

SERP - TriCity Graphic Design's Pay for Performance Plan:

What is SERP:

SERP stands for *Search Engine Ranking Performance*. It essentially refers to how well you score when your companies' key words are searched in Google and how you compare to your industry peers. We all want to land on Google page one when potential clients are researching companies that provide similar service!

What is SEO:

Wikipedia defines SEO as: "*Search engine optimization* (SEO) the process of affecting the visibility of a [website](#) or a [web page](#) in a [search engine](#)'s unpaid results—often referred to as "natural," "[organic](#)," or "earned" results. In general, the earlier (or higher ranked on the search results page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users. SEO may target different kinds of search, including [image search](#), [local search](#), [video search](#), [academic search](#),^[1] news search and industry-specific [vertical search](#) engines. As an [Internet marketing](#) strategy, SEO considers how search engines work, what people search for, the actual search terms or keywords typed into search engines and which search engines are preferred by their targeted audience. Optimizing a website may involve editing its content, [HTML](#) and associated coding to both increase its relevance to specific keywords and to remove barriers to the [indexing activities](#) of search engines. Promoting a site to increase the number of [backlinks](#), or inbound links, is another SEO tactic."

My SEO foundation work is comprised of these steps:

1. After you obtain your domain name we register you on Google + as a verified company
2. We next obtain your Google verification code that is inserted into website
3. When I build your site I add the WordPress plugin called SEO by Yoast
4. Each page will have a unique identifier or meta title for ease of Google searching
5. Together we will develop a list of 5 key phrases we want people to use when searching for us
6. We will embed these key phrases in recommended locations on your website

The Pay for Performance Plan involves using the SEO foundation built above and finding a way to "fertilize" it using social media and backlinks.

1. Obtain a Facebook page for your business
2. Optional but recommended - Obtain a LinkedIn page for you, highlighting your professional background
3. Obtain a Google + business profile (see above in SEO foundation work)
4. Optional but recommended - Obtain a business Twitter account
5. Ensure your Social Media platforms (listed above) present the same business look as your website
6. Client is responsible for writing short, business relevant updates to be posted at a minimum 2x per month though once per week is recommended for each of the social media recommended
7. Seek places that will allow a link to your website on their site (people you do business with e.g.)
 - a. each of the social media accounts above will have your website referenced
 - b. assuming you think highly of my finished work I request a short paragraph from you that can be placed as a testimonial on my website...when we do this I add a back-link to your page

The way to plan works:

1. During a twelve-month window, if one of your key phrases is searched in Google and returns a page one result then client mails a check to TGD for \$200 (key phrases already on page one do not apply)
2. During the same six-month window, if a second, third, fourth, and /or fifth of your key phrases is searched in Google and returns a page one result then client mails a check to TGD for \$200 for each phrase hitting page one
3. Pay for Performance is capped at \$1000 (e.g. 5 phrases each hitting page one x \$200)
4. During the twelve-month Pay for Performance plan the client receives monthly reports on his / her company SERP results showing + / - to previous period