

## Web Management Options & Pricing

### MARKETING SERVICES:

In these competitive times, having a website is essential to keep up with competition and present a professional presence for your business. But unfortunately--gone are the days in which you can create a site & immediately garner hundreds (or thousands) of visitors and new sales leads, all with little or no effort. Designing a site is the FIRST STEP in creating an effective 'Web Presence' that will lead to increased sales/business. Marketing it is next.

ODI's web team offers comprehensive SEO (Search Engine Optimization), Marketing and Social Media Management services aimed at increasing visitors to your site (hits/traffic), reducing loss of new viewers (bounce rate) and increasing sales/leads (conversions). It is the combination of all of these efforts that results in a more productive and valuable site. ODI can create a comprehensive strategy for your business aimed at accomplishing all of these, and more. Some of the elements addressed may include:

**Search Engine Optimization (SEO)** – How do engines like Google determine whether (and where) to include your site in a search result? They use automated programs, called 'spiders' to crawl your site and determine what it's about and how relevant it may be for a user's search. Let ODI perform services aimed at making your site more attractive to search engines, tackling items like keyword creation, keyword content optimization and more. Most campaigns include initial SEO tasks, as well as recurring optimization efforts over 6-12 months.  
*Initial SEO services ranging from 6hrs (\$720) and up. | Ongoing SEO ranging from \$149mo*

**Social Media Creation** – Don't have a presence on key social media (SM) platforms like Facebook, Google Plus, YouTube, Twitter and others? Create your own for ODI to manage OR have us do all the work.  
*Creation of new account, setup of business SM page, integrate custom graphics - \$99 each*

**Social Media Management** – Have the ODI team perform regular posts to your social media platforms (drives site traffic, improves SEO and generates backlinks). These annual plans are customized to suit your needs. Include copy/editing posting material as provided by client (or ODI will compile industry-related content).  
*3-4 posts monthly on up to 3 SM platforms - \$99 | 10-12 posts monthly on up to 3 SM platforms - \$199*

**Blog Management** – Have our specialists perform regular blog entries for your site blog (increases visibility, improves SEO and generates backlinks). These annual plans include basic copy/editing of articles as provided by client (or you may also opt to have ODI compile industry-related articles & link to social media).  
*2 articles monthly - \$59 | 4 articles monthly - \$99*

**Press Releases** – Get important news out, increase external backlinks and improve your site's SEO with press releases. These can be invaluable for reasons that go well beyond efforts to be 'picked up' by news media.  
*Article provided by client - \$149 | Article created & copyedited by ODI \$299 | PR Newswire \$99 addl*

**Google Ad Campaigns** – Have ODI setup a Google Keyword Ad Campaign. One time fees are charged for setup of the campaign, and ongoing 'per click' fees are paid to Google based on the activity of the campaign, limited to your monthly budget. Results are often more 'immediate' than SEO, which evolves over time.  
*One time setup of base Google Ad Campaign (starts at) \$600 | Keyword CPC (per click) fees vary by words.*