

What SEO Plan Should I Choose?

OnlyBusiness.com offers 8 SEO (Search Engine Optimization) Plans. When it comes to choosing which plan is right for your Business, there are a number of factors to consider. Please see a description of the differences between our Primary and Advanced SEO Packages below.

PRIMARY SEO PACKAGES

The 3 Primary Packages are Starter, Bronze and Silver. For these three plans, we generally optimize more 'Long Tail' keywords. Long tail is a strategy where we target less competitive keywords, rather than very competitive, highly saturated broad keywords. A Long Tail keyword might be something like "Small business website design" whereas a 'Short Tail' keyword might be "Website design" which would have a huge number of monthly searches, thus making it far more difficult to optimize and get on the first page of Google, Yahoo and Bing. The benefits of a Long Tail approach is that there is less competition, so it would be easier to rank on the first page for these keywords than Short Tail keywords.

ADVANCED SEO PACKAGES

The 4 Advanced Packages are Gold, Platinum, Diamond and Enterprise. These plans are targeted for businesses that place a strong premium on online sales for their overall business model and strategy. You can see by the inclusions that a lot more time and effort goes into the daily optimization work for each plan. One of the key off-site optimization tasks is link-building. We build hundreds of links for these plans and focus on high PR (Page Ranking) one-way link building. Google, especially, places a huge premium on one-way links with high PR sites. We also can focus on more "Short Tail" Keywords for the Advanced SEO Packages.

PROCESS FOR ALL SEO PACKAGES

For all SEO packages, once you place an order, we will send you a short Questionnaire to fill-out about your business. We will also ask you for keywords you would like to optimize and target. We then do an in-depth analysis, carefully studying the amount of traffic the keywords will bring in and if the keywords are compatible with the plan you ordered. An SEO expert will be in touch with you to discuss our analysis and the recommended keywords to optimize.