



NEW MONTHLY SUBSCRIPTION PLANS (Sept. 2019)

WHY NOW?

For the past 3 years, our pricing and monthly maintenance plan has stayed the same. However, the online landscape has changed significantly during that time. What used to be considered best in class is now just table stakes. New platforms and online activities (some of which weren't even a consideration 2 years ago) have gained importance, many to the point that they're now "must-do's". Constant changes in Google's search algorithm have made new aspects of SEO critical, while others no longer have any effect.

Online behavior has changed too. People expect a website to load in 3 seconds or less, they skim content instead of reading it, they're more likely to use voice search and view results on a mobile device, and they look to online reviews before making a decision to contact or hire a company.

As a result, we've slowly taken on more and more tasks each month to keep all aspects of your online presence in the top tier. We've reached a point where that increased workload is no longer sustainable at the current price.

Effective this month (September), we're "retiring" the current monthly maintenance plan and moving to a 3-tier structure. You'll be automatically moved to the Basic plan (comparable to the original monthly plan, minus all the "scope creep") and will see that change reflected on your next billing statement. If you're interested in moving to a higher tier, please let me know.

Below are the biggest online changes that have happened over the past two years, how those changes have affected your online presence and the work we do for you, and what that means for your monthly plan.

- **Search engine results pages (SERPs)** – Google constantly changes the layout and content shown in the SERPs, even showing different layouts and results on desktop vs mobile. We now have "position 0" (featured snippet), search ads, Local Services Ads in some areas, shopping carousels, the local/map pack (which recently started to include ads), knowledge panel (where competitor ads can now appear on your business' panel), directories taking up the first 3 to 5 organic listings (e.g., Yelp, Home Advisor, Thumbtack) and then ... finally ... the organic listings. The best ways to get your business to appear on the first page of the SERPs changes constantly.
 - *How does that affect your monthly plan?* I now write content to target position 0 (see below), and monitor and update the factors impacting your knowledge panel. That's included in all 3 plans.



- **Content depth & user intent** - Instead of writing content that targets specific keyword phrases, content (including blog posts) is now written to comprehensively answer questions your audience is asking via search. The days of a 500-word blog post ranking well and driving conversions are long gone. Algorithm updates in 2018 focused on evaluating content quality, as well as the depth and breadth of a website's content. In 2019, well-ranked blog posts are in the 1,000 to 2,000-word range and are thorough enough to completely cover a topic. Pages are primarily written for users, not for search engines (keyword research is still important but it's done differently).
 - *How does that affect your monthly plan?* The original maintenance package assumed a 500-word blog post that addressed just one aspect of a topic and was focused on a specific keyword/keyphrase. Your blog posts are now longer, more in-depth and focused on where your audience is in the buying journey. All 3 plans now include that longer format.
- **Structured data markup (schema)** – This is special coding (using JSON-LC) that has slowly become more widely adopted and is now a key thing to add to a website to help it show up well in the SERPs (e.g., show a star rating, show main services, show FAQs, show images). All of those make your listing larger and more detailed than your competitors, increasing click through rates to your site. Adding schema markup is a pain in the neck and adds to the time required to create website content – but it's becoming necessary. I've already added it to your website as a whole.
 - *How does that affect your monthly plan?* Structured data markup wasn't a "thing" when the current package was developed. More time is now required to add schema and test it before publishing content. I also need to go back to existing pages and posts to add and test the appropriate schema. All 3 plans include the addition of schema markup where needed.
- **Technical SEO** – Ranking factors keep changing (factors that determine where your site shows in the SERPs). Site speed is more important, as are updating sitemaps, reorganizing site structure, moving to HTTPS (I've done that for you already), adding a favicon, content recency, and more.
 - *How does that affect your monthly plan?* This has been a slow but steady set of changes. Part of the reason for moving your hosting to a dedicated server was to address technical SEO, including site speed. It also means there's more to keep an eye on and update each month. That's now baked into all of the new plans.
- **Video** – Google now shows YouTube videos in the search results (often near the top), but only if they're well-optimized in YouTube (YouTube SEO is very different from Google SEO). Video popularity is growing and is an excellent way to improve online visibility while providing information and entertainment your potential customers want and enjoy.



- *How does that affect your monthly plan?* The old plan didn't include video (unless you purchased a Build Your Brand video package). However, more clients want to add more (and better) videos to their YouTube channel and website to capitalize on YouTube search results appearing in Google SERPs. So I've included video and video SEO (at different levels) in the Standard and Premium plans.
- **Google featured snippets** - In addition to optimizing for your own website, you must now also optimize for the Google search experience (a.k.a., position zero). The goal used to be to reach the #1 spot in the SERPs. Now, you can Rank #0. That's the so-called "featured snippet" or the enhanced result at the very top of the organic results. The snippet is usually just a "teaser" that tempts people to click through – if it's done well. As a bonus, featured snippets are often picked up in voice search results as well.
 - *How does that affect your monthly plan?* This has changed the way content is written (e.g., using lists, adding FAQs) and means many older posts or pages will never be featured unless they're updated (which is why constant updates to older blog posts are important). Most recently, a new opportunity arose that allows you to use schema to mark up a blog post so a featured snippet includes links to other pages on your website. That means adding more schema to new posts and/or revising older ones to include it. The old monthly maintenance was never intended to include that (it simply wasn't necessary at the time), but it's included in all 3 updated plans.
- **Google My Business / knowledge panel** – Another formerly "optional" activity - optimizing and maintaining your GMB account - is now a "must-do". There have been a ton of problems with GMB, especially this year (e.g., a minor edit to your profile can get your account suspended, sometimes for 6 weeks or more). Google is pushing it hard but it's "glitchy" so you need to know what to do and what not to do.
 - *How does that affect your monthly plan?* Because it's so critical, I now monitor GMB profiles. Ideally, I would also continuously update it, add photos, add posts, and create/answer Q&As. That's beyond the scope assumed in the old maintenance plan but is included (at different levels) in the Standard and Premium plans.
- **Online reviews** – These used to be a nice-to-have. Testimonials were added to a website when it was built and only infrequently (if ever) updated. Now you must have reviews on Google (at least 7 reviews), as well as Facebook (that changed last year from ratings to just a yes/no recommendation) and 1st party reviews on your own website. It's important to monitor reviews across all platforms, including Yelp, Angie's List, BBB, etc. You must respond to ALL reviews within a day or two (people DO look at that). First-party reviews on your site need schema markup to show the star rating in the SERPs (reviews pulled from other sites can be shown but can't be marked up). Reviews should be prominently displayed across your website and updated regularly.



- *How does that affect your monthly plan?* Doing all of this manually is time-consuming and frustrating, and most clients have no idea how to add the required schema markup to their website. That's why I now offer the Reputation Builder service to take care of all of it for you. It's optional (at an additional cost) in the Basic and Standard plans, and included in the Premium plan.
- **Google Ads (formerly AdWords)** – Google has expanded ad content from 1 to 2 headlines and from 2 to 3 description lines. There are more extensions available. Bidding, keyword and targeting options and strategies have changed.
 - *How does that affect your monthly plan?* I've updated all ads to use the new format, added all available extensions, and updated campaigns to use all relevant features. But doing it “correctly” now involves much more work, including building dedicated landing pages for each ad group (with multiple ads per ad group and multiple ad groups per campaign). As a result, some clients are now running 10 or more ad groups (between 30 and 50 ads), all with different landing pages, keyword lists, bidding strategies, etc. The old pricing structure assumed no more than 3 or 4 ad groups (which worked fine back in 2016 but doesn't any longer). As a result, I'm now offering tiered levels of Google Ads management, depending on the plan you choose.
- **Email Marketing/Newsletters** – The basics of effective email marketing haven't changed too much, but there have been changes in what our clients are asking us to do, including adding more content to the monthly newsletter (e.g., upcoming local events, special features, coupons, “tree of the month”, etc), multiple targeted email blasts, detailed list segmentation, etc., all of which take a lot more time.
 - *How does that affect your monthly plan?* All of the above (and more) are good things to do but are beyond the scope of what was originally intended. The 3 new plans allow you to choose the type of email marketing you want to do.
- **Consulting / Other Marketing** – We offer much more than just online marketing. Many clients seek our advice on customer proposals and communications, offline marketing (e.g., direct mail, brochures, leave-behinds, coupons, radio ads), sponsorships and local partnerships, etc. We also design print marketing collateral. All of those can be done as special projects outside of the three new monthly plans.



ESSENTIALS MONTHLY SUBSCRIPTION – \$1,750/month

This subscription package has been carefully constructed to address all of the critical aspects of your online presence. By consistently monitoring, evaluating and adjusting your website, local SEO and Google Ads over the course of each month, we're able to increase your visibility with potential customers and improve conversions across all channels. The monthly newsletter with a clear call to action is your strongest way to generate repeat business.

CONTENT WRITING / CREATION

- 1 blog post with SEO, image, links to/from other articles/pages on website, etc.

WEBSITE DESIGN / DEVELOPMENT

- Change CTA/update area on home page seasonally (if used), as well as main header image
- Add any new and relevant testimonials quarterly (from Google, Facebook and your website) – schema markup added for 1st party reviews
- Regular analytics review and minor website content updates to continuously improve results throughout the month
- Tech updates (plugins, theme, WP core, etc.), security patches when released, broken link checks, Search Console errors, etc.

EMAIL MARKETING (NEWSLETTER)

- 1 email newsletter per month, including:
 - Unique intro content (opening section and intro to each linked section) – intro content will be determined in collaboration with you prior to the newsletter publication date
 - 1 major call to action (CTA)
 - 1 short article (general interest)
 - 1 blog post from your website
 - 1 - 2 linked articles from your blog or other sources

SOCIAL MEDIA (FACEBOOK)

- Cover image changed quarterly to reflect season and/or current website home page
- You'll receive a weekly Tree Fact by email that you can post on your social media accounts

GOOGLE ADS – Ad spend not included

- Monthly monitoring and edits to improve performance
- Up to 4 ad groups managed at any one time



- 1 new campaign (with 1 or 2 ad groups) created per quarter, including keyword research, ad creation, targeting, landing page for each ad group, request an estimate page/form for each ad group

LOCAL CITATIONS

- Google My Business monitoring (we'll notify you of any problems)
- Quarterly monitoring and edits to improve visibility
- Add/claim new citations (up to 5 quarterly)

MONTHLY REPORTING & STRATEGY SESSION

- Quarterly report showing key performance indicators (KPIs)
- 1 hour strategy session call to review results, discuss recommendations for the coming month, and agree on next steps

ONGOING SUPPORT

- Online project management tool (Monday.com) that puts everything at your fingertips for total transparency
- Phone and email support (up to 1 hour per month)

ADD-ONS & OTHER OPTIONS

CALL TRACKING - \$40/month

- Track calls from all external sources (e.g., newsletter, website, Google ads, radio ads, coupons, direct marketing, etc.) to understand where leads are coming from
- Keyword tracking (from Google Ads) to identify keywords to use on website, social media and ads

REPUTATION BUILDER – Online tool and dashboard for customer reviews

- Generate, manage, and respond to reviews on major review platforms (Google, Facebook, Yelp, Angie's List, etc.) all from one dashboard
- Collect customer feedback and testimonials directly for use on website (1st-party reviews)
- Ensure 1st-party reviews are appropriately shown on website with relevant schema mark-up so the star rating appears in Google search results
- Review requests and customer interface are completely customized to your business
- Send review requests by email or text – customers can respond directly from their computer, tablet or mobile phone
- Dashboard to monitor and quickly respond to reviews across all review platforms
- Pricing:



- Self-managed (\$150/month) – We help you set it up. After that, you add customer info to the dashboard, send review requests, and respond to reviews
- Fully-managed (\$250/month) – We add customer info to dashboard (pulled from your CRM or invoicing system), send review requests, and respond to reviews on your behalf. If there's a negative review, we'll call you ASAP and discuss the best response.



ADVANCED MONTHLY SUBSCRIPTION – \$2,500/month

This subscription plan takes things to the next level by adding ongoing on-page SEO, content development, and website updates; expanding the newsletter options; including more Google Ads campaigns/groups for wider reach; and adding call tracking for greater transparency into where leads come from. It also includes phone and email support as needed to answer questions, discuss options, troubleshoot, etc.

CONTENT WRITING / CREATION

- 1 blog post with SEO, image, links to/from other articles/pages on website, etc.
 - Additional blog posts are \$300 each
- Minor content edits on existing pages

WEBSITE DESIGN / DEVELOPMENT / ON-PAGE SEO

- Change CTA/update area on home page monthly, as well as main header image
- Add any new and relevant testimonials monthly (from all sources) – schema markup added for 1st party reviews
- Regular analytics review and minor website content updates to continuously improve results throughout the month
- Create, add, monitor, and edit (if necessary) schema mark-up to optimize appearance in Google search results
- Create, edit and/or change out pop-up(s) to reflect relevant CTA
- Embed videos from YouTube
- Tech updates (plugins, theme, WP core, etc.), security patches when released, broken link checks, Search Console errors, etc.

EMAIL MARKETING (NEWSLETTER)

- 1 email newsletter per month, including:
 - Unique intro content (opening section and intro to each linked section) – intro content will be determined in collaboration with you prior to the newsletter publication date
 - 1 major CTA with unique opt-in form on website to track response
 - 1 short article (general interest)
 - 1 blog post from your website
 - 1 - 2 linked articles from your blog or other sources
 - Coupon (if desired)
 - Special monthly feature (e.g., Tree of the Month)
 - Embedded video (if available)
- Re-engagement campaign every 6 months

SOCIAL MEDIA (FACEBOOK)



- Cover image changed monthly to reflect season, current website home page and/or newsletter
- Post on Facebook and/or Instagram whenever a new blog post is published
- You'll receive a weekly Tree Fact by email that you can post on your social media accounts

GOOGLE ADS – Ad spend not included

- Monthly monitoring and edits to improve performance
- Up to 8 ad groups managed at any one time
- 1 new campaign with up to 3 ad groups, or up to 3 new ad groups (associated with the ad campaign(s) of your choice), created per quarter. Includes keyword research, ad creation, targeting, landing page for each ad group, request an estimate page/form for each ad group

LOCAL CITATIONS

- Google My Business monitoring (we'll notify you of any problems)
- Monthly monitoring and edits to improve visibility
- Add/claim new citations (up to 5 monthly)

CALL TRACKING - \$40/month

- Track calls from all external sources (e.g., newsletter, website, Google ads, radio ads, coupons, direct marketing, etc.) to understand where leads are coming from
- Keyword tracking (from Google Ads) to identify keywords to use on website, social media and ads

MONTHLY REPORTING & STRATEGY SESSION

- Monthly report showing key performance indicators (KPIs)
- Written summary of analysis (if desired)
- 1 hour strategy session call to review results, discuss recommendations for the coming month, and agree on next steps

ONGOING SUPPORT

- Online project management tool (Monday.com) that puts everything at your fingertips for total transparency
- Phone and email support as needed

ADD-ON OPTIONS

REPUTATION BUILDER – Online tool and dashboard for customer reviews

- Generate, manage, and respond to reviews on major review platforms (Google, Facebook, Yelp, Angie's List, etc.) all from one dashboard



- Collect customer feedback and testimonials directly for use on website (1st-party reviews)
- Ensure 1st-party reviews are appropriately shown on website with relevant schema mark-up so the star rating appears in Google search results
- Review requests and customer interface are completely customized to your business
- Send review requests by email or text – customers can respond directly from their computer, tablet or mobile phone
- Dashboard to monitor and quickly respond to reviews across all review platforms
- Pricing:
 - Self-managed (\$150/month) – We help you set it up. After that, you add customer info to the dashboard, send review requests, and respond to reviews
 - Fully-managed (\$250/month) – We add customer info to dashboard (pulled from your CRM or invoicing system), send review requests, and respond to reviews on your behalf. If there's a negative review, we'll call you ASAP and discuss the best response.



PREMIUM MONTHLY SUBSCRIPTION – \$4,000/month

This subscription plan includes everything needed to marketing your business, both online and offline. Think of us as your in-house marketing team – without the expense of paying benefits or associated overhead.

This plan requires a minimum 3-month commitment and includes a 1-day, in-person workshop to help us understand all aspects of your business and fully flesh out how our marketing partnership will work (yes, we'll come to you).

CONTENT WRITING/CREATION

- 1 - 2 blog posts with SEO, image, links to/from other articles/pages on website, etc.
- Revision of content on existing website pages
- Ongoing keyword research to identify any necessary content changes
- Ongoing on-page SEO

WEBSITE DESIGN/DEVELOPMENT

- Design, development and content creation for new pages or revision of existing pages/posts
- Additional functionality as needed (e.g., customer portal, online payment, new forms, photo gallery, embedded videos, online resources, downloadable content)
- Change CTA/update area on home page as needed, as well as main header image
- Add any new and relevant testimonials monthly (from all sources) using Reputation Builder widget, as well as manually
- Regular analytics review and minor website content updates to continuously improve results throughout the month
- Create, add, monitor, and edit (if necessary) schema mark-up to optimize appearance in Google search results
- Create, edit and/or change out pop-up(s) to reflect relevant CTA
- Embed videos from YouTube
- Tech updates (plugins, theme, WP core, etc.), security patches when released, broken link checks, Search Console errors, etc.

EMAIL MARKETING

- Monthly newsletter – all desired features are included
- List management (e.g., re-engagement campaign for inactive subscribers, clean list to remove unsubscribed contacts, monitor unsubscribes and notify client if necessary)



- Email blasts as needed (e.g., storm damage clean-up, weather advisory, proposal reminder, firewood availability)
- Auto/triggered emails (e.g., anniversary of a specific service)

GOOGLE ADS (PPC) – Ad spend not included

- Seasonal and ongoing Google Ads campaigns, including keyword research, ads creation, development of targeted landing page for each ad group, request an estimate page/form for each ad group
- Conversion optimization to maximize the number of qualified leads
- Active budget management to reduce ad spend while maintaining lead quantity and quality
- Geotargeting to ensure ads show only in appropriate locations
- Keyword management to get found for the right things

LOCAL CITATIONS & GMB

- Google My Business listing management (posts, photos, Q&A, optimization)
- Local citations monitoring and updating, with up to 5 new listings claimed monthly

REPUTATION MANAGEMENT – Fully managed using Reputation Builder

- Generate, manage, and respond to reviews on major review platforms (Google, Facebook, Yelp, Angie’s List, etc.) all from one dashboard
- Collect customer feedback and testimonials directly for use on website (1st-party reviews)
- Ensure 1st-party reviews are appropriately shown on website with relevant schema mark-up so the star rating appears in Google search results
- Embed 3rd-party reviews wherever relevant, as well as on Testimonials page

CALL TRACKING

- Track calls from all external sources (e.g., newsletter, website, Google ads, radio ads, coupons, direct marketing, etc.) to understand where leads are coming from
- Keyword tracking (from Google Ads) to identify keywords to use on website, social media and ads
- Identify conversion rate for each source to determine where best to allocate marketing budget

VIDEO EDITING

- Production of videos from client clips
- Recommendations for video content to enhance website content and user experience
- Script development/review and coaching for on-camera “talent”



YOUTUBE SEO

- Add videos to YouTube and optimize for search with relevant keywords, title, description, format, custom thumbnail image, settings and comments

PRINT MARKETING COLLATERAL – Printing costs not included

- Design and content development for print materials (e.g., printable PDFs, postcards, brochures, leave-behinds)

CONSULTING & STRATEGY DEVELOPMENT

- We'll help you develop and implement strategic actions that increase local visibility, such as local partnerships and/or sponsorships, local newspaper or magazine articles, speaking events/workshops, etc.

ANALYSIS & REPORTING

- Monthly reporting on key performance indicators (KPIs)
- Written summary of analysis (if desired)
- Monthly phone meeting to review results, discuss recommendations for the coming month, and agree on next steps
- ROI analysis (after a minimum of 6 months, if data available)

ONGOING SUPPORT

- Online project management tool (Monday.com) that puts everything at your fingertips for total transparency
- Phone and email support as needed