SOLUTIONS ✔

SEO & SEM Packages

We are experts in both Search Engine Marketing and Optimization. We use the latest in web tools to diagnose your site and help to build your organic search engine rank and optimization level.

01

SEO Economy - *Starting @ $240*
Google Analytics & Profile, Monthly Reports, Campaign Optimization & Conversion Tracking
10 HRS | 5 SUBMISSIONS | 30 AFFILIATES

02

SEO Starter - *Starting @ $480*
Google Analytics & Profile, Monthly Reports, Campaign Optimization & Conversion Tracking
20 HRS | 12 SUBMISSIONS | 50 AFFILIATES

03

SEO Standard - *Starting @ $720*
Google Analytics & Profile, Monthly Reports, Campaign Optimization & Conversion Tracking
30 HRS | 20 SUBMISSIONS | 100 AFFILIATES

04

SEO Pro - *Starting @ $960*
Google Analytics & Profile, Monthly Reports, Campaign Optimization & Conversion Tracking
40 HRS | 30 SUBMISSIONS | 160 AFFILIATES

05

SEO & SEM Features Included
- Tweaking Structure & Navigation
- Monitor Search Engine Rank & Traffic
- Keyword Research
- Competitive & Web Content Analysis
- Adding Fresh Content

Additionally, we provide an array of add-on services: Marketing, Adsense, Web Analytics, Search Engine Optimization (SEO), Rich Snippets and Responsive Mobile Website Design.

What Are Rich Snippets?

Snippets can call up a sentence using a search word that you key in. They extract actual text to give the searcher an idea of whether or not this is what he or she is looking for.

Rich Snippet Usability
Google added rich snippets to their search results to help users find more information on a variety of subjects, events, reviews to deliver content better.

How Are Rich Snippets Used?

As a result of using Rich Snippets, your click-through rate will go up; this will bring you more qualified visitors, and that is, after all, what SEO is all about.

- Rich snippets boost click throughs
- Relevant search results
- Video thumbnails & Star ratings
- Increase ranking & credibility
- Used on product pages
- Used on category pages

SOCIAL MEDIA MARKETING
SUPPORT & TRAINING
INTERNET MARKETING
MONITORING & REPORTING
SEO & DIGITAL MARKETING
KEYWORD RESEARCH
RESPONSIVE INTERFACE
CLOUD STORAGE

CONTACT US TODAY
848-8-NEXWRX
INFO@NEXWRX.COM
OR VISIT OUR WEBSITE
MARKETING.NEXWRX.COM

Schema and Microdata

Schema.org provides a collection of shared vocabularies webmasters can use to mark up their pages in ways that can be read by the major search engines: *Google, Bing, and Yahoo!* It's fine to mark up only some properties of an item—markup isn't an all-or-nothing choice. However, marking up as much content as possible helps search engines better understand your content and present it in a useful way.

Google Authorship Markup Benefits

Authorship markup is the method to display authorship information in search results for the content you create. Authorship is how **Google** knows that an individual human being published that article. Together, authorship markup and **Google+** work hand in hand to deliver some pretty slick benefits to the writer.

Considering a Redesign?

HTML5 is the fifth major revision of HTML, the core language of the World Wide Web. The HTML5 specification includes a description of microdata, a new markup standard for specifying structured information within web pages. Here are other reasons why you should use HTML5:

- Accessible sites with cleaner code
- Legacy/cross browser support
- Mobile & desktop support
- Video & audio support where Flash isn't supported (IOS devices)

> **Considering the time & resources spent on SEO** — Rich Snippets are here to stay

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