



O.T. WEB DESIGNS LLC
1988 JACINTH CT
GROVE CITY, OH 43123
614-915-4563

Our Services

Webmaster Service	Basic SEO	1st Tier SEO	2 nd Tier SEO	3 rd Tier SEO
<ul style="list-style-type: none">• Maintain Security• Maintain Plug-ins• Basic updates to site	<ul style="list-style-type: none">• Webmaster Service• Name,Address, Phone (NAP) Listings	<ul style="list-style-type: none">• Webmaster Service• NAP Listings• Relevant Link Building (4)	<ul style="list-style-type: none">• Webmaster Service• NAP Listings• Up to 10 High Impact Contextual Links	<ul style="list-style-type: none">• Webmaster Service• NAP Listings• Up to 10 High Impact Contextual Links• Relevant Link Building (4)
\$59/month	\$199/month	\$299/month	\$499/month	\$599/month

Webmaster services – Maintaining your site. We keep your site secured, update the software platform for the site as needed, update the plug-ins the site is using, minor updates to the content of the site. This is a recurring monthly maintenance cost.

Our SEO programs are a combination of on-site and off-site SEO strategies designed to get your website on the first page of search engine results. Each SEO program is specifically tailored to your business.

Basic SEO – Our basic SEO service consists of our Webmaster Service, on-page SEO modifications, getting and maintaining your business in on-line business directories, both local and national. These are referred to as NAP listings (Name, Address, Phone Number). By ensuring your business listings are correct and uniform across the internet helps the search engines to find you and rank you appropriately. These listings are done manually to ensure all the information is correct. Direct access to the listings can be provided to you.

1st Tier SEO – NAP Listings, Webmaster Service. Basic Link Building. A professional writer will be locating blogs that are specifically related to your business and post relevant comments and link back to your site. This is a manual process and not automated. This adds the human touch that Search Engines love, we create four backlinks a month.

2nd Tier SEO – NAP listings, Webmaster Service. Our link building is taken to the next level. We go after High Impact Contextual Links. We find authority websites related to your business and create links back to your site.

These sites have the following profiles:

- **Trust Flow (TF) = 20+**
- **Citation Flow (CF) = 20+**
- **Referring Domains (RD) = 20+ (minimum 10+)**
- **Domain Authority (DA) = 20+**
- **Page Authority (PA) = 20+**
- **Non spammy backlink profile**

We create up to 10 High Impact Links per month.

3rd Tier SEO – NAP Listings, Webmaster Service. Our link building now goes stratospheric. We go up to 10 High Impact Contextual Links and include the Basic Link Building (4 backlinks a month)

Wikipedia Article - Brand new NICHE RELEVANT page with a link to your website posted on Wikipedia! This is a professionally written Wikipedia article specifically written for your business niche. A permanent article with a high value link going directly to your website.

One time cost of \$250 per page.

Internet Marketing – This is a tailored marketing program using Google Paid Ads. Thorough keyword research is done on your business. We find the keywords that are best suited for your business to target, the location you want to target (geo-targeting), finding the keywords you do not want to target (negative keywords), setting up your Google AdWords account and creating a monthly budget. The program is monitored weekly & any adjustments made. A monthly report is compiled and gone over with you or your representative.

This service starts at \$500 monthly (not including your budget).

Social Media Marketing – This is an add-on service. We post freshly written articles to your social media outlets (Facebook page, LinkedIn, Twitter, etc) on a regular basis throughout the month. We link directly back to your website and include posting regular blog posts on your website (if you do not have a blog on your site, we'll create one for you).

This service costs \$500 monthly and can be done in conjunction with the above SEO programs or as a separate service.

Definitions:

Citation Flow is a trademark of Majestic. Citation Flow is a score between 0-100 which helps to measure the link equity or "power" the website or link carries. Citation flow is used in conjunction with "Trust Flow". Together the Citation Flow and Trust Flow form the Majestic Flow Metrics algorithm. Citation Flow represents an evolutionary leap from our old metric - ACRank - and predicts how influential a URL might be based on how many sites link to it. Links are now not all created with equal weight - and because a strong link will have a relatively stronger influence on URLs, Citation Flow is based on stronger, iterative mathematical logic than the old metric of ACRank.

Referring domain, also known as "ref domain", is a website which has a backlink pointing to a page, or link, to the site you are analysing.

Trust Flow, a trademark of Majestic, is a score based on quality, on a scale between 0-100. Majestic collated many trusted seed sites based on a manual review of the web. This process forms the foundation of Majestic Trust Flow. Sites closely linked to a trusted seed site can see higher scores, whereas sites that may have some questionable links would see a much lower score.

Domain Authority is a score (on a 100-point scale) developed by Moz that predicts how well a website will rank on search engines. Use Domain Authority when comparing one site to another or tracking the "strength" of your website over time. We calculate this metric by combining all of our other link metrics—linking root domains, number of total links, [MozRank](#), [MozTrust](#), etc.—into a single score.

Page Authority is a score (on a 100-point scale) developed by Moz that predicts how well a specific page will rank on search engines. It is based off data from the Mozscape web index and includes link counts, MozRank, MozTrust, and dozens of other factors. It uses a machine learning model to predictively find an algorithm that best correlates with rankings across the thousands of search results that we predict against.