Search Everywhere Optimization

Service package and implementation scope

Swoboda Marketing provides a done-for-you program for local businesses seeking stronger visibility across their website, Google Search, Google Business Profile, and AI search. Every package includes the same implementation tasks and content quantities, delivered over a choice of three timelines.

Three timelines and one scope

Completion timeline	Monthly payment	Total investment
3 months	$4,000	$12,000
6 months	$2,000	$12,000
12 months	$1,000	$12,000

Payments run for the selected implementation term. Faster delivery accelerates completion of the work; rankings, traffic, inquiries, and AI recommendations cannot be guaranteed.

FINANCING AVAILABLE

Included deliverables

Deliverable	Quantity
Existing core page content rewrites	Up to 20
New service pages	10
New location pages	10
New blog posts	10
FAQs within the 30 new content pieces	120 total
Website images	Included for all 30 new pieces
Google Business Profile basic optimization	1 profile
Google Business Profile posts	10
Google Business Profile offers	10

Total website scope: up to 50 pages and posts, including existing-page rewrites. The 20 Google Business Profile publications are separate deliverables. Content quantities are totals for the package, not monthly allowances.

Technical SEO and website foundation

Website audit and implementation plan

Review the existing website for technical issues, content weaknesses, and barriers to inquiries. Prioritize repairs and map the agreed work to the selected completion timeline.

Measurement and baseline setup

Review or configure Google Analytics and Google Search Console, and record starting performance. Configure agreed conversion events, such as form submissions and phone-link clicks, while distinguishing clicks from confirmed leads.

Crawling and indexing fixes

Review robots directives, indexing settings, XML sitemaps, and canonical tags. Correct issues that prevent important pages from being discovered or considered for indexing, without guaranteeing search engine inclusion.

Broken links and redirects

Identify broken internal links, missing pages, and unnecessary redirect chains. Repair links and redirect outdated URLs to appropriate replacements when needed.

Website structure and navigation

Organize priority services and locations into a clear website structure. Improve navigation and page relationships so visitors can find relevant information and contact the business.

Mobile usability and loading performance

Review key page templates, mobile layouts, image sizes, and loading performance. Make practical improvements within the existing website and identify major redevelopment or hosting needs separately.

Structured data and SEO configuration

Review Yoast settings and implement or refine appropriate business, organization, article, and breadcrumb structured data where applicable. Validate the markup, avoid duplicate or conflicting output, and match it to visible page content.

Inquiry paths and technical verification

Review forms, calls to action, contact details, and mobile phone links. Test the affected pages and inquiry paths after changes, using a current backup or suitable recovery method before material technical edits.

Local SEO and Google Business Profile

Local keyword and competitor research

Identify priority services, target communities, and the questions local customers ask. Review relevant competitors to find content gaps and practical opportunities for differentiation.

Service and location mapping

Assign target topics and geographic searches to the appropriate existing and new pages. Reduce unnecessary overlap and ensure every location page represents an area the business actually serves.

One Google Business Profile optimization

Review and optimize categories, services, description, hours, contact details, service areas, and applicable attributes for one profile. Align the profile with the website and add tracking to its website link where appropriate.

Business information and local credibility

Align business identity and contact information across the website and profile, and flag conflicting third-party listings. Incorporate verified testimonials, credentials, project details, and service-area information into relevant website content.

Profile images and review request setup

Prepare suitable profile images using available business photos or appropriate supporting graphics. Create a direct review link and reusable review-request wording for the business to use in its customer follow-up; review responses and review outreach management are excluded.

Ten Google Business Profile posts

Write and publish 10 posts highlighting services, business updates, or useful information, with suitable images. These posts are separate from the 10 website blog posts and are distributed within the selected implementation term.

Ten Google Business Profile offers

Write and publish 10 offer posts with suitable images and business-approved promotions, dates, eligibility, and terms. The business must provide or approve genuine offers; discounts, promotional costs, and offer fulfillment remain its responsibility.

Google Business Profile work is limited to one profile and the quantities above. Additional profiles, ongoing posts after the included totals, profile reinstatement, and verification disputes require a separate scope.

Website content and images

Up to twenty core page content rewrites

Rewrite up to 20 existing core pages to improve clarity, local relevance, service positioning, and calls to action. Optimize titles, meta descriptions, headings, and internal links as part of each rewrite; these pages are additional to the 30 new content pieces below.

Ten new service pages

Write and publish 10 pages explaining priority services, customer needs, the service process, and relevant differentiators. Each page includes an appropriate image, a clear call to action, and four service-specific FAQs.

Ten new location pages

Write and publish 10 distinct pages for genuine service areas using relevant local information and available business evidence. Each includes an image and four FAQs, with meaningful content beyond substituting city names.

Ten new blog posts

Write and publish 10 articles addressing common problems, comparisons, and purchasing decisions. Each includes an image, four topic-specific FAQs, and links to appropriate service or location pages.

One hundred twenty FAQ answers

Develop four tailored FAQs for each of the 30 new service pages, location pages, and blog posts. These answers are embedded in the corresponding content; four FAQs per existing core-page rewrite are not an additional commitment.

Image creation or sourcing

Create or source suitable imagery for all 30 new website content pieces and the included Google Business Profile publications. Prepare images for their intended placement, with suitable sizing, compression, usage rights, and website alt text; illustrations will not be presented as photographs of actual client work.

Publishing and internal linking

Format the website content with readable headings, optimized metadata, and relevant links, then check desktop and mobile presentation. Link new content to suitable existing pages and add appropriate links from existing pages to the new material.

AEO and generative AI visibility

Answer Engine Optimization improves how clearly content answers customer questions. Generative Engine Optimization supports discovery and accurate understanding in AI-generated answers; this program focuses both on searches relevant to local customers.

The following tasks are applied to the agreed website content. They do not create additional page or post quantities.

Customer question research

Identify natural-language questions about services, timing, suitability, costs, and provider selection. Use these questions to shape useful page sections and the included FAQs.

Answer first content

Place direct, useful answers near the beginning of relevant pages or sections. Follow each answer with explanations and evidence that help a potential customer make a decision.

Clear information structure

Use descriptive headings, steps, lists, and comparisons where they improve understanding. Make business facts and service information easy for visitors and search systems to locate and interpret.

Business identity and expertise

Explain who the business is, what it does, where it works, and the experience behind its services. Keep these facts consistent across the website and Google Business Profile using verified information.

Evidence and factual review

Support content with real business experience, approved testimonials, credentials, and reliable references where useful. Review claims before publishing and avoid invented projects, locations, reviews, or qualifications.

Search accessibility and sample visibility checks

Check that important information is available as readable text and that relevant search crawlers are not inadvertently blocked. Establish a small, repeatable set of local service questions to observe business mentions and cited pages in accessible AI search tools, treating results as directional snapshots.

AI visibility depends partly on external platforms and their changing results. This package does not promise citations, recommendations, special AI placement, or a ranking benefit from any specific markup.

Reporting and delivery schedule

Package	Implementation completion	Reporting included
3 months	End of month 3	Completion report in month 3; monthly reports in months 4, 5, and 6
6 months	End of month 6	Monthly reports in months 4, 5, and 6; final report includes completion review
12 months	End of month 12	Monthly reports in months 4 through 12; final report includes completion review

Every package includes an initial baseline. The three additional reporting months for the 3-month package are included in its $12,000 total; no additional package payment is due for those reports.

Initial performance baseline

Record available website search performance, organic traffic, tracked inquiries, and Google Business Profile activity. Document measurement limitations so later comparisons are meaningful.

Monthly reporting after month three

Report available visibility, traffic, tracked conversion events, profile activity, completed work, and remaining priorities. Explain important changes in plain language and include directional AI visibility observations where available.

Implementation adjustments

Use findings and performance information to refine priorities and improve the agreed deliverables during implementation. Adjustments remain within the fixed scope rather than adding unlimited content, technical development, or monthly production commitments.

Final implementation review

Verify the agreed technical changes, content quantities, internal links, forms, and tracking. Deliver a completion report summarizing work performed, outstanding dependencies, and recommended next steps.

Reporting after completion

For the 3-month package, continue monthly performance reporting for three months after implementation ends. This reporting period does not extend content production, profile publishing, or ongoing implementation services.

Work follows the same sequence in every package: establish the baseline, prioritize technical fixes, optimize the profile and existing pages, publish new content, and verify completion. The selected timeline changes the pace of delivery rather than the total deliverables.

Scope boundaries and project requirements

Website and platform scope

The base package covers one existing business website, including up to 20 core-page rewrites plus the 30 new content pieces, and one Google Business Profile. WordPress with Avada and Yoast is the standard delivery environment; ecommerce, larger scopes, and other platforms require separate assessment.

Access and business approvals

The client provides the necessary website, analytics, and profile access, along with accurate business information and approval of factual claims and offers. Swoboda Marketing performs the implementation; client input is limited to access, source information, and approvals rather than work assigned back to them.

Schedule dependencies

The implementation schedule begins once required access and initial business information are available. Delayed approvals, missing offer details, platform restrictions, or third-party technical dependencies may affect publishing and completion dates.

Technical work boundaries

Included repairs address the existing website within its current platform and agreed scope. Full redesigns, migrations, custom application development, extensive hosting remediation, and ecommerce functionality are separately quoted.

Content and image boundaries

The fixed quantities cover the deliverables described in this package, with images included as specified. New requests beyond these quantities, major changes to approved topics, professional photography, video production, and extensive custom illustration require separate agreement.

External services and ongoing work

Paid advertising, backlink campaigns, directory distribution services, additional social channels, review responses, and ongoing maintenance after completion are excluded. Hosting, premium software subscriptions, and third-party service charges are separately identified when needed.

Performance expectations

The program improves the technical foundation, content, and business information that support discovery and inquiries. Search rankings, indexing, AI mentions, Google Business Profile publication approval, and lead volume remain subject to factors outside the provider’s control.

Before use as a signed agreement, attach the business’s standard payment, cancellation, ownership, and revision terms. This document defines the service package and does not replace those commercial terms.