



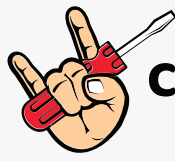
**CALL MY GUY**

# DIGITAL MARKETING MAINTENANCE PACKAGE

**\$1,500/MONTH**

SEO (ON-PAGE)		
Initial Client Consultation	Determine client's objectives and goals	✓
Keywords	Research competitors, compile keywords, and build mapping objectives	Min 30
Meta Tags	Create/implement SEO friendly meta tags for all pages on website	✓
Content	Create/implement SEO friendly headlines, content, images, and anchor text	✓
Schema Tags	Set up/manage organizational, service, FAQ, and article schema tags	✓
Google	Set up/manage Analytics, Search Console, and Tag Manager accounts	✓
Bing	Set up/manage Bing Webmaster account	✓
Sitemaps	Manage HTML and XML sitemaps to be indexed by Google and Bing	✓
Monthly Reports	Provide an on-page optimization report at the end of every month	✓

SEO (OFF-PAGE)		
Classified Ads	Create/manage ads to build quality backlinks and drive traffic	10
Business Directories	Create/manage profiles to build quality backlinks and drive traffic	5
Local Directories	Create/manage profiles to build quality backlinks and drive traffic	5
Press Releases	Promote press releases to build quality backlinks and drive traffic	1
Blogs	Promote new blog posts to build quality backlinks and drive traffic	3
Forums	Engage in forums to build quality backlinks and drive traffic	2
Citations	Create/manage citations to build quality backlinks and drive traffic	✓
Marketing Collateral	Promote videos, PDFs, etc to build quality backlinks and drive traffic	✓
Web 2.0	Engage with relevant blogs, social media sites, wikis, and online communities	✓
Monthly Reports	Provide an off-page optimization report at the end of every month	✓



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## DIGITAL MARKETING

Blog Posts	Copywriting, graphics, and implementation included	Min 3/month
Google My Business Setup	Set up or work with client to get access to existing account	✓
Google My Business Posts	Copywriting, graphics, and implementation included	Min 3/month
Nextdoor Setup	Set up or work with client to get access to existing account	✓
Nextdoor Posts	Copywriting, graphics, and implementation included	Min 3/month
Yelp Page Setup	Set up or work with client to get access to existing account	✓
Yelp Image Additions	Add project specific images to account	Per request
Call My Guy Profile Creation	Set up profile page on Call My Guy website	✓
Call My Guy Priority Ad Placement	Add 'customer favorite' tag to showcase yourself as a preferred partner	✓

## PRINT COLLATERAL

Business Cards	Design, printing, and shipping fees included	Max 1,000/per quarter
Lawn Signs	Design, printing, and shipping fees included	Max 4/per quarter

### **AT CALL MY GUY, WE KNOW WHICH AVENUES GENERATE WORTHWHILE LEADS AND WHAT'S A WASTE OF YOUR HARD-EARNED DOLLARS.**

Whether you need a new website built from scratch, a complete overhaul of your existing site, or monthly maintenance to enhance your online visibility and attract customers, look no further than our turnkey contractor marketing services.

Contact us today to get started!

#### **WEBSITE**

[www.illicallmyguy.com/marketing](http://www.illicallmyguy.com/marketing)

#### **CALL**

[831-214-2911](tel:831-214-2911)

#### **EMAIL**

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