

This document describes our Standard, Premium and Enhanced services. While all listed services are available, you may not need them all. Based on your subscription rights, our digital support team will provide the necessary services as needed. If you require additional support, our Enhanced service team can assist.

SEO TECHNICAL SETUP

Our digital support team will lay the technical foundation needed to setup and configure your SEO campaign for success. This starts with collecting all the necessary information needed to optimize your W3 Branded Microsite (hereinafter referred to as the 'website').

Standard Services

- **W3 Account Setup**
Our digital support team will capture your business information — location, URL, credentials, etc.— to build your website profile.
- **Robots.txt File Creation & Installation**
Our digital support team will create, manage and maintain your robots.txt file and save it on your new URL property.
- **XML Sitemap Creation & Installation**
Our digital support team create, manage and maintain your XML sitemap and save it on your new URL property.

Premium Services

- **SEO Website Health Audit**
Our digital support team will assess and configure your website to ensure your website is focused on the selected activities of your business.
- **SEO Objectives and Goal Settings**
Our digital support team will work with you to build a SEO strategy that meets your objectives using specialized tactics designed to help you reach your goals faster, easier and more cost effectively.
- **Google Search Console (GSC) Setup**
Our digital support team will work with you to setup and configure your Google search console.
- **Google Analytics Account Setup**
Our digital support team will work with you to setup and configure your Google analytics account and link it to your website.

Enhanced Services

- **Google Merchant Center**
Our digital support team will work with you to setup and configure your Google Merchant Center account and link it to your website.
- **Google Cloud Console**
Our digital support team will work with you to setup & configure your Google Cloud Console account and link it to your website.
- **Google Ads**
Our digital support team will work with you to setup and configure your Google Ads account and link it to your website.

SEO KEYWORDS & WEBPAGE OPTIMIZATION

It takes a lot of research to configure and optimize a website to rank well using SEO keywords to meet your goals and objectives. To get you started, we've initialized your website using our white-labeled SEO keyword strategy to initialize and launch your campaign. The selected keywords will be incorporated into your website.

Standard Services

- **SEO Keywords**
Our digital support team will implement our white-labeled SEO keyword strategy throughout your website and on your selected SEO product list.
- **SEO Webpage Optimization**
Our digital support team has conducted an in-depth review of each webpage to ensure that the content is aligned with the selected SEO keywords.

Enhanced Services

- **Adding & Updating Keywords**
Adding and updating keywords can be applied at anytime and as needed.
- **Keyword Research**
It's highly recommended to perform the necessary keyword research to determine the value of your new keywords prior to incorporating them into your website.
- **Keyword Vetting (careful examination)**
Each selected keyword should be put through a rigorous vetting process to measure its keyword strength by competition, search volume and relevance prior to launch.
- **Underperforming Keyword Solutions**
In the event a keyword is not performing as expected, you can engage our Enhanced service team to perform an extensive keyword audit to identify potential problems and propose new keyword solutions that aligns better with your goals and objectives.
- **On-page Audit and Code Enhancements**
As keyword strategies change, so should your webpages. As a required step, you may need to engage our Enhanced marketing team to perform an on-page audit when updating keywords to ensure all the necessary webpage edits are performed and align with your new keywords.

Recommended edits may include:

- ✓ New Title
- ✓ New H1 (H2-H6) tags
- ✓ New short URL (optional)
- ✓ New images and update Alt tags
- ✓ New meta descriptions

- ✓ New schema tags
- ✓ New meta tags
- ✓ Integrate updated keywords into your webpage content
- ✓ When updating webpage content, it's recommended to use enhanced SEO techniques that contains at least 1-to-2% keyword coverage (density) within your content webpage.

SEO / WEBSITE OPTIMIZATION

The most successful SEO websites are the ones that keep visitors coming back due to great content and who make it easy on search engines to recognize. To accomplish this, we've completed an extensive website build that's receives regularly updated content that supported using rich schema, premium content, collateral assets, images, products and more.

Standard Services

- Website updates & technical accuracy
Our digital support team monitors your website to ensure that all technical requirements are met and that no broken elements exist, like:
 - ✓ 301 redirect mapping and implementation techniques
 - ✓ Excess H1 tag removals
 - ✓ Site speed optimization
 - ✓ Login credential testing and more
- Canonical domain implementation
Our digital support team inserts canonical tags where necessary to prevent search engines from penalizing your website for duplicate content.
- Site-wide user experience performance
It's important for search engines and visitors to love your website and this means ensuring:
 - ✓ Mobile speed optimization
Your website is constantly being optimized for both desktop and mobile speed by leveraging responsive themes that reduce media file sizes, minimized code usage and more.
 - ✓ Social media icon integration
Word of mouth is an effective way to drive traffic and this includes social media. To make it easier on visitors to share your content via social media, we've integrated social media "sharing" icons throughout your website.
 - ✓ Video & rich content
Rich content is the most effective way to drive user engagement and to rank higher than your competitors. To facilitate this, we've placed videos, photos, whitepapers, infographics and other rich content throughout your website.
 - ✓ SEO optimized webpages
All navigational webpages have been optimized for SEO.
 - ✓ Navigational edits
Our digital support team may update your navigation menu to tighten and improve the user experience.

Premium Services

- Site-wide special code enhancements
Our digital support team will insert special code elements into your website to make it easier on search engines to better understand and improve your webpage rankings.
- Schema tag implementation
Our digital support team will create and add schema markup to make your content (snippet) much more visible and accessible when appearing on search engine results pages (SERPs).
- Social media meta tag implementation
Our digital support team will insert social media meta tags to enhance your website's ability to share information via your supported social media channels.

ECOMMERCE PRODUCT SEO

Using the W3 eCommerce module, you can create an SEO featured product list to identify which products you want to rank for in SEO.

Standard Services

- SEO Featured Product List
Based on your subscription, you can select the items you want listed in your SEO featured product list.
 - ✓ Product Keywords
 - ✓ Technical SEO verified
 - ✓ Rich Content & Images

Premium Services

- SEO Schema Features
Our digital support team will manage the following features.
 - ✓ Product Schema (including price)
 - ✓ Add ratings / review schema
 - ✓ Search Meta Tags
 - ✓ Social Media Meta Tags

Enhanced Services

If you wish to optimize selected products even further, our Enhanced marketing team can provide the following services.

- Add new schema features
- Update product keywords
- Add additional meta tags
- Add additional social media meta tags
- Add additional content & images
- Resubmit XML sitemaps
- Submit your products to Google Shopping
- Submit your products to Bing Shopping

BUSINESS PROFILE DEVELOPMENT

To ensure search engines recognize your business as being active and legitimate, using verification codes and being listed on 3rd party websites is a good strategy. Our digital support team can create, submit and maintain an up-to-date business profile on selected 3rd party websites to build on your domain credibility and authority as this is an important step towards ranking well in SEO.

Premium Services

- NAP (Name, Address, Phone #) optimization
- Business directories submissions (5 per month)
The benefits of adding a few business submissions every month versus all at once, teaches Google that you are an active monthly SEO participant.

Enhanced Services

- Business directories submissions (increase submission rate)
- NAP (Name, Address, Phone #) updates (on all directories)
- Classified business listing submissions
- Local business citation submissions
- Google Maps integration
- Get listed on Google My Business
Get your business listed on Google My Business and start drawing local traffic.
- Get listed on Bing Places
Get your business listed on Bing Places and start drawing local traffic.
- Local SEO
Implement a local SEO strategy and become the #1 go to location within your community.
- Social Media Network Participation
Our digital support team can setup your business on any social media platform.
- Website Verification Codes
Our digital support team can setup, request and update the verification codes on your website for the following services:
 - ✓ Google
 - ✓ Bing
 - ✓ Twitter
 - ✓ Yandex
 - ✓ Pinterest
 - ✓ Facebook and more.

LINK PORTFOLIO DEVELOPMENT

When it comes to increasing traffic, being everywhere buyers are is the ultimate SEO traffic objective. Speak with our digital support team to build and create a backlink strategy that meets your needs.

Enhanced Services

- Offsite link building
Link building is the steady, ongoing process of producing and promoting quality content that people like to share and link back to. This includes promoting your content across the web on industry specific and regional websites, blogs, directories, social bookmarking sites, business profile sites and more. This raises your visibility and authority within search engines by having other websites recommend and endorse your content.
- Articles
Become a contributor and make your website part of every discussion by getting your articles (Infographics, eBooks, Presentations, Videos, White Papers, Data Sheets, Case Studies, Research Reports, Solution Guides and more) listed on industry focused websites. This is a powerful back linking strategy.
- Website bookmarking
Become active on websites like Reddit and Pinterest, which creates live links that direct visitors back to your website. Search engines recognize these bookmarking websites which helps improve your domain authority and back link strategy.

CONTENT CREATION

Creating and posting great content on a regular basis is the best thing you can do to get recognized by search engines as this will improve your SEO rankings while keeping potential customers interested in your business. Your website contains lots of great content plus our digital support team continues to update and add new content on a regular basis.

Plus, you can create and add your own unique content as needed.

Premium Services

Your website may include the following:

- Premium branded webpages
- Resources (html, pdf, ppt, xls, videos and more)
 - ✓ Infographics
 - ✓ eBooks
 - ✓ Presentations
 - ✓ Videos
 - ✓ White Papers
 - ✓ Data Sheets
 - ✓ Case Studies
 - ✓ Research Reports
 - ✓ Solution Guides and more

Enhanced Services

To extend the value of your website and to improve your ranking, you can always add custom content to your website like:

- Onsite blog post & implementation
Our digital support team can create compelling and relevant blog posts to help increase your website traffic and improve your SEO rankings.

- Onsite content creation & implementation
Our digital support team can create compelling content to add to your website.
- Local SEO & content optimization
If you want to compete for local SEO traffic, our digital support team can create and implement a local SEO strategy to help you rank better within your location.

ONGOING CONSULTATION

Our team of highly trained digital specialists are here to help you scale your business quickly, easily and cost effectively. Based on your requirements, our digital support team can custom create a SEO strategy that meets your goals and objectives.

Premium Services

Access to our team of digital specialists include:

- SEO Marketing Strategy
Our digital support team will work with you to create a custom SEO strategy that meets your goals and objectives.
- Campaign audit results
Our digital support team will be available to schedule monthly review calls to optimize your strategy to match your objectives. During this time, we'll review and evaluate your campaign progress and recommend appropriate actions.

Enhanced Services

Our digital support team can custom create a plan that meets all your requirements.

Access to our team of digital specialists include:

- On-call customer service
Our digital support team is available by phone, email, online chat and via our support ticketing system.

SERVICE AND PERFORMANCE REPORTING

Our digital support team will provide you with access to your W3 Back Office Portal.

Standard Services

- Technology dashboard (Login & Password to be provided)
You will receive access to the W3 Back Office Dashboard where you can manage and monitor your traffic progress.

Premium Services

- Google Analytics
You will have access to your Google Analytics account to manage and monitor your traffic progress.

- Google Search Console - Keywords and impressions
Through your Google Search Console, you will have access to your keyword analytics that you are ranking for and the number of impressions each keyword is generating. This will provide additional data to guide your keyword strategy campaign.

TRAINING & SUPPORT

Based on your service subscription, training and support services are provided by your W3 Authorized Agency Partner as follows:

Standard Services

- W3 Back Office Support Ticketing System
Via your W3 Back Office, you'll have access to open, manage and submit support tickets 24/7.

Premium Services

- W3 Authorized Agency Partner
Included with your subscription, your W3 authorized agency partner will provide an adequate level of training and support based on your subscription level.

Enhanced Services

- W3 Authorized Agency Partner
As a fully customizable solution and service partner, your W3 Authorized Agency Partner can provide a suitable training and support package to meet your needs.