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1(888)683-3212



# SEO SURVEILLANCE

Protect Your Web Investment



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## SEO SURVEILLANCE

Protect Your Web Investment

An objective monthly auditing and consulting service that works with you to independently assess the performance of your SEO campaign.

We know what red flags to watch for, what trends are acceptable, and when corrections/adjustments are needed.

**\$299** monthly



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## SEO Surveillance (\$299/month)

**An independent, monthly Web consulting service that audits your SEO provider's strategies, performance, and progress toward defined objectives.**

According to a 2012 report, small businesses invested over \$7 billion dollars on search marketing in 2011, and this number will only continue to grow year after year. While it would be nice if your knowledge of search marketing were able to grow at the same pace year after year, the truth is that attorneys must focus on running their law firms – not their search marketing campaigns. This is precisely why you hired a search marketing company in the first place, right?

Despite your need to rely on the professional services of a search marketing firm, there are often dynamics in the online marketplace that, unfortunately, encourage poor performance by search engine optimizers.

We know what red flags to watch for, what trends are acceptable, and when adjustments need to be made. We work with many well-respected, quality, and trustworthy SEO firms and always appreciate their work and gladly refer business to them.

**SEO Surveillance is not about questioning the value of SEO – it is about protecting your marketing investment and helping ensure that your SEO campaign is maximizing potential and delivering a high level of performance.**

SEO Surveillance is a monthly auditing and consulting service that works with your existing SEO company and your law firm to independently assess the performance of your SEO investments.



## How It Works...

The first step is to get a thorough understanding of the specific objectives you and your search marketer have already defined for your SEO campaign. Using this understanding as the measuring stick for performance, **SEO Surveillance service includes:**

- Monthly Phone Consultation with Client (1 hr)
- Monthly Phone Consultation with SEO Provider (~30 min)
- Professional Analysis, and Explanation of reports provided by your SEO Company
- SEO Surveillance Alerts to notify you of significant warnings regarding your SEO campaign (blacklistings, official penalties, reported errors, etc.)
- Activity Monitoring and Evaluation of Standard SEO Services provided by your SEO Company, including:
  - On-Page/Site SEO Recommendations & Changes
  - Keyword Research
  - Content Creation Suggestions & Development
  - Content Promotion / Viral "Pushes"
  - Link-Building Recommendations
  - Social Media Marketing Recommendations
  - Infographic/Visual Design Opportunities

### **PUT A GLADIATOR ON YOUR SIDE**

According to recent data from SEOMoz.com, most businesses invest \$2,501 – \$5,000 per month in search marketing. Priced at \$299 per month, SEO Surveillance is the right solution to protect your SEO investment.

**Reach out to get started today: 1(888)683-3212 or contact us online: [GladiatorLawMarketing.com](http://GladiatorLawMarketing.com).**