

Ongoing SEO and Marketing Plans RFP (Request for Proposal) Checklist

1: How will the SEO and Marketing Company produce Fresh Online Content on a Daily, Weekly, Monthly or Quarterly Basis using your Blog, Facebook, Twitter, YouTube, Google Maps and your Web site?

2: What is the SEO and Marketing Company's ongoing plan for building quality Links and Citations?

3: How will the SEO and Marketing Company maintain and update Local Listings? Will they update Notes, Coupons, Videos, Photos, etc. and respond to Google Requests for Approval and Disapproval?

4: What approaches and schedule will the SEO and Marketing Company use to establish a Newsletter Program to send correspondence to your past and future guests on Monthly or Quarterly Basis?

5: What is the SEO and Marketing Company's plan to get you SEEN in the Press on Monthly or Quarterly basis?

6: How will the SEO and Marketing Company monitor your online reviews, reputation and communicate any items needing your attention?

7: What Statistics and/or Booking Tracking Systems will the SEO and Marketing Company put into place to review your search engine placement, visitors, bounce rates, top referring sites, paid directories, search phrases, bookings and various other tracking data required to enable "informed" decisions regarding your online presence? Will they provide you these same reports? Or Report Summaries? Phone Conferences to discuss?

Request 3 references and contact them personally.

**Review the SEO and Marketing Company's Blog, Facebook, Twitter and YouTube Accounts.
Also, search for Comments and Reviews Online.**

We suggest you also print out RFP checklists for both selecting a New Web site Design Company and Integrated On-Page SEO to assist you in your search for the best Internet Services Company for your business.

Company Comparison Chart

Ongoing SEO and Marketing Plans

	Company 1	Company 2	Company 3
	Name:	Name:	Name:
Ongoing SEO and Marketing Plan Pricing \$\$\$			
Process for Providing Fresh Online Content on Blog, Facebook, Twitter, YouTube, Web site, etc.			
Process for Building Quality Links and Citations			
Process for Maintaining Local Listings			
Newsletter Policies and Procedures			
Policies and Procedures for Getting you Seen in the Press			
Policy regarding monitoring your Online Reviews and Reputation, etc.			
What Statistic / Booking Tracking Products do they Provide, and what Type of Reports do they Produce?			