



### **SEO (Search Engine Optimisation)**

To make sure that you will be found on search engines:

- Enhancement of your visibility on search engines;
- Increase of the traffic towards your website;
- Tracking progress with Google Analytics.



### **SEM - Paid Referencing**

To allow internet users to find you without knowing your name:

- Guaranty of your presence in the first result pages of search engines;
- Management of Google AdWords campaigns;



### **Advertising on Social Media**

To reach your target audience as fast as possible:

- Placement of online ads, on the channels best suited for your needs;
- Finding your buyers wherever they might be.

Starting at \*  
**\$749/month**  
For a 12 month contract.



## SEO (Search Engine Optimisation)

- Meta-tag optimisation on 10 pages of your website (url, title, description)
- Content optimisation on 5 pages of your website:
  - Insertion of keywords in the text content of the 5 pages;
  - Referencing of the images in the 5 pages;
  - Insertion of outbound links, leading to other websites;
  - Creation of inbound links, redirecting to your website.
- Setting up a Google Analytics account for your business:
  - Tracking of the monthly progress of the number of visits on your website;
  - Report on your progress every 3 months.
- Frequency: revision of your SEO every 3 months (if necessary)

## SEM - Paid Referencing

- Implementation of a Google Ads campaigns
  - Selection of keywords
  - Revision of the campaign every 3 months
  - Conservation of the most successful keywords
- Monthly budget to be managed: between 200\$ and 1000\$ per month
  - Advertising fees at your expense
- Report on your progress every 3 months

## Advertising on Social Media

- Advertising for your website on Facebook (or another platforms)
  - Creation of content for your ads
  - Monthly management of your ads
  - Advertising fees at your expense
- Referencing of your website in free directories

### \* Other services available

- *Increased frequency of the revision of your SEO and SEM campaigns*
- *Advertising banner campaigns*
- *Boost-post for social media*
- *Contests and newsletters*
- *Personalized photography and video*
- *Mobile applications*
- *Translation*
- *And many others...*

\* Additional costs

