



Boost Your School's Online Presence.

Affordable SEO Services for Schools



Marie Lavigne

Digital Marketer for Private Schools and Preschools

SEO SERVICES

WEBSITE SEO AUDIT

A comprehensive SEO audit is a thorough examination of a website's performance, technical health, content quality, and backlink profile. It will focus on these key areas:

- **Technical SEO:** A thorough examination of crawlability, indexing, site structure, and technical aspects.
- **On-Page SEO:** In-depth analysis of on-page elements, including title tags, meta descriptions, header tags, keyword optimization, and content quality.
- **Backlink Profile:** Comprehensive review of backlinks, focusing on quality, relevance, and potential toxic links.
- **Local SEO:** In-depth review of local SEO elements, including Google My Business and local citations.
- **User Experience and Mobile Optimization:** Detailed evaluation of site speed, mobile-friendliness, and user experience.
- **Analytics Setup:** Verify the presence of basic tracking tools Google Search Console & Google Analytics.
- **Reputation Management:** Assessment of online reviews and sentiment analysis.

COST

All partnership begins with this process. Its cost will be deducted from the next phase if our partnership continues.

\$ 495

SEO SERVICES

90-DAY PROJECT STARTER / MAINTENANCE

This post-audit action plan, tailored to specific client needs, focuses on addressing identified issues and implementing improvements for enhanced search engine visibility. It can be structured as follows:

- **Technical SEO**
Resolve technical issues discovered in the audit (Website Security, Mobile-friendliness, Page Load Speed, Broken Links, Site Architecture, Google Search Console & Google Analytics setup if not already).
Identify and implement structured data markup opportunities.
- **On-Page SEO**
Optimize images and on-page elements like title and header tags, meta descriptions with target keywords.
Review and update existing content for quality and relevance on target keywords.
Enhance internal linking and site architecture to improve user experience and site navigation.
- **Off-Page SEO**
Build online authority by claiming, optimizing, and maintaining online directories listings.
Analyze website's current backlink profile to identify areas for improvement and opportunities for acquiring new backlinks.
Online reviews audit to assess the current reputation management system in place.
- **Local SEO**
Optimize the website for local search (for 1 location) by ensuring accurate Google Business Profile (GBP) information and local citations consistency.
Review on-page optimizations with an emphasis on local keywords and location-based content.

COST

Cost varies based on the current state of your website, its complexity, the number of pages, the competition within your market, or work done by previous SEOs.

90-Day Project Starter

\$ 1,800 - \$ 3,500 (one-time flat fee)

Ongoing Monitoring and Refinement:

Post-implementation of these improvements, we can continue to monitor your site's performance and make data-driven adjustments to the initial project starter SEO strategy as required, ensuring that your website continues to grow its online presence and effectively reach and support its target audience.

Maintenance (assumes project starter)

\$ 250 - \$ 750 (monthly fee)

SERVICE RATES

Services	Audit	90-Day Project Starter (one-time fee)		On-Going Maintenance (*) (monthly fee)	
		Min	Max	Min	Max
SEO	\$ 495	\$ 1,800	\$3,500	\$ 250	\$ 750

(*) assumes project starter.

Maintenance services operate on a month-to-month basis and can be canceled at any time (with a 30-day cancellation period).



Hello, I'm Marie Lavigne, and this is an example of my service offerings as a professional digital marketer, dedicated to helping private schools and preschools elevate their online presence with effective digital marketing strategies.

Professional Services

I specialize in the following digital marketing services:

- Search Engine Optimization (SEO)
- Online Advertising (Google Ads, FB/Insta Ads)

Additionally, I can also provide technical expertise and support on the following:

- WordPress Webmaster (Website maintenance, Lead generation optimization, Content updates and new content upload)
- Graphic Design (Social Media posts and banners, Website ad banners, Landing pages)

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