



Search Engine Optimization Maintenance Plans

Once your web site has been thoroughly optimized and submitted to the search engines, it is a good idea to monitor your search engine results. Monitoring your results will allow you act or react according to how your keywords and keyword phrases are performing, and also help keep your site ranking ahead of your competitors. Five Sparrows offers three different levels of ongoing SEO Maintenance, and features for each of the three plans are described in the table below.

Feature	Gold Plan	Silver Plan	Bronze Plan
Guaranteed Top 10 Placement in Major Search Engines	Yes	Yes	No
Guaranteed Top 20 Placement in Major Search Engines	Yes	Yes	Yes
Placement Protection	Yes	Yes	Yes
Monthly Hand-Submission to Major Search Engines & Directories	12 months	9 months	6 months
Monthly Automated Submission to Minor Search Engines	12 months	9 months	6 months
Monthly Search Engine Ranking Reports	12 months	9 months	6 months
Monthly Keyword Performance Reports	12 months	9 months	6 months
Monthly Search Engine Spider Simulation Report	12 months	9 months	6 months
Monthly Inbound Link Report	12 months	9 months	-
Monthly Competition Monitoring Reports	12 months	9 months	-
Keyword Changes and/or Adjustments	Twice per 12 month period	Once per 9 month period	-
Meta Tag Adjustments	Twice per 12 month period	Once per 9 month period	-
Page Text Adjustment for Keyword Densities	Twice per 12 month period	Once per 9 month period	-
	(Monthly Fee)	(Monthly Fee)	(Monthly Fee)

Guaranteed Top Placements - Our SEO Maintenance plans include guaranteed top ten and/or top twenty placements in the search engines. Top placement is defined as one of your keyword phrases being listed in a major search engine and/or directory. Major search engines are considered to be Google, MSN, Yahoo, Inktomi, and Excite. Major directories are considered to be Yahoo, Looksmart, and Dmoz.

Placement Protection – Until our search engine placement guarantee is met, we will continue to re-optimize and re-submit your pages and report progress without charging you any monthly maintenance fees. Once the guarantee is met, then the monthly maintenance fees become billable and you will start receiving your full set of reports.

Monthly Search Engine Submission – Our approach to search engine submission uses a combination of hand submission and automated submission to provide you with the best of both worlds, ultimately increasing your web presence through a variety of sources.

- Major Search Engines – Your site is hand-submitted monthly, making sure your site is added to these indexes directly.
- Minor Search Engines – We use an automated system that allows us to submit your web site quickly to a large number of minor search engines.

Monthly Search Engine Ranking Reports - Our ranking reports tell you exactly where your website is currently positioned in the different search engines, allowing you to monitor the progress of your different keywords.

Monthly Keyword Performance Reports – We will provide you with monthly reports on how your keywords perform in actual web searches, the number of times your keywords are searched on, and how many other sites compete for those keywords.

Monthly Spider Simulation Report – We will provide you with a monthly report that shows you exactly what the search engine spiders will see on your web site each time they visit.

Monthly Inbound Link Report – Inbound link reports will be provided each month with details about what other web sites, indexes, and directories have included your web site's links in their databases, and also provide you with a comprehensive picture of the total number of inbound links to your web site.

Competition Monitoring – Each month, we will provide you with reports on how your competitors are doing in the search engines. This includes details about how they rank for certain keywords or keyword phrases.

Keyword Adjustments – Based on your monthly reports or changes to your products and services, you may determine that certain keywords or keyword phrases are not performing as expected and you may want to change them. If this is the case, we will change the keywords in your page text and meta tags according to your maintenance plan, then re-optimize your site to accommodate the new keywords and/or keyword phrases.

A Note About Web Site Performance Reports – Today, web site statistics should be freely available from your web hosting company. You should be able to view, free of charge, reports on how much traffic your web site is getting, the number of hits and page views, which search engines are sending traffic to you, which keywords visitors are using, the way visitors move through your site, how long they stay on each web page, etc. All web sites hosted by Five Sparrows (for a fee of just \$4 per month) have access to a password-protected control panel interface that allows you to monitor all aspects of your web site’s performance 24/7.

Cost Comparison

Five Sparrows is committed to serving small businesses and non-profits at very affordable prices. We understand that small businesses have limited budgets and resources, yet they compete in the same marketplace as everyone else. Our pricing takes into account the constraints placed on our clients while still delivering superior products and services.

Company Description	Comparable Services and Reports?	Guaranteed Top Placements?	Allow Keyword Changes & Adjustments?
Nationally recognized SEO Company, very major companies as clients, based in western Michigan	Yes	No	No
Mid-sized SEO Company, client list includes mostly small companies, based in southern California	Yes	Yes	No
Five Sparrows, LLC, specializing in small businesses and non-profit organizations	Yes	Yes	Yes

Getting Started

To get started with your SEO maintenance plan, you must complete and sign a Search Engine Optimization and Maintenance contract. You may fax the agreement to 810.632.2238, and no payment will be due until the guarantee for top search engine placement has been met.

Payment Details

Monthly SEO maintenance charges are invoiced on the 1st of each month 30 days in advance and will continue uninterrupted if payment is received by the due date. If payment is not received on time, your submission and reports will not occur until payment is received.

All deliverables are the property of the client.