

# Website Optimization Packages



Imagewerks website optimization packages give websites new and old the best foot forward in providing a quality user experience and maximizing search ranking potential.



## Report

Reporting packages provide you with all the necessary information to fully understand and react to how users are reaching your website, how they interact with your content, and the quality of user experience it provides for them.

	Plan 1	Plan 2	Plan 3
Google Analytics	•	•	•
Site Crawl Diagnostic	•	•	•
Competitor Analysis		•	•
ADA Testing			•
Monthly Pricing	\$250	\$375	\$500



## Respond

Response packages take the information collected in reporting and implements the necessary updates to keep your website performing at its best and delivering the most valuable experience for your audience.

	Plan 1	Plan 2	Plan 3
Resolving Meta Content Errors	•	•	•
Repairing Broken Links	•	•	•
Security Fixes		•	•
Accessibility Improvement			•
Monthly Pricing	\$500	\$750	\$1000



## Refresh

Refresh packages are designed to keep your website loaded with new and relevant content. Regularly posting blog articles and social media content shows both users and search engines that your website is actively maintained with information specific to your products and services.

	Plan 1	Plan 2	Plan 3
Blog Writing	•	•	•
Social Media Management	•	•	•
Local Search Optimization		•	•
Inbound Link Building			•
Monthly Pricing	\$1000	\$1500	\$2000



# Report

## Google Analytics

Set up on one standard Google analytics audience overview report and schedule for monthly delivery at requested client email address. Report to include basic metrics of total users, bounce rate, session duration, pages/session, and new vs. returning users.

## Site Crawl Diagnostic

Creating one Moz Pro campaign report for client domain. Report to include domain authority, search visibility, ranking keywords, indexed pages and any technical issues to resolve.

## Competitor Analysis

Includes up to three competitor websites to site crawl report for comparison on key search ranking metrics.

## ADA Testing

Site quality report covering categories of overall quality, accessibility, compatibility, privacy and usability standards.

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# Respond

## Resolving Meta Content Errors

On page SEO updates focused on missing/duplicate page titles, meta descriptions, header tags, image alt text and other attributes.

## Repairing Broken Links

Addressing 404 errors, redirect loops, sitemap indexing, robots files and other searchability factors.

## Security Fixes

Responding to any issues encountered with SSL certificates, web form security, or malicious server activity.

## Accessibility Improvement

Making improvements to website user experience based on accessibility best practices including: contrast ratios, alt text, keyboard navigation, and form/link descriptions.

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# Refresh

## Blog Writing

Writing and publishing one monthly search optimized blog post to keep site updated with fresh content for search indexing.

## Social Media Management

Writing and publishing 8 monthly social media posts to one platform to drive traffic to website.

## Local Search Optimization

Consolidation, standardization and management of online business listings. Requires annual software subscription per location of \$130.

## Inbound Link Building

Outreach to relevant industry publications, third party websites and business directories to increase inbound link profile and improve search ranking potential.

