



# SEO Service Plans

Elevate Rankings. Engage Audiences.  
Convert Like Never Before.





## Your Visibility. Our Obsession.

Visibility isn't vanity—it's velocity. And we build it with purpose, data, and results that speak for themselves.

- Backed by 25+ years of marketing experience
- Data-powered targeting, conversion-focused results
- In-depth reporting, zero guesswork
- Content crafted to demonstrate real-world experience and subject matter expertise
- Structured to establish authority and earn trust in line with Google's E-E-A-T standards

# Be Found. Be Trusted.

Our SEO plans are designed for businesses that want to stand out where it matters most — in the communities, markets, and searches that drive real growth. Whether you're targeting local audiences or specific industry verticals, we help ensure your business is visible, relevant, and ready to connect.

SEO Lite offers essential visibility for getting found in your local market. And with our Standard and Advanced plans, you'll get deeper optimization, locally tailored content, and trusted authority signals that strengthen your presence across platforms.

## Why does local visibility matter?

Because more than 90% of consumers turn to search before making a decision. Being discoverable at the right time makes all the difference.

We help you rank with purpose — *and grow with confidence.*

# Find your best fit:

<i>Annual Services</i>	SEO Lite	SEO Standard	SEO Advanced
Up-To-Date SEO Reporting & Monthly Insights	X	X	X
General SEO Audit	X	X	X
Meta Titles and Descriptions	X	X	X
Image Alt Tags	X	X	X
H1-H6 Headers and Formatting	X	X	X
Content Recommendations	X	X	X
Backlink audits	X	X	X
Google My Business Audit	X	X	X
404 Checks	X	X	X
Tracking and revising 30 keywords	X	X	X
Advanced additional content recommendations	X	X	X
Advanced keyword tracking and strategies		X	X
40 tracked keywords		X	X
Mid Year SEO audit and revisions		X	X
Canonical review of all pages			X
Competitor map			X
50 keywords tracked			X
Free bi-yearly blog to improve keyword usage			X
Image Refresh			X
Monthly New Content Ideation & Implementation			X
Monthly Structured Schema Implementation			X
Social Media Post Bundle			X
Advanced UI/UX Content Strategy			X
Local Listing Pages Additions			X

# SEO Lite Features

**Best for:** New businesses needing SEO foundations

- Citation Listing
- Up-To-Date SEO Reporting & Monthly Insights
- General SEO Audit
- Meta Titles and Descriptions
- Image Alt Tags
- H1-H6 Headers and Formatting
- Content Recommendations
- Backlink audits
- Google My Business Audit
- 404 Checks
- Basic Keyword Coverage  
(5-7 Primary + 23-25 Secondary)
- Basic On-Page Optimization

*\*See page 6*

# SEO Standard Features

**Best for:** Growing businesses

- **All SEO Lite features, plus...**
- Advanced additional content recommendations using data-driven content gap analysis
- Enhanced Keyword Coverage & Strategy  
(10 Primary + 30 Secondary)
- Mid Year SEO audit and revisions including CTR analysis, H1-H6 strategy alignment, & deep traffic comparison
- Pro-level On-Page Optimization - Full performance review to refine strategy and maximize ROI.
- Core Web Vitals Monitoring and Basic Recommendations
- Website/Mobile usability review
- Website Architecture Analysis and Optimization Recommendations
- Call & Form Tracking, Conversion Analytics

*\*See page 6*

# SEO Advanced Features

**Best for:** Highly competitive businesses

- **All SEO Standard features, plus...**
- Canonical review of all pages
- Competitor map
- Tracking and revising 50 Keywords (15 Primary + 35 Secondary)
- Free bi-yearly blog to improve keyword usage
- Image Refresh
- Advanced Optimization & Backlink Audits
- Monthly New Content Ideation & Implementation
- Monthly Structured Schema Implementation
- Social Media Post Bundle – 2 graphic-designed posts monthly, linking back to optimized site content
- Advanced UI/UX Content Strategy – (quarterly user journey mapping, interactive content enhancements, page-experience optimization, in-depth analysis of site heatmaps, scroll maps, and A/B testing recommendations)
- Local Listing Pages Additions

*\*See page 6*



A person is silhouetted against a vibrant Aurora Borealis (Northern Lights) display in a starry night sky. The person stands on a dark rock, looking up at the colorful, shimmering lights. The sky is filled with stars and the aurora's green and purple hues. The overall scene is serene and awe-inspiring.

# SEO Initial Setup

## One-time fee:

- Create & Set Up A New Project
- Link Google Search Console & Analytics Data To Project
- Connect To Organic Search Traffic Report
- Create & Setup Client Report
- Run Site Health Report
- Conduct Keyword Research Based On Current Search Trends & Industry Research
- Compile & Segment Keywords
- Set Up Location Citations For Every Organization's Locations
- Update Existing Citations With Hours, Logo, Description, and Business Information
- Suppress Any Old & Duplicate Citations
- Perform A Site Speed Test & Record The Data
- Back Up the Existing Site
- Perform Site Speed Optimization



Ready to scale  
your rankings?

Email us at [kurt@fillalifemedia.com](mailto:kurt@fillalifemedia.com) and let's  
build a custom strategy around your goals.

