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# Brand Optimization

Here are our Brand Optimization Packages designed to help your business succeed further.

Gain access to advanced services and technology to expand your brand: Advanced Data-driven Marketing Research, Visibility Grade, Opportunity Ratings and Solution Proposal, and Performance Reporting.

## Setup / One-time Services

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### WEBSITE OPTIMIZATION

Website Optimization	
Issues and Errors Analysis and Fix	Yes
Page Indexing Analysis and Fix	Yes
Main Navigation Analysis and Fix	Yes
On Site Blog Setup	Yes

<b>Webmaster and Analytics Setup</b>	Yes
<b>Target Page Analysis and Optimization</b>	Per Category
<b>Content Optimization</b>	Per Category
<b>Meta Tags Optimization</b>	Per Category
<b>Internal Referral Anchor Text Optimization</b>	Per Category
<b>Multiple Locations Setup</b>	
<b>Main Navigation Insertion</b>	Yes
<b>Locations Overview Page Creation</b>	Yes
<b>Individual Locations Pages</b>	Per Location
<b>Schema Optimization</b>	Per Location
<b>Locations Content Mentions and Anchor Texting</b>	Per Location

## ACCOUNT SETUP

Account Setup	Standard	Advanced
<b>YouTube Profile Creation, Design &amp; Optimization</b>		
YouTube Channel Creation & Optimization	No	Yes
YouTube Channel Design	No	Yes
<b>Twitter Profile Creation, Design &amp; Optimization</b>		
Twitter Profile Creation & Optimization	No	Yes
Twitter Profile Design	No	Yes
<b>Google+ Profile Creation, Design &amp; Optimization</b>		
Google+ Profile Creation & Optimization	Per Location	Per Location
Google+ Business Page Creation & Optimization	Per Location	Per Location
Google+ Business Page Design	Per Location	Per Location
Google My Business Listing Creation and Optimization	Yes	Yes
<b>Facebook Profile Creation, Design &amp; Optimization</b>		
Profile Creation and Optimization	Yes	Yes
Profile Design	Yes	Yes
Business Page Creation & Optimization	Per Location	Per Location
Business Page Design	Per Location	Per Location
Facebook Places - Creation and Optimization	No	Per Location

<b>Additional Account Setups</b>		
<b>Additional 5 Social Media Accounts Setup</b>	No	Yes
<b>10 Social Sharing Accounts Setup</b>	No	Yes
<b>Top Off-Site Blog Accounts Setup</b>	Top 3	Top 5
<b>5 Press Release Accounts Setup</b>	No	Yes
<b>15 Business Directories Setup</b>	Per Location	Per Location
<b>Top Niche or Geo Related Directory Account Creation and Optimization</b>	No	Per Location

### Ongoing Monthly Services

#### CONTENT MARKETING

<b>Content Marketing</b>	<b>Standard</b>	<b>Priority</b>
<b>Content Marketing (Per Category)</b>		
<b>No. of Articles</b>	1	3
<b>Blog Comments</b>	3	9
<b>Social Sharing</b>	3	9
<b>Social Signals</b>	9	27
<b>On-Site Blog Marketing (Per Category)</b>		
<b>No. of Articles</b>	1	
<b>Social Sharing</b>	3	

<b>Social Signals</b>	3
<b>Premium Content Writing</b>	
<b>Top Level Writers</b>	Yes
<b>Topic Matter Research</b>	Yes
<b>Industry Trend Research</b>	Yes
<b>Quarterly Outlined Article Topics</b>	Yes
<b>Quarterly Website Updates and Performance Analysis</b>	
<b>Quarterly Performance Analysis Report</b>	Yes
<b>Fixing Top Identified Issues</b>	Yes
<b>Pro Active Campaign Modifications</b>	Yes

### Add-ons

<b>Content Marketing Add-ons</b>	
<b>Press Release Marketing (Quarterly)</b>	
<b>No. of Press Releases Written</b>	1
<b>No. of Press Release Sites Published</b>	10
<b>Review Power Pack</b>	

<b>Reputation Competition Analysis</b>	Yes
<b>Unique Reviews Published</b>	20
<b>Review Video Creation</b>	1
<b>Uploading to YouTube</b>	Yes
<b>YouTube Title and Description Writing</b>	Yes
<b>YouTube Keyword Optimization</b>	Yes
<b>Video Marketing</b>	<b>1 Video</b>
<b>YouTube Channel Optimization</b>	
<b>Channel Settings Customization</b>	Yes
<b>Channel Art &amp; Icon Customization</b>	Yes
<b>Channel Profile Optimization</b>	Yes
<b>Video Playlist Generation</b>	Yes
<b>Sections Customization</b>	Yes
<b>Accounts Set Up</b>	
<b>YouTube Account Set Up</b>	Yes

<b>Dailymotion Account Set Up</b>	Yes
<b>Vimeo Account Set Up</b>	Yes
<b>Video Creation</b>	
<b>Story Board Writing</b>	Yes
<b>Image Sourcing</b>	Yes
<b>Music Sourcing</b>	Yes
<b>Logo Inclusion</b>	Yes
<b>Call to Action</b>	Yes
<b>YouTube Video Uploading and Optimization</b>	
<b>Raw File Video Title Optimization</b>	Yes
<b>Video Title Optimization</b>	Yes
<b>Video Description Writing &amp; Optimization</b>	Yes
<b>Category and Tags Optimization</b>	Yes
<b>Video Location Tagging</b>	Yes
<b>Thumbnail Selection</b>	Yes

<b>Video Transcript Generation</b>	Yes
<b>Business Citation Inclusion</b>	Yes
<b>Playlist Inclusion and Optimization</b>	Yes
<b>Dailymotion Video Uploading and Optimization</b>	
<b>Raw File Video Title Optimization</b>	Yes
<b>Video Title Optimization</b>	Yes
<b>Video Description Writing &amp; Optimization</b>	Yes
<b>Category and Tags Optimization</b>	Yes
<b>Video Transcript Generation</b>	Yes
<b>Business Citation Inclusion</b>	Yes
<b>Vimeo Video Uploading and Optimization</b>	
<b>Raw File Video Title Optimization</b>	Yes
<b>Video Title Optimization</b>	Yes
<b>Video Description Writing &amp; Optimization</b>	Yes
<b>Category and Tags Optimization</b>	Yes



<b>Video Transcript Generation</b>	Yes
<b>Business Citation Inclusion</b>	Yes
<b>Image Marketing</b>	<b>Coming Soon</b>