



**ClearSkySEO**  
simple marketing solutions

**AW** ADVISORWEBSITES.COM  
1.888.946.3188

## Internet Marketing Services By



**ClearSkySEO**

*All the Results. None of the Hassle.*

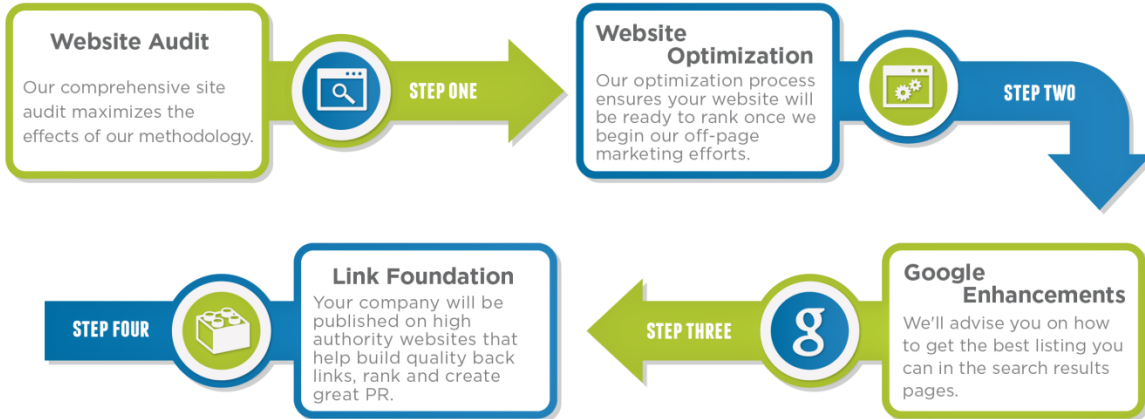
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**“Clear Sky SEO was developed to provide small businesses with an opportunity to compete online at a fraction of the cost.”**



## Search Engine Optimization

Organic search exposure provides the greatest return on investment. Thus an organic campaign strategy will be implemented to improve your ranking in the search results.



We'll increase your search engine visibility for relevant keywords.



## Search Engine Optimization Options

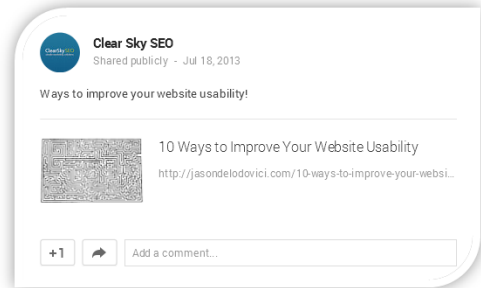
SEO Starter \$600/month	SEO Competitive \$1,000/month
<b>LOCAL BUSINESS SET UP</b> (Month 1 Setup) We claim and set up your local listings in the top online business listing sites. By providing updated business information through these listings, we make it easier for your market to find you.	
Google+ Local Creation	Google+ Local Creation
Yahoo! Local Creation	Yahoo! Local Creation
Bing Local Creation	Bing Local Creation
5 Link Citation Development	Yelp Listing Creations
-	10 Link Citation Development
<b>WEBSITE OPTIMIZATION</b> (Month 1 Setup) Starting with your website, we will optimize all key aspects of its targeted pages. Our optimization process ensures your website will be ready to rank once we begin our off-page marketing efforts.	
Website Audit	Website Audit
Keyword Research	Keyword Research
5 Title Tag Optimization	10 Title Tag Optimization
5 Description Optimization	10 Description Optimization
5 Keyword Optimization	10 Keyword Optimization
5 URL Rewrites	10 URL Rewrites
3 Webpage Copywriting	7 Webpage Copywriting
SEO Road Map	SEO Road Map
Google Analytics Check	Google Analytics Check
-	Google Webmaster Check
<b>CONTENT MARKETING</b> (Monthly) We'll start getting the word out about your business quickly. In Month 1 we do things like Press Releases, Magazine Features, and Social Sharing.	
1 Magazine/News Placement	2 Magazine/News Placements
Business Review	Business Review
Products/Service Review	Products/Service Review
1 External Blog Post	Brand Interview
40 Social Bookmarks	2 External Blog Post
2 Citations	100 Social Bookmarks
-	5 Citations
<b>REPORTING AND STRATEGY</b> (Monthly) Our live dashboard always has up to date traffic information and search results rankings. You can log in at any time, or get a comprehensive PDF report showing rankings and traffic.	
Ranking Report	Ranking Report
Google Analytics	Google Analytics
Work Report Upon Requests	Work Report Upon Requests
Executive Summary	Executive Summary



## Social Media Marketing

Our social media marketing packages service small medium and large brands with tracked social exposure through a blended use of manpower and software.

### Your Brand



We'll maintain your social media profiles leading to improved branding and customer engagement.



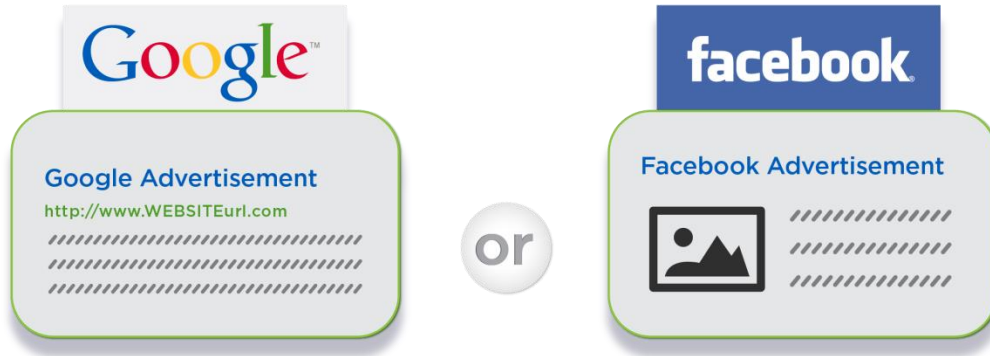
## Social Media Marketing Options

Social Starter \$500/month	Social Competitive \$900/month
<b>PAGE MANAGEMENT</b>	
The look and feel of your social media pages should be consistent with your whole marketing campaign. We will set up and optimize your social media pages to reflect your website and represent your brand accurately.	
Up to 2 Facebook Apps Installation	Up to 4 Facebook Apps Installation
Facebook Cover Photo Design	Facebook Cover Photo Design
Timeline Management	Timeline Management
Twitter Cover Design	Twitter Cover Design
Google+ Brand Creation/Optimization	Google+ Brand Creation/Optimization
<b>SOCIAL SEARCH</b>	
Social signals are growing in importance as a ranking factor. Establish your presence and boost your listings with the help of social search optimization. We will optimize your social media profile to help build your credibility as an information source online.	
Google+ Authorship Markup	Google+ Authorship Markup
Google+ Authentication	Google+ Authentication
100 Google Circle	150 Google Circle
4 Circle Groups	6 Circle Groups
Social Share Synchronization	Social Share Synchronization
-	Rich Schema Tags
<b>SOCIAL WEBSITE INTEGRATION</b>	
Facilitate interaction with your audience and make it easier for them to find you. Through custom-designed badges, widgets and plugins, your target audience can easily access information about your business.	
Author Badges	Author Badges
Brand Widgets	Brand Widgets
Personal Widgets	Personal Widgets
1 Social Plugin	3 Personal Plugins
-	Brand Badges
<b>SOCIAL CONTENT ENGAGEMENT</b>	
Communicate with your audience and show them your industry leadership through social media. Engage your audience with fresh, unique content. We will manage and update your profiles with the latest news and information on your target industry.	
8 Monthly Unique Facebook Posts	12 Monthly Unique Facebook Posts
8 Monthly Unique Twitter Tweets	12 Monthly Unique Twitter Tweets
8 Monthly Google+ Unique Content	12 Monthly Google+ Unique Content
4 Monthly Facebook Relevant Shares	6 Monthly Facebook Relevant Shares
4 Monthly Google+ Relevant Shares	6 Monthly Google+ Relevant Shares
<b>REPORTING AND STRATEGY</b>	
Get complete and updated information on your social media campaigns. We provide you with statistics that show your social engagement and campaign progress, allowing you to make informed decisions for your future social marketing strategy.	
Work Report	Work Report
Publishing Calendar	Publishing Calendar

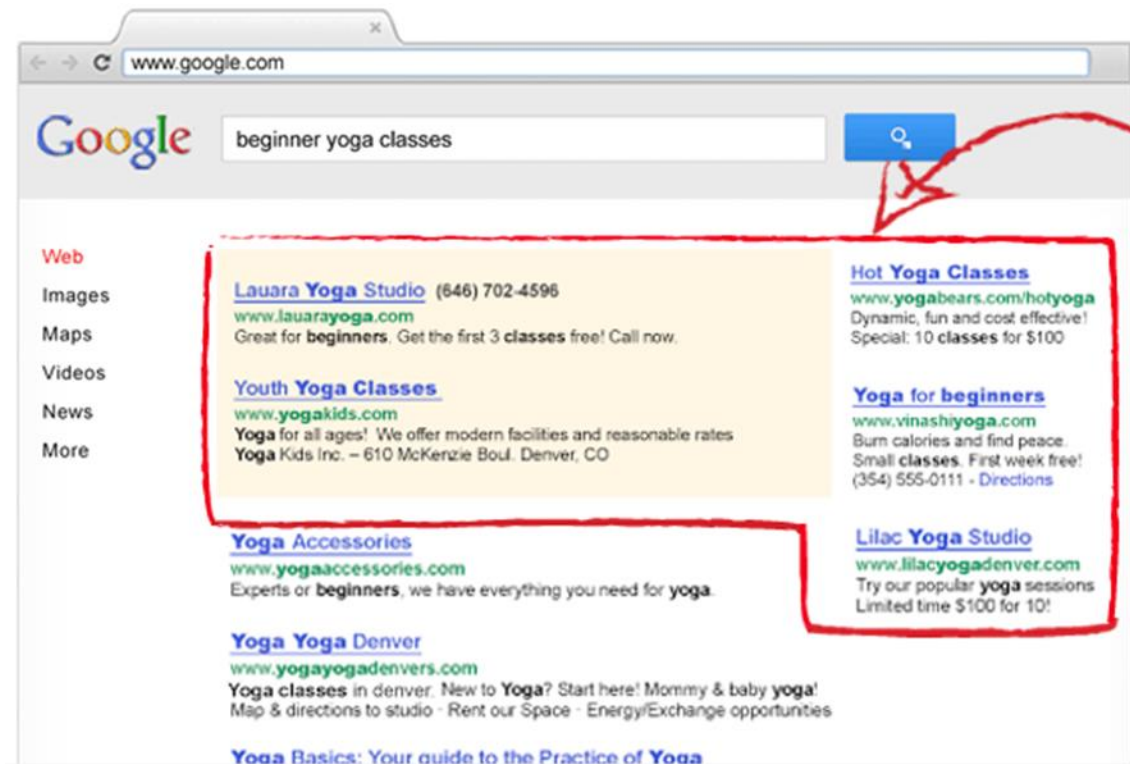


## Pay-Per-Click Management

Instantly increase customer traffic with pay per click management services. High conversion methodology for small businesses to enterprise level needs.



We'll place your business in front of customers activity looking for the services or products you offer.





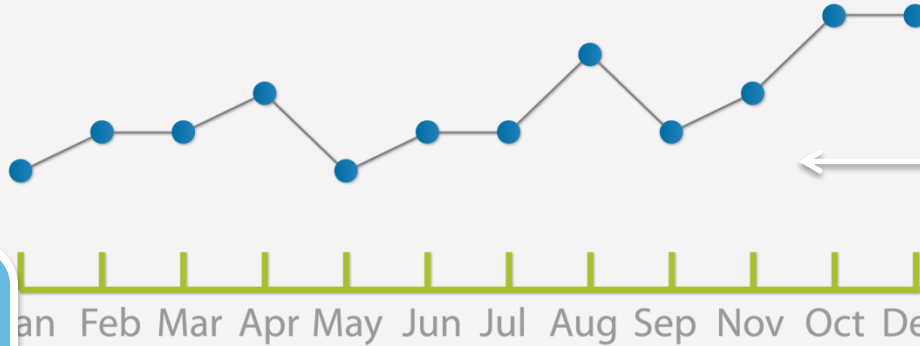
## Pay-Per-Click Advertising Options

PPC Starter \$625/month <i>Ad Spend \$500 / Management: \$125</i>	PPC Competitive \$1000/month <i>Ad Spend \$800 / Management: \$200</i>
<b>ACCOUNT SETUP, RESEARCH &amp; ANALYSIS</b> We set up your Google AdWords account for your paid marketing campaign. Our team provides initial keyword research and budget analysis to maximize your PPC exposure and boost conversions.	
Keyword Research	Keyword Research
Ad Groups	Ad Groups
Ad Text Creation	Ad Text Creation
Adwords Conversion Tracking	Adwords Conversion Tracking
Link Adwords and Google Analytics	Link Adwords and Google Analytics
Search Network	Search Network
-	Display Network
-	Remarketing
-	Banner Ads Split Testing – 1 Design (2 size formats)
<b>CAMPAIGN MANAGEMENT</b> We have an experienced team of PPC campaign management experts that ensures you get the maximum visibility for the right keywords at the lowest bids.	
Keyword Bid Management	Keyword Bid Management
Geo-Targeting	Geo-Targeting
Traffic Statistics Analysis	Traffic Statistics Analysis
Analytics Monitoring	Analytics Monitoring
Conversion Tracking	Conversion Tracking
Invalid/Fraud Click Analysis (AdWords Only)	Invalid/Fraud Click Analysis (AdWords Only)
-	Add New Keyword Opportunities
<b>REPORTING</b> Get full details on your PPC campaigns in our comprehensive monthly reports. We complement our detailed, comprehensible reports with regular performance updates to show your progress and keep you involved in the creation of your future PPC strategy.	
Month 1 Setup Report	Month 1 Setup Report
Monthly Performance Reports	Monthly Performance Reports
Bimonthly/Performance Reports	Bimonthly/Performance Reports
Weekly Update Reports	Weekly Update Reports



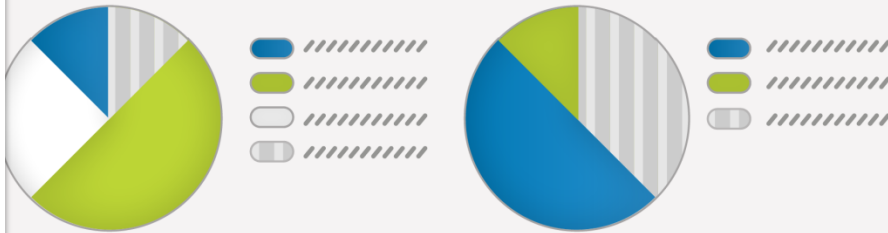
## SEO Dashboard Reporting

You will be given a log in and password to your very own custom dashboard where you can see the results of your campaign in real time.



Here you will be able to see the traffic coming to your website compared to the previous month's traffic.

This section will break the traffic to your site down a step further. You can see the geographic location of visits as well as the traffic source.



See where your site ranks for your selected keyword phrases and how they have changed over the course of your campaign.

Keyword	Rank	Change
////////////////////	4	+4
////////////////////	1	+10
////////////////////	2	+6

You'll received monthly reports and have access to our trained support staff.





## Add On Service: Promotional Video

Our animated video service will help create a clear and concise explanation of your products or services. You can chose between a more basic video or our team can help you create a custom video made just for your business.

<b>Basic Video</b> <b>\$900</b>	<b>Custom Video</b> <b>\$2,250</b>
<b>Length:</b> 30 second video	<b>Length:</b> 60 second video
Scripts	Scripts
Logo Animation	Logo Animation
Video Animation (templated)	Video Animation (all made from scratch)
Background Music	Background Music
	Voice Over
	Graphic Design
	Sound Effects