

SEO SERVICES.

Bad Penny Factory is a digital narration and design agency, founded in Oklahoma and grown and nurtured in the USA. Bad Penny Factory is an award winning agency with prestigious accolades recognized the world over.

SEO PACKAGES

Search Engine Optimization (SEO) uses specific keywords to help to boost the number of people that visit your website. How does it work? Simple! It targets the users that are most likely to convert on your website, and takes them there. Our affordable SEO packages ensure businesses of all shapes and sizes have access to the Internet's leading marketing service.

// Entry Package with Scalable Options

Bad Penny Factory SEO Packages

\$399/Month

- 9, 12 and 18 Month Terms
- One-Time \$250 Setup Fee
- Services for 1 Website

Aggressive

\$599/Month

- 9, 12 and 18 Month Terms
- One-Time \$350 Setup Fee
- Services for 1 Website

Market Leader

	Up to 80	Up to 150
Number of Keyphrases Optimized	Up to 80	Up to 150
Keyphrase Research and Predictive Selection	X	X
Meta Tags (titles and descriptions)	X	X
Optimization of Robots.txt and GoogleBot Crawls	X	X
Creation and Registrations of Sitemap.xml	X	X
Google My Business Optimization (if needed)	X	X
Custom Client Reporting Dashboards with Data Views	X	X
Local Search Optimization	X	X
View and Track Competitor Data and Search Rankings	X	X
Original Blog Post Creation	2 Assets Per Month	4 Assets Per Month
Link Repair and Building	X	X
Add-On Domain Selection and Buying	2 Assets	5 Assets
Google Data Suite Integration Reporting	X	X
Media Library and Image Collection Optimization	Up to 80	Up to 300
Voice Search Optimization	X	X
Page Speed Audit	X	X
Creation and Inclusion of Anchors	Up to 15 Pages	Up to 30 Pages
Search Console Configuration	X	X
Social Media Post Sharing	X	X
Ongoing Monthly Reporting	X	X
Press Release Creation and Distribution		1 Release Per Quarter
FAQ Building		X
Optimization of Social Media Channels		X

JUST A FEW SEO TERMS EXPLAINED

Keywords and Keyphrases

Your SEO keywords are the keywords and phrases in your web content that make it possible for people to find your site via search engines. A website that is well optimized for search engines "speaks the same language" as its potential visitor base with keywords for SEO that help connect searchers to your site.

Metadata and Tags

SEO metadata is what appears on search engine result pages (SERP) when a website comes up for certain queries. It includes the title of the page and its meta description (descriptive text below the title).

Robot.txt

The robots.txt file, also known as the robots exclusion protocol or standard, is a text file that tells web robots (most often search engines) which pages on your site to crawl. It also tells web robots which pages not to crawl.

GoogleBot and Spiders

Search engines are, for the most part, entities that rely on automated software agents called spiders, crawlers, robots and bots. These bots are the seekers of content on the Internet, and from within individual web pages. These tools are key parts in how the search engines operate. GoogleBot is Google's bot, BingBot (Microsoft), Slurp (Yahoo), DuckDuckBot (DuckDuckGo) and so on.

Sitemaps

A sitemap is a file placed on your website in which you list the individual pages of your website. Search engines use sitemaps to index and understand your site and its architecture, while web users can utilize them to quickly find specific pages on your site.

Local Search Optimization

Local optimization and marketing is all about putting your business on the map in local searches when customers are searching for a business like yours. For a more formal definition, local search marketing is a form of search engine optimization that helps local businesses show up in relevant local searches.

Link Repair and Building Campaigns

Link building, simply put, is the process of getting other websites to link back to your website. Building links is one of the many tactics used in SEO because links are a signal to Google that your site is a quality resource worthy of citation. Link repair fixes broken links.

Intent

In SEO, intent refers to what users really want from the words they typed into the search bar.

Voice Search Optimization

A digital marketing service that's growing in demand is voice search optimization (VSO). This service focuses on earning the featured snippet for keywords relevant to your company and audience. While featured snippets appear in regular search results, they're critical to voice search because voice assistants, like Siri and Amazon Echo, use the featured snippet to answer a voice search. If someone asks, "how often should you clean your gutters," for example, voice assistants would respond with an answer pulled from your snippet.

Anchor

Anchor text is the clickable text in a hyperlink. SEO best practices dictate that anchor text be relevant to the page you're linking to, rather than generic text. The words contained in the anchor text help determine the ranking that the page will receive by search engines such as Google or Yahoo and Bing.

Page Speed

Page Speed is the amount of time that it takes for a webpage to load. A page's loading speed is determined by several different factors, including a site's server, page file size, and image compression. The average desktop Time to First Byte (TTFB) speed is 1.28 seconds on desktop and 2.5 seconds on mobile. Additionally, the average time it takes to fully load a webpage is 10 seconds on desktop and 27 seconds on mobile.

Protocol

The "http" or "https" preceding your domain name. This governs how data is relayed between the server and browser.

Crawling

The process by which search engines discover your web pages.

Featured Snippets

Organic answer boxes that appear at the top of SERPs for certain queries.

Google My Business

A free listing available to local businesses.

Local Pack

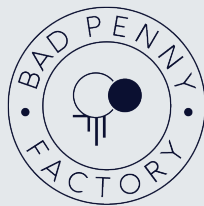
A pack of typically three local business listings that appear for local-intent searches such as "oil change near me."

Query

Words typed into the search bar.

Organic

Earned placement in search results, as opposed to paid advertisements.



Thank You.

For your interest in partnering with us.

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