

SEO ROADMAP PROGRAM OPTIONS

OVERVIEW

Wiideman Consulting Group, an Internet Marketing Consultancy located at 14241 Firestone Boulevard, Suite 400, La Mirada, California, seeks to serve as a solution provider for _____ located at _____

with assistance in improving online visibility within the major search engines.

Our consultancy has developed a program to assist businesses in managing paid and natural search engine optimization tasks, including strategy, website optimization, content optimization, marketing outreach and ongoing keyword recalibration based on real-time data. We have named the program “SEO Roadmap”.

WHY WORK WITH WIIDEMAN CONSULTING GROUP?

Expertise, Trust & Authority

Below is partial list of publications our consultancy has been featured in as an “expert” in the field of search engine optimization.

Our Founder, Steve Wiideman, has also been in several commercials for Westwood College of Technology; in addition is a Congressional Award Recipient, honored by Congresswoman Loretta Sanchez.



Partial List of Clients

Clients from around the globe have hired our consultancy to provide technical and creative strategies for natural, paid and location-based search engine optimization. In most cases, these clients have internal technology and marketing teams that come together to support improvements in keyword rank and search engine saturation.

The goal of our SEO Roadmap program is to emulate our consulting program in the creation of a long-term strategy accompanied by a project management infrastructure to assist with specific on-page and off-page activities involved in a typical search engine optimization campaign. This SEO Roadmap carries the same project lifecycle, research, and reporting as the consultancy retainers we have offered to well-known brands since 2005, with a slightly different approach discussed below.

Brands our team has worked directly for or has consulted with specifically for paid or organic search engine optimization.



Strategic Partnerships

Our consultancy has contracts and agreements with the following service providers and is able to offer variable discounts, premiums and priority support escalations.



The Wiideman Methodology

Since 2005, our consultancy has been writing authoritative works on the science behind search engine marketing and providing principle-based methods for improving natural web traffic performance. Those principles are based on the following:

- ✓ Relevancy of Content to Query
- ✓ Domain Authority
- ✓ Search Engine User Behavior

Your search engine optimization strategy will begin with a detailed assessment of SEO focal points that may be preventing higher/greater search results placement and end in a well-organized action plan typically worked on through a simple online project management system.

SEARCH ENGINE STRATEGY

Our strategy will include research and audits to support a long-term SEO and/or recovery campaign to give the impression of natural growth in visibility to important search engines.

To the right is a typical timeline of events that occur during our project lifecycle, with Month 1 heavy on analysis and strategy, Month 2 on technical task execution, and Ongoing optimization based on learnings, tests, and content marketing planning.



CONSULTANCY SUPPORT DESK

Included in SEO Roadmap:

A core goal of the SEO Roadmap program is to provide enough documentation and training around each individual task that support from Wiideman Consulting Group is only needed for special circumstances and quality assurance.

To support active subscribers, we offer the following services at no additional cost:

1. Clarification of task requirements from SEO Roadmap
2. Quality assurance reviews on technical, content, and outreach tasks
3. Optional monthly performance calls

Additional fees apply to the following request types (See Appendix A for an extended service menu):

1. Additional keyword research (beyond initial five pages in the SEO Strategy)
2. Custom outreach template-writing
3. Paid search (PPC) audit
4. Website migration or upgrade support
5. Dedicated SEO Roadmap Navigator
6. Troubleshooting and Research

DELIVERY

SEO Roadmap deliverables are listed below and are dependent on Client providing required access and requested information in a timely manner. All recommendations and resource oversight provided by us will be required to comply with Google’s [Webmaster Guidelines](#) at all times.

Initial SEO Strategic Plan includes: comprehensive SEO audit, link audit, competitor baseline report, keyword research for up to five customer-attracting (sales) pages, creative link-attracting ideas, usability audit, and initial link opportunity recommendations (preloaded into Buzzstream or PitchBox upon request).

ITEM	DUE DATE	RESPONSIBLE
Client Needs Analysis (Survey)	3 Business Days	Client
Kickoff Call (WCG and Client Team)	3 Business Days	ALL - Coordinated by WCG
Account Access: Search Console, Webmaster Tools, AdWords, Analytics	3 Business Days	Client
SEO Roadmap Initial Setup – Tech Team Can Begin Working	10 Business Days	Wiideman Consulting Group
Initial 5 Customer Attracting Pages Mapped in Roadmap	20 Business Days	Wiideman Consulting Group
Complete Roadmap Setup in Project Management System	20 Business Days	Wiideman Consulting Group
Launch Call and Plan Review (WCG and Client Team)	25 Business Days	All - Coordinated by WCG
Initial Keywords (200) and Competitors (3) Selected by Client	30 Business Days	Client
Conductor SEO Suite Setup with Scheduled Reports	35 Business Days	Wiideman Consulting Group
Link Tracking Setup with Initial Projects and Prospects	35 Business Days	Wiideman Consulting Group
First Performance Review Call	40 Business Days	All - Coordinated by WCG

PAYMENT OPTIONS

INVESTMENT	DESCRIPTION
\$999 Setup + \$599/mo.	12-Month SEO Roadmap program. Includes SEO audit, strategy, project management system setup, email support for task clarification, quality assurance, and performance reviews and 12 months of Conductor access. Total upfront cost is \$1,598, total program cost is \$8,187.00
\$7,187 Annual Subscription	Pay annually and save \$1,000! 12-Month SEO Roadmap program. Includes SEO audit, strategy, project management system setup, email support for task clarification, quality assurance, and performance reviews and 12 months of Conductor access. Total program cost is \$7,187.00

APPENDIX A – ADDITIONAL SERVICE OPTIONS

The service options listed below are optional and can be added at any point during or after your SEO Roadmap. Contact your Client Success Manager to place an order.

Support Request	Description	Fee
Additional Keyword Research (beyond initial five pages included in SEO Roadmap)	<p>Due to the time-consuming nature of keyword research and multiple tools required, we offer keyword research services beyond the guides provided.</p> <p>Client provides the page or competitor page, and our Content Strategist will provide search terms based on existing Search Console, AdWords, and Analytics data, along with competitive insights from competing URLs targeting a similar set of keywords.</p> <p>Also included: Keyword search volume metrics, HTML title and Meta description recommendations, headings, subheadings, and keyword placement suggestions.</p>	<p>\$250-\$500 Per Page (Bulk Pricing Available)</p>
Custom Outreach Template Writing	<p>Reaching out to influential personalities is a fine art, often dominated by individuals with experience in Public Relations.</p> <p>Our SEO Roadmap comes with an Outreach Guide that includes four approach types and a total of six templates. However, if our templates do not inspire your teams, we offer custom outreach templates for Buzzstream or PitchBox. Template Sets include: Initial Outreach, 1st – 3rd Follow Ups, and Social Suggestions.</p>	<p>\$200 Per Template Set</p>
Paid Search Audit	<p>Our SEO Strategic Plan and Content Guides will include data and how to capture data from Google AdWords, such as search term details, which aid in the optimization of web content. However, from time to time we receive requests for account audits to improve Return on Ad Spend (ROAS), impression share, Quality Score or overall reach.</p> <p>Audit fees are based on the quantity of campaigns, ad groups, keywords, and ads. Paid search assessment calls are completely free. Please call to schedule an assessment so our Paid Search Strategist can provide you with a quote for an audit.</p>	<p>Please Call for a Quote (562) 732-4417</p>
Website Migration or CMS Upgrade	<p>It is not uncommon for organic traffic to drop significantly after a site upgrade or move. There are several variables that are often neglected by web developers and webmasters that could block search engines or send visitors to pages left broken (404 errors).</p> <p>Migration/upgrade support needs vary based on content management systems, quantity of pages being updated, and other factors. Call us for free assessment call.</p>	<p>Please Call for a Quote (562) 732-4417</p>

Support Request	Description	Fee
Dedicated Roadmap Navigator (Retainer)	<p>SEO Roadmap was created to accommodate businesses on a budget that are comfortable managing SEO in-house with their own resources. However, sometimes the leadership role within an organization is limited to the business owner, allowing resources to set their own pace (which can often be slower than desired).</p> <p>Having a dedicated SEO Roadmap Navigator takes the business owner out of the project management role and allows Wiideman Consulting Group to step in and coach team members through technical, contextual, and outreach tasks. This service includes weekly scheduled calls, web conference training, and phone support.</p> <p>Unlike a typical consultancy retainer, SEO Roadmap Navigator support is month-to-month. You must notify us via support@wiideman.com two weeks in advance if you wish to discontinue the retainer.</p>	\$2,500/mo.
Research and Troubleshooting	<p>These can vary from technical hurdles to usability issues. Common troubleshooting requests include drops in keyword rankings, organic traffic or conversions. Research and custom strategies include items such as Online Reputation Management (ORM), manual actions in Google Search Console, or algorithmic penalties caused by thin or low quality content or by an unnatural inbound link profile.</p>	Please Call for a Quote (562) 732-4417

TERMS AND CONDITIONS

The following terms and conditions between Wiideman Consulting Group (“WCG”) and (“Client”) are provided for our Client’s benefit. Please read them carefully and contact us should any questions arise.

Sales Tax

All projects that result in a finished product are subject to applicable tax which is to be paid by the Client. California State Sales Tax will apply.

Revisions

Our fees do not include costs for revisions, defined as Client initiated changes, following approval of concepts and or deliverables. Revisions or any requests made that are outside initial scope will be billed at \$120.00 per hour.

Out-of-Pocket expenses

Our professional fees do not include out-of-pocket expenses. Should the Client request services that require out-of-pocket expenses, such as overnight travel, FOLLOWING APPROVAL in advance, WSG will submit all out-of-pocket expenses directly to the client with an 8% handling fee.

Stock Photography

WCG will retain rights to all stock images purchased by WCG under the name of WCG for any client. WCG retains the right to reuse any stock images purchased under the name WCG for other clients and future projects. If Client chooses to retain stock image rights under Client’s name and Client desires WCG to purchase stock images WCG will charge Client \$120 per hour for search fees and purchase stock images provided Client submits user login information to WCG. Stock image costs may vary by supplier and quantity purchased.

Cancellation Fee

In the event a project terminates at any time after this agreement and prior to completion, a reasonable cancellation fee will be charged. According to the payment schedule, all outstanding fees and expenses will be billed to date. Studio fees will be prorated according to the date of cancellation. Ownership of all copyrights and original artwork shall be retained by WCG.

Standard Ownership Contract

Design - All design work and finished artwork is the property of the Client and is delivered upon request. Concepts, illustrations, photography and deliverables not selected by the Client remain property of WCG unless otherwise arranged.

Additional Costs

Client will receive invoices for costs outside of the scope of this agreement. These invoices are payable upon receipt.

Payment Schedule

All invoices are due upon receipt. The grant of any license or right of copyright is conditioned on receipt of full payment. Payment schedule is to be paid in net 15 days of date of invoice. Projects not approved or completed within contractual timeline due to failure to supply content or approval within 30 days of request may still be billed.

Warranty of Originality

WCG warrants and represents that, to the best of our knowledge, the work assigned hereunder is original and has not been previously published or that consent to use has been obtained on an unlimited basis; that all work or portions thereof obtained through the undersigned from third parties is original or, if previously published, that consent to use has been obtained on an unlimited basis.

Limitation of Liability

Buyer agrees that it shall not hold WCG or employees liable for any incidental or consequential damages that arise from WCG failure to perform any aspect of the Project in a timely manner, regardless of whether such failure was caused by intentional or negligent acts or omissions of WCG employees or its business partners.

Trade Marks, Registration, Copyright Infringement – Limited Liability

Client agrees that it shall not hold WCG or employees liable for any registered trademark WCG and or copyright infringement. While WCG will work diligently to not violate any registered trademarks WCG or copyright material, the Client assumes responsibility for any disputes with third parties regarding the aforementioned.