



Convergent Thinking Group

Search Engine Optimization Process

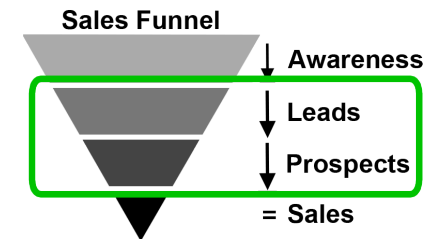
We have over 10 years of experience optimizing websites. We are based in Eugene, OR, USA. We have refined our process and focus on the following areas:

Our Methodology

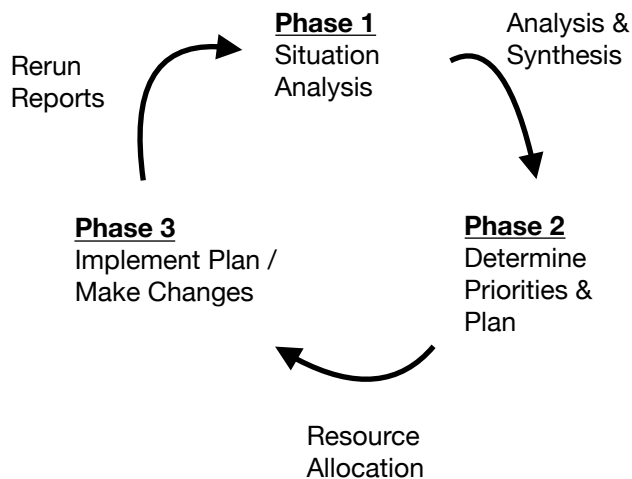
Focus	Goal	Why
Code	Reduce Errors	Improve indexing frequency and depth
Content	Improve Keyword Utilization	Increase web search traffic for specific keywords
Community	Improve Inbound Links	Improve your websites online connections and referral traffic
Competitors	Competitor Analysis	Know what your competition is doing and how to compete
Clicks	Increase Efficiency	Strong SEO increases relevancy and reduces click cost

Improving SEO efforts

Increases # of Leads & Prospects



Our Process



	Deliverables	Phase 1 Situation Analysis	Phase 2 Determine Priority	Phase 3 Make changes
Code	Code Audit Report	PDF Report	Fix Errors: Who and How	Edit Website
Content	Keyword Audit Report	PDF Report	Keyword Selection	Edit/Revise Content
Community	Inbound Link Report	PDF Report	Choose Sites to pursue connection	Reach out to other websites
Competition	Competitor Analysis Report	PDF Report	Choose how to compete	Increase efforts in one of the above
Clicks	Google Analytics review	PDF Report	Choose a strategy to increase traffic	Increase efforts in areas that are weak.

Agency Pricing

Service	Price	Deliverables	Outputs	Project Time
Basic SEO	\$1,500	2 Rounds of Reports, 5 Hours Support	Basic SEO efforts up to 20 pages	4 - 6 Weeks
Standard SEO	\$3,500	3 Rounds of Reports, 10 Hours Support	Monthly reports and edits up to 100 pages	up to 3 months
+ 20 pages	\$250	Expanded Service	Increased Reporting	Included
Keyword List	\$750	Keyword Audit & Keyword Research	Final list, projected traffic and Est. PPC cost	2 weeks
Onsite Edits	\$50	Support/Edits/Client or Agency Support	Edits, Write Ups, etc.	As Needed
Add Reports	\$250	Additional Reports AD-Hoc Need	Current Data and Reporting	3 Bus. Days
Content Writing	.15 p/wrd	New Unique Content	Improved SEO content	1 Week
Ad Words Support	\$50 p/hr	Audit, Setup, Revise	Improve Efficiency, increase leads	5 Hr Min / 2 weeks

Why Us?

- We created an SEO process over 10 years. Our methods are structured, solid and clear.
- You will know what we are working on and what to expect.
- We have created a white label service that allows you to present data with your branding.
- We are professionals and have contracts, forms and timelines to run as efficiently as possible.
- Negotiable payment terms

Want to learn more?

- Contact: Joshua Monge - joshuam@cthinkgroup.com
 - Call or text: 541.972.9620
- Check out our SEO website: waymakerseo.com

Assumptions

Code Fixes	We have access to your hosting or your platform or can work with your team to direct corrections.
Keyword Content Edits	You already know your keyword list.
Analytics Installed	We can access you Google Analytics data

*If you are missing any of these items, we can include in the work for additional cost