



SEO Feature Matrix

Small Local

Local

Competitive Local

Metro / Ecomm

SEO Features:

Pre-Audit	✓	✓	✓	✓	✓	✓	✓	✓
Keyword Research	✓	✓	✓	✓	✓	✓	✓	✓
Business Directories	✓	✓	✓	✓	✓	✓	✓	✓
Website Bookmarking	✓	✓	✓	✓	✓	✓	✓	✓
Classified Business Listings	✓	✓	✓	✓	✓	✓	✓	✓
Onsite Recommendation	✓	✓	✓	✓	✓	✓	✓	✓
Google Search Console Installation	Available	Available	Available	Available	Available	Available	Available	Available
Robots.txt Creation & Implementation	Available	Available	Available	Available	Available	Available	Available	Available
XML Sitemap Creation & Implementation	Available	Available	Available	Available	Available	Available	Available	Available
Google Analytics Implementation	Available	Available	Available	Available	Available	Available	Available	Available
Canonical Tag Implementation	Available	Available	Available	Available	Available	Available	Available	Available
Business Profile Management	✓	✓	✓	✓	✓	✓	✓	✓
SEO Onboarding	✓	✓	✓	✓	✓	✓	✓	✓
301 Redirect Mapping & Implementation	Available	Available	Available	Available	Available	Available	Available	Available
Menu Edits	Available	Available	Available	Available	Available	Available	Available	Available
Insert Nofollow Tags into Onsite Links	Available	Available	Available	Available	Available	Available	Available	Available
Site Speed Optimization	Available	Available	Available	Available	Available	Available	Available	Available
Standard Backlink	✓	✓	✓	✓	✓	✓	✓	✓
Standard Onsite Copy Creation	✓	✓	✓	✓	✓	✓	✓	✓
Standard Onsite Blog Post	Available	Available	Available	Available	Available	Available	Available	Available
Professional Backlink	Available	Available	Available	Available	Available	Available	Available	Available
Onsite Broken Link Repair		Available	Available	Available	Available	Available	Available	Available
Premium Backlink		✓	✓	✓	✓	✓	✓	✓
Premium Client Services						✓	✓	✓
Premium Monthly Campaign Update						✓	✓	✓
Premium Onsite Blog Post						✓	✓	✓
Premium Preliminary Audit						✓	✓	✓

The specific number of SEO actions such as backlinks & directory submissions are generally determined month over month based on work piece percentage allocation as defined for the partner. This is based on a progressive link building profile & the needs of the individual campaign. However, we show & account for every action, every month.