

## Website Optimization Maintenance Packages

Our best value for maintaining search rankings, analyzing traffic data and trends and successfully managing your Internet presence.

### **PACKAGE FEATURES INCLUDE:**

- **Longitudinal Website Traffic Analysis; Pageviews and Trends of Note**

Ongoing monitoring and analysis of long-term traffic trends is an important tool for measuring website effectiveness. Other factors influencing website optimization can also be discovered and analyzed such as server downtime, unexpected errors thrown to visitors and usage trends. In many cases, just configuring, stabilizing and making relevant an Analytics package requires expertise and experience.

- **Ranking/Positioning Report on Google for up to 50 Keywords and 3 competitors**

Tracking the search positions on your targeted key phrases over time for your website is a crucial metric and a very effective way to measure your SEO program's success. Search-Tec uses software to track rankings and listings over time to signal subtle and extreme changes in search indexing to help funnel customers to you.

- **Live custom industry newsfeed to provide freshness to site**

Search-Tec and Livehealthnews.com will create an editorially-appropriate custom industry newsfeed to give new life to your web pages. This will not only improve the user and customer experience, but also signal to Google and other search engines the vibrancy, dynamism and relevance of your site as a whole and improve its standing in terms of importance in search results.

- **SEO updates for pages and images as they are updated on site**

According to MarketingVOX, image search is the fastest growing category of search on the Internet - trending up 91% year over year. Search-Tec's experience in image manipulation, categorization and optimization harmonized with the SEO keyword search campaign gives you the best chance of putting images of your technology, services and products in front of your customers at the best time.

- **Site performance review – download speeds, broken links, inbound links**

If you are in a technologically-forward business such as biotech, life sciences or Healthcare, you need your website to reflect a high standard with regard to the functionality and code. There is no escaping the reality that a customer's experience on your website reflects in their mind on the quality of your flagship products. Therefore, broken links, slow pages and forms that no longer work need to be discovered and fixed quickly. These are all part of routine maintenance and "site creep" that most sites experience in the course of doing business. With Search-Tec managing your site and/or working with your website vendor, you'll sleep a lot better knowing your site is continually monitored for these types of issues with trained eyes.

- **Monthly strategy concall to review progress and optimization opportunities**

Our Monthly Strategy conference calls are where all the pieces of the above analysis are presented and discussed. This allows for the best decisions regarding the website optimization process with emphasis on search to be managed to the best possible outcomes - and make sure your website is working for you.

- **Site Updates**

Up to 1.5 hours of changes/updates to your site.

For up to 10-page websites, starting at just \$895/Quarter. For up to 50-page websites, starting at just \$1,895/Quarter. For up to 100-page websites, starting at just \$2,895/Quarter. For up to 500-page websites, starting at just \$5,895/Quarter.

Please call us at 818-575-6670 or Email [sales@search-tec.com](mailto:sales@search-tec.com) for pricing and recommendations based on your custom website needs.

Visit [www.search-tec.com](http://www.search-tec.com) for more information.

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Optimizing websites for Biotechnology, Life Sciences, Healthcare, Medical Device and related industries: SEO (Search Engine Optimization), SEM (Search Engine Marketing), Website Optimization, Website Management, Website Analytics, Vendor Selection/RFP Creation, Technology Implementation and much more.