

SEO Services



Projex IMC offers comprehensive, cost-effective SEO service packages to help your organization achieve greater visibility in organic search results.

Search Engine Optimization (SEO) is the process of improving visibility for a website by improving organic (unpaid) rankings within the search engine result pages (SERPs) of major search engines.

We achieve these improvements by evaluating raw data (keyword research) and enhancing the attractors (content/metadata) that influence search engines to crawl and rank your website.

SEO is broken down into two basic areas: On-page and off-page optimization. On-page optimization includes any efforts taken to enhance elements contained within the pages of your website. This may include content restructuring, content editing and internal linking. It also includes development/optimization of other machine readable elements such as metadata and sitemaps, etc.).

Off-page optimization refers predominantly to efforts undertaken to acquire relevant backlinks from third-party web properties (websites/ social media platforms/directories).

Support Services:

- Strategic planning
- In-depth audits/analysis
- Keyword/competitive research
- Information architecture
- Content optimization
- Link management
- Reporting



À la Carte Services

Research/Analysis:

- SEO Audits
- Audit report analysis
- Content, information architecture (IA) and navigation structure reviews
- Keyword/competitor research
- Link strategy development
- Focus keyword selection

On-Page Optimization:

- Software setup
- Metadata development
- Content editing (to improve keyword density, hierarchical structuring, readability and relevance)
- Sitemap development

Off-Page Optimization:

- Content marketing
- Submissions to major search engines (Google, Bing, Yahoo)
- Social bookmarking/backlink strategy development
- Directory listing

Monthly Service Plans

All Projex IMC SEO packages include detailed monthly reports showing how your targeted (focus) keywords/phrases are performing within the major search engines. Projex IMC recommends a minimum six (6) months service engagement to achieve organic SERP ranking improvements. However, no long term commitment or contract is required.

Economy Package - \$300 setup + \$195/month

- One (1) keyword/phrase
- SEO audit - for one (1) page
- Internal page optimization - for one (1) page
- Manual submission to one (1) free directory
- Setup and management for one (1) social bookmarking account

Standard Package - \$300 setup + \$345/month

- Five (5) keywords/phrases
- SEO audit - for up to five (5) pages
- Internal page optimization - for up to five (5) pages
- Manual submission to three (3) free directories
- Setup and management for two (2) social bookmarking accounts

Elite Package - \$300 setup + \$495/month

- Ten (10) keywords/phrases
- SEO audit - for up to (10) pages
- Internal page optimization - for up to ten (10) pages
- Manual submission to five (5) free directories
- Setup and management for three (3) social bookmarking accounts

Your Digital Transformation Partner ... since 1994

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