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Search Engine Optimization (SEO) and Search Engine Marketing (SEM) – What Are They?

Search Engine Optimization (SEO): The process by which key phrases and words are used, and code is strategically and systematically inserted into web sites and pages, along with other optimization tactics, to ensure friendliness of that site to internet search engines, with the goal of that site and it's pages showing up more frequently when users search for associated topics, over and above competing web sites. *These types of searches are called Organic searches.*

It is important to note that this process is more of an art than an exact science. This process will improve your ranking, but 100% success cannot be guaranteed, and is subject to the changing whims and criteria of each individual search engine.

Search Engine Marketing (SEM): This is paid advertising on the internet. Just like print advertising, you must pick and choose how and where your advertising dollars are spent. *These type of searches are called Paid searches, or also known as pay-per-click.*

Again, this is more of an art than a science. It is a constantly moving target, and changes with supply and demand, and even seasonally. The goal is to improve your ranking in the "paid search" portion of the search engines.

The SEO Process:

AKOR Services only provides SEO services for the web sites that we author or manage. We do not take existing sites and provide SEO services for those sites, however we will refer you to others that will provide that service.

1. Before the SEO process can begin the web site must be substantially complete, meaning that navigation, web pages, site maps and such are essentially complete. If you are doing a major revision to your web site, you should not begin the SEO process until you are done with the revisions. Otherwise you will waste a lot of time and money.
2. **SEO, through AKOR Services, is generally a 1-3 month process from the time that your web site is complete. The SEO work begins immediately on your web site and content.**



3. The internet search engines “crawl” web sites, searching for the data that they use to index, categorize and rank the site and it’s content. The schedules, criteria and results are different for each search engine, so nobody can guarantee, with 100% certainty, the results you will achieve.
4. We monitor the results and recommend changes , then repeat the process until the desired results are achieved to the best of our abilities.
5. For us, this process generally takes 1-3 months, and is all included in the one-time fee that we charge. However, for continued monitoring and adjustments services beyond the initial period, there are additional fees.

What’s different about AKOR Services SEO fees?

Our competition generally requires a monthly management fee that they want you to continue forever. Their fees are commonly between \$1000 - \$1500 PER MONTH (for a local search) for this service. We believe that we dedicate ourselves to the SEO process, and get you to where you desire to be, but we charge a one-time fee. After that, perhaps quarterly or semi-annually maintenance, we would charge a much lower fee to review and revise the SEO at that time, but NO MONTHLY management fees.

We are also different because we are a smaller company that provides more local, individualized attention to your account.

Our Fees for SEO

Local Search: It means that your company generally does business locally, and you want to attract clients locally. We can discuss and define “local” for you and your business. **One-Time Flat Fee: \$1750**

National Search: You want to attract clients nationally or perhaps internationally. There is a lot more work that has to go into these searches. **One-Time Flat Fee: \$4000**

Our Guarantee

Your site will be optimized for many search engines, and will show up in the organic searches based on the agreed-upon keyword phrases. We guarantee that your web site will show up on the first or second page of organic search results for Google, Bing and Yahoo within 90 days from the date the optimization “goes live” or we will refund or credit your account \$500 for local searches or \$1000 for national searches.