Image Optimization		✓	✓	✓
Breadcrumb Navigation Optimization		✓	✓	✓
Structured Data & Schema Markup			✓	✓
404 Error Page & Search Page Setup			✓	✓
Website Accessibility (Colours, Fonts, etc.)				✓
Fix Duplicate Content Issues				✓
Apply WordPress, plugins & theme updates		As needed if applicable	As needed if applicable	As needed if applicable
Client-Requested Content Updates & Changes		Billed hourly	1 hour/month included	2 hours/month included
<b>Off-Page SEO (Authority Building &amp; Engagement)</b>				
NAP Citations (eg. Yelp, Apple Maps, Bing, etc.)	10	10	25	50
High Authority Backlinks (HAB)		12/year	18/year	36/year
Search Engine Sitemap Submission		✓	✓	✓
Social Media Integration		✓	✓	✓
Guest Blogging & Outreach				1/Month
<b>Reports</b>				
Website SEO Performance Report	N/A	Monthly	Monthly	Monthly
Local SEO Performance Report	Monthly	N/A	Monthly	Monthly
Progress Email Update	Monthly	Monthly	Monthly	Weekly
Monthly Dedicated Hours	up to 2 hours	up to 5 hours	up to 10 hours	up to 24 hours

# GLOSSARY OF SEO TASKS

## Tracking & Analysis

### Website Pages Optimized

We will optimize a specific number of pages as part of your SEO package, focusing on the key pages that are most likely to drive traffic and conversions. Improving these pages will help you attract more visitors and achieve your business goals.

### Industry Keyword Analysis & Tracking

We analyze actual Google search data to find the best and highest-volume keywords to drive traffic and leads to your business. This data allows us to see which keywords have the highest search volume and are worth targeting for long-term growth.

We also check out what your competitors are ranking for—where they're winning and where they're missing opportunities—so we can position your business ahead of them. Instead of just picking popular keywords, we focus on the ones that will actually bring in the right customers, whether they're searching for information, ready to buy, or looking for a service like yours.

And we don't stop there. We track these keywords over time, adjusting the strategy as search trends change and Google updates its algorithm, ensuring your business stays visible and competitive.

### Competitor Tracking

We keep an eye on your competitors' SEO to see what's working for them and where they're falling behind. By tracking their keywords, content, and backlinks, we adjust your strategy to stay ahead and help your business rank higher in search results.

### Google Search Console Error Fixes

We check for issues that might prevent your website from showing up on Google, like broken links, slow page speed, or indexing errors. By fixing these problems, we ensure your site runs smoothly, loads fast, and ranks better in search results.

### Heatmap Tracking & User Behaviour Analysis

Using a visual heatmap tracking tool, we see how visitors interact with your website—what they click on, how long they stay, and where they drop off. Using this data, we can identify areas for improvement, optimize user experience, and boost engagement to increase conversions and leads. (Only available in the Inferno SEO Package)

## Local SEO (GBP)

### Local Map-Based Keyword Analysis & Grid Tracking

We monitor your local search rankings for specific local keywords across a grid in your local area to see how well your business appears in nearby searches. This helps us identify weak spots, optimize for local SEO, and improve visibility



where customers are searching for your services. (Only included in Blaze & Inferno packages)

### **GBP Listing Optimization (NAP)**

We review your Google Business Profile (GBP) listing to ensure all information—business name, address, phone number, hours, and services—is accurate and consistent. Keeping this updated helps improve local rankings, builds customer trust, and increases visibility in Google Search and Maps. (Only included in Blaze & Inferno packages)

### **Customer Review and Q&A Management**

We monitor your Google Business Profile (GBP) reviews and questions, responding quickly to build trust and keep customers engaged. This helps improve your reputation, show great customer service, and boost your local search rankings. (Only included in Blaze & Inferno packages)

### **GBP Photo & Video Optimization**

We optimize the images and videos on your Google Business Profile (GBP) by adding relevant keywords, proper file names, and accurate descriptions. This helps improve your local search visibility, making it easier for customers to find your business on Google's map. (Only included in Blaze & Inferno packages)

### **Posting to GBP Page (starting month two)**

We regularly update your Google Business Profile (GBP) with fresh posts, photos, and updates to keep it active and engaging. This helps improve your local search rankings, attract more customers, and show Google that your business is active and relevant. (Only included in Blaze & Inferno packages)

## **On-Page SEO**

### **Headings, Titles + Descriptions**

We optimize key on-page elements like titles, meta descriptions, headings, and URLs to improve search rankings and increase clicks. By making these elements clear, engaging, and keyword-friendly, we help attract more visitors and encourage them to choose your site over competitors.

### **Internal Cross-linking**

By linking related pages together, making navigating easier for visitors and search engines, users engaged longer, which increases the chances of ranking higher in search results.

### **Content Spellcheck, Grammar & Readability**

We review your website's content for spelling, grammar, and readability to ensure it's clear, professional, and easy to understand. Well-written content improves user experience, builds credibility, and helps your site rank better in search results by keeping visitors engaged longer.

### **Mobile Responsive Optimization**

We make sure your website works smoothly on all mobile devices by optimizing layout, text, images, and navigation. A mobile-friendly site improves user experience, keeps visitors engaged, and helps boost your search rankings since Google favours mobile-responsive websites.



### **Online Review Integration**

We integrate customer reviews into your website to build trust and credibility. By displaying honest feedback from previous customers, potential customers can see positive experiences, increasing confidence in your business. (Only included in Blaze & Inferno packages)

### **Content Gap Analysis & Creation**

We analyze your website to find missing or weak content areas that could help attract more visitors. Then, we create valuable, relevant content to fill these gaps, improving your SEO, answering customer questions, and making your site more useful and engaging. (Only included in Blaze & Inferno packages)

### **AI Content Detection & Humanization**

We check for AI-generated content on your website and refine it to sound more natural and engaging. By improving readability, tone, and flow, we ensure your content feels authentic, connects with your audience, and meets search engine quality standards for better rankings. (Only included in the Inferno package)

### **Improve Low Quality Content (EAT)**

We improve weak or low-quality content to meet Google's EAT (Expertise, Experience, Authority, and Trust) standards. This makes your content more credible, informative, and engaging, helping to boost search rankings, build trust with visitors, and attract more potential customers. (Only included in the Inferno package)

### **Optimize for Conversion**

We enhance your website's design and content to encourage more visitors to take action, whether making a purchase, filling out a form, or contacting you. By improving the layout, messaging, and calls to action, we help turn visitors into customers. (Only included in the Inferno package)

### **Researched Blog Post**

We create well-researched blog posts on topics that help your site rank higher in search results. Each post is optimized for SEO and can also attract high-quality backlinks, boosting your website's authority and attracting more visitors. Starts in Month two. Alternatively, we can exchange blog posts for high-authority backlinks. (Only included in the Blaze & Inferno packages)

## **Technical SEO**

### **Repair/Redirect Broken Links**

We find and fix broken links on your website to ensure a smooth browsing experience for visitors and keep search engines happy. Repairing or redirecting dead links helps improve SEO, prevents frustration, and ensures users can easily navigate your site.

### **Load Speed & Core Vitals Optimization**

We optimize your website's speed and performance to ensure pages load quickly and smoothly. Faster load times improve user experience, reduce bounce rates, and boost search rankings since Google favours websites that run efficiently and provide a seamless browsing experience.



## **URL Structure**

We clean up and organize your website's URLs to make them simple, clear, and easy to understand. A well-structured URL helps search engines rank your pages better and makes it easier for visitors to navigate your site and find what they need.

## **Mobile Responsive Optimization**

We make sure your website works smoothly on all mobile devices by optimizing layout, text, images, and navigation. A mobile-friendly site improves user experience, keeps visitors engaged, and helps boost your search rankings since Google favours mobile-responsive websites.

## **Robots.txt Optimization**

We optimize your robots.txt file to guide search engines on which pages to crawl and index. This helps prevent the indexing of unnecessary pages, improves SEO efficiency, and ensures search engines focus on your most important content for better rankings and visibility.

## **Image Optimization**

We compress your images for faster loading and add descriptive tags to help search engines understand them. This improves your site's speed, boosts SEO rankings, and ensures a better experience for visitors on all devices.

## **Breadcrumb Navigation Optimization**

Optimizing breadcrumb navigation will make it easier for visitors to navigate your site. Clear breadcrumbs help users see where they are, improve navigation, and make it easier for search engines to understand and rank your website better.

## **Apply WordPress, Plugins & Theme Updates**

If applicable, we regularly update WordPress, plugins, and themes to keep your website secure, running smoothly, and using the latest features. These updates help prevent security risks, improve performance, and ensure your site stays compatible with new technology and search engine standards.

## **Client-Requested Content Updates & Changes**

We update your website based on your requests, whether changing text, adding new images, updating services, or tweaking the layout.

## **Structured Data & Schema Markup**

We add structured data and schema markup to your website, helping search engines understand your content better. This can create rich snippets—like business info, FAQs, and product details—making your site stand out in search results and attracting more clicks. (Only included in the Blaze & Inferno packages)

## **404 Error Page & Search Page Setup**

We set up a custom 404 error page and an optimized search page to help visitors find what they need if a page is missing or a search comes up empty. 404 and customer search pages improve user experience, keep visitors on your site longer, and help with SEO. (Only included in the Blaze & Inferno packages)

## **Website Accessibility (Colours, Fonts, etc.)**



We improve your website's accessibility by optimizing colours, fonts, and design elements to ensure a better experience for all users, including those with disabilities. This makes your site easier to read, navigate, and use while improving compliance and user engagement. (Only included in the Inferno package)

### **Fix Duplicate Content Issues**

We find and fix duplicate content on your website to prevent SEO issues and ranking penalties. By consolidating or rewriting duplicate pages, we ensure search engines see your content as unique, improving your rankings and providing a better experience for visitors. (Only included in the Inferno package)

## **Off-Page SEO**

### **NAP Citations**

We list your business on essential online directories like Yelp, Apple Maps, Bing, and more, ensuring your name, address, and phone number (NAP) are accurate and consistent.

### **High Authority Backlinks (HAB)**

We help your website gain high-authority backlinks from trusted sites, improving your domain authority and search rankings. A backlink is like a vote or recommendation for your website. It signals to Google that your site is credible and valuable, helping you attract more visitors and stay ahead of competitors.

### **Search Engine Sitemap Submission**

We submit your website's sitemap to search engines like Google and Bing to ensure all your important pages get indexed properly. A sitemap helps search engines index your content faster, improving visibility and making it easier for customers to discover your site.

### **Social Media Integration**

By integrating your social media profiles with your website, we make it easy for visitors to connect with you. This boosts brand visibility, drives traffic between platforms, increases engagement, and sends positive social signals that can enhance your SEO and online presence.

### **Guest Blogging & Outreach**

We connect with reputable websites for guest blogging and content partnerships, helping you earn high-quality backlinks. By publishing valuable content on trusted sites, we boost your website's authority, improve SEO rankings, and drive targeted traffic to your business. (Only included in the Inferno package)

## **Reports**

### **Website SEO Performance Report**

We provide a monthly detailed SEO performance report showing your website's progress. You'll see keyword rankings, traffic trends, backlink growth, and other important insights. This helps track improvements, identify new opportunities, and ensure your SEO strategy is on the right track. (Not included in Spark SEO package)



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### **Local SEO Performance Report**

Our monthly Local SEO Performance Reports track the keyword growth of your Google Business Profile on Google Maps, showing how well your business ranks in your local area. (Not included in the Ignite SEO package)

### **Progress Email Update**

We send regular email updates to keep you informed about your SEO progress. These updates highlight key improvements, rankings, and ongoing optimizations, ensuring you always know how your SEO package performs and what we are doing to improve your website's visibility.

### **Monthly Dedicated Hours**

We set aside dedicated hours each month to focus on your SEO needs based on impact and the previous month's performance. This ensures consistent progress and keeps your website performing month over month.