

— INTRODUCTION TO —  
**ADVANCED SEO**



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# WHAT YOU ALREADY GET WITH YOUR PRONTO SITE

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All Pronto websites come with the following features. We build a solid foundation for your site which can grow into SEO success.

- **Keyword research** - We'll help you find the right keywords to target
- **On-site optimization** - We'll place those keywords in the appropriate content areas of your site
- **Keyword and traffic reports** - Monthly reports on your site's performance straight to your inbox
- **Create XML sitemap** - A file listing the URLs on your site making them easy for search engine bots to access
- **Create robots.txt file** - A file telling search engine bots which areas of your site they are allowed to access
- **Verify via Google Webmaster Tools** - Gives Google direct access to your XML sitemap and gives us data on Google's ability to access your site
- **Redirect broken pages** - We'll redirect URLs from your old site to their corresponding URLs on your Pronto site
- **Reactive management and consultation** - Got questions or aren't sure what you should do? We have SEO experts on hand ready to help.

For many of our clients, the items above are enough for them to see substantial improvements in the SEO performance, but for those who are looking for more, we've developed our Advanced SEO program to give you the extra push you need.

# WHY LINKS ARE IMPORTANT FOR SEO

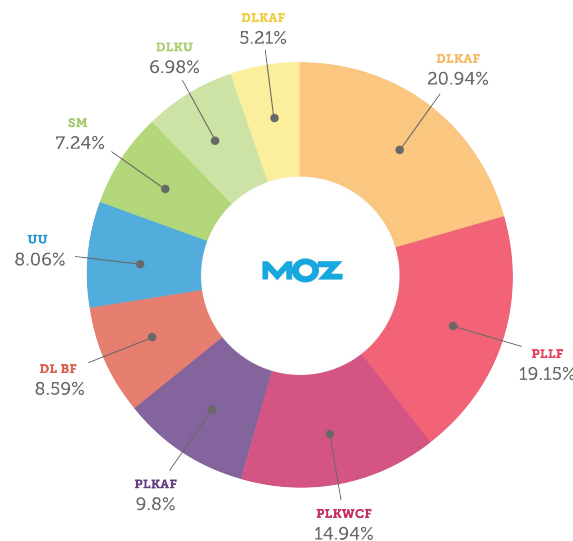
There are two main categories when it comes to SEO:

1. On-site optimization involves placing quality content throughout your site, including relevant keywords within that content, and making pages easily accessible to search engines.
2. Off-site optimization focuses on strengthening your website through inbound links and mentions on other websites.

Off-site optimization and inbound links are important because search engines view them as votes of confidence. When inbound links are being pointed to your site from other high quality, relevant websites, you're more likely to rank for your target keywords.

Search engines look at a wide variety of factors when determining rankings, but links are arguably the most important factor and can have a huge impact on your SEO success.

## IMPORTANCE OF RANKING FACTORS IN GOOGLE



<https://moz.com/beginners-guide-to-link-building>

- **Domain-Level, Keyword-Agnostic Features** (e.g. quantity of links to the domain, trust/quality of links to the domain etc.)
- **Page-Level Link Features** (e.g. PageRank, TrustRank, quantity of link, anchor text distribution etc.)
- **Page-Level KW & Content Features** (e.g. TF\*IDF, topic-modeling scores, on content, content quantity/relevance, etc.)
- **Page-Level, Keyword-Agnostic Features** (e.g. content length, readability, uniqueness, load speed, etc.)

# THE RIGHT STRATEGY FOR YOUR BUSINESS

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SEO isn't a one-size-fits-all deal. That's why we've separated our Advanced SEO program into three packages, so we can provide a strategy best suited for your business goals.

- **Link Building Level 1** - \$649/month - Great for sites that don't have a lot of quality links
- **Link Building Level 2** - \$999/month - For sites with a solid existing link profile who want to take things to the next level
- **Link Building Level 3** - \$2499/month - For sites in competitive markets that need advanced tactics in order to earn very high quality links

You can find details about exactly what's included in these packages on the following page. Keep in mind that it isn't just the quantity of links that can have an impact on your site's performance, but also the quality of links. And if you're not sure which package would be best for your business, just ask our experts and we'll be happy to help.



Think of it like a voting system. More votes from more websites means better rankings, and votes from higher quality websites carry more strength.



# LINK BUILDING PROGRAMS

## What's included:

	Level 1	Level 2	Level 3
	<b>\$649/m</b>	<b>\$999/m</b>	<b>\$2499/m</b>
<b>Press release</b> <i>Content creation and distribution</i>	One-time	One-time	One-time
<b>Local Listing Booster</b> <i>Normally \$79/year</i>	Included	Included	Included
<b>Guest blog post (DA 20+)</b> <i>Industry relevant site with Domain Authority of 20 or higher</i>	1 per month	1 per month	1 per month
<b>Guest blog post (DA 30+)</b> <i>Industry relevant site with Domain Authority of 30 or higher</i>	1 per month	1 per month	1 per month
<b>Guest blog post (DA 40+)</b> <i>Industry relevant site with Domain Authority of 40 or higher</i>		1 per month	1 per month
<b>Guest blog post (DA 50+)</b> <i>Industry relevant site with Domain Authority of 50 or higher</i>			1 per month
<b>Monthly Reports &amp; Quarterly Conference Calls</b> <i>Discuss results and plan next steps</i>	✓	✓	✓

## SOUNDS GREAT! NOW WHAT?

If you're ready to get started with one of our Advanced SEO packages, or if you just have a few questions that you'd like to discuss, please schedule a call with our SEO experts through the link below.

[Get Started](#)

[Schedule a call](#)

*We look forward to hearing from you!*



[www.prontomarketing.com](http://www.prontomarketing.com)