



# Miva Merchant Search Engine Optimization services

Who better to optimize your Miva Merchant store than Miva Merchant itself?

## Our Process

### Initial Research and Setup

- ▶ Keyword Research
- ▶ Competitive Research
- ▶ Website Research
- ▶ Current Search Rankings
- ▶ Top Competitors
- ▶ Google Analytics Setup
- ▶ Webmaster Tools Setup
- ▶ SEO Strategy Plan

### On-site Optimization

- ▶ Page Titles
- ▶ Meta Description & Keywords
- ▶ Headlines (Header Text)
- ▶ Link Structure
- ▶ URL Structure
- ▶ Sitemap
- ▶ Keyword Density
- ▶ Content Writing

### Off-site Optimization

- ▶ Directory Submission
- ▶ Article Submission
- ▶ Video Submission
- ▶ Article Creation
- ▶ Video Creation
- ▶ Shopping Engines Submission and Management
- ▶ Link Building

You want more sales, more revenue and more profit but don't want to waste thousands of dollars to acquire visitors that may not even buy from your online store. You want to attract rabid shoppers who are begging to buy your product instead of window shoppers who browse every page of your site just looking. When you work with Miva Merchant you get a customized strategy for dominating the search engines and crushing your competition resulting in higher revenue from your ecommerce store. How will you know? More traffic, more sales and higher profits all measured with Google Analytics.

### SEO services offered

- ▶ Competitive analysis & keyword research
- ▶ Completely customized SEO strategic plan
- ▶ Complete implementation of SEO recommendations
- ▶ Complete website optimization analysis & insights
- ▶ Google Analytics implementation, analysis & reporting
- ▶ Google Shopping Feed management
- ▶ Content creation & in house design
- ▶ Comprehensive monthly performance report

### Why should I choose Miva Merchant to promote my site?

- ▶ Quick response to all questions from expert consultants with practical experience
- ▶ Direct access to online business experts
- ▶ Timely execution of SEO recommendations
- ▶ Transparent SEO practices, we tell you what we are doing, when we are doing it and why
- ▶ Customized SEO strategy based on current, future and overall business goals
- ▶ Beyond SEO with web analytics, optimization and creative marketing
- ▶ Open communication & critique of website design & usability
- ▶ Flexible to your schedule, needs and goals
- ▶ Collaborative effort and consultative learning approach
- ▶ SEO built to last; no flash in the pan or black hat techniques
- ▶ Integrate and complement other marketing efforts
- ▶ No long term contracts

### What will Miva Merchant SEO services do for my business?

In short, your website gets ranked in the first three pages of Google, Yahoo and Microsoft. You get access to your own SEO engineer to handle your complete SEO strategy. Most SEO firms only provide recommendations on what you need to do or perform individual services and deliver a 50+ page report that never gets read. You don't need a report you need results. Miva Merchant does the research, reviews the recommendations with you, adjusts strategy to your overall goals and implements each of the recommendations for you.

## How do I get started?

Think about where you want your business to be in 1 year? Do you want your competitors to envy your Google ranking? Do you want more time to focus on building your business and less time figuring out how to rank in the search engines? Do you want to become the authority for your industry niche instead of just another website? Contact a Miva Merchant Sales Consultant for a free keyword research report & quote for customized SEO services.

## SEO Packages

### BRONZE PACKAGE

- **10 Keywords**
- SEO Strategy Plan
- On-site Optimization
- Off-site Optimization
- Dedicated SEO Engineer
- Website Performance Analysis
- Monthly SEO & Performance Report

**Only \$500/month!**

Call **866-284-9812, opt.2** for more information

### SILVER PACKAGE

- **20 Keywords**
- SEO Strategy Plan
- On-site Optimization
- Off-site Optimization
- Dedicated SEO Engineer
- Website Performance Analysis
- Monthly SEO & Performance Report

**Only \$1,000/month**

Call **866-284-9812, opt.2** for more information

### GOLD PACKAGE

- **30 Keywords**
- SEO Strategy Plan
- On-site Optimization
- Off-site Optimization
- Dedicated SEO Engineer
- Website Performance Analysis
- Monthly SEO & Performance Report

**Only \$1,500/month**

Call **866-284-9812, opt.2** for more information

We can also build a custom package for you if you want more than 30 keywords or have any other special needs. Keep in mind each package above is customized to each business with the SEO Strategy Plan.



MIVA MERCHANT