

# SEARCH ENGINE MARKETING BUDGET

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# What to charge for?

- Onsite analysis and competitive assessment.
- Carrying out of site fixes.
- Training of personnel.

# Step 1: Assess scope of work and creation of plan

- Find out campaign objective.
- Review competition.
- Assess crawl issues and fixes needed.
- Assess pages to fix.
- Assess errors to fix.
- Tools: Alexa, SEOMoz, Google Analytics, Google Webmaster Tools
- Output: Search Engine Marketing Plan / Budget
  - Hit target goal
    - Sales
    - Search engine ranking

# Step 2: Implement plan

- Fix crawl issues.
- Fix pages / website.
- Fix errors.
- Create content
- Promote content
  - Social media
  - Blogs
- Advertising
- Monitor ranking and ability to hit goal.
- Additional tools: Zapier, Hootsuite, Buffer

# Pricing model

- Consulting
- Number of man-hours on fixes, content creation
- Complexity of task
- Advertising budget
- Promotion budget
- Monitoring