

## ReachSEO Fact Sheet

[ReachLocal](#) [ReachSEO](#) leverages industry best-practices in local SEO and ReachLocal's deep proprietary data on keyword effectiveness gained through its decade of experience building highly effective SMB paid search marketing campaigns. It helps SMBs drive more organic search traffic to their websites powered by [ReachEdge](#) and includes the following features:

**Keyword identification and optimization** – ReachLocal experts apply industry knowledge and proprietary data from millions of search campaigns then work directly with SMBs to identify the top keywords that drive targeted visibility. Keywords are applied to existing content, and then web sites are optimized using best practices such as title tags, meta descriptions, header tags, semantic markup, data highlighting, image alt-tags and other processes.

**Content optimization and publishing** – ReachLocal creates original content, such as custom infographics and blog posts, and then publishes and syndicates that content to expand the targeted keyword base. This fresh content helps feed ongoing social media activity, and increases visibility, relevancy and organic signals.

**Social media integration** – ReachLocal works with clients to set up and optimize their presence on local business directories such as Yelp, Bing, and FourSquare and with major social media, including Facebook, Twitter, and Google+. The profiles and directories are then synchronized to the ReachEdge platform to maximize impact.

**Local SEO** – With ReachSEO, clients gain an on-site location page that is optimized for local search and directly linked to Google Maps listings, boosting site authority and visibility in local maps and search. ReachSEO also claims and optimizes Google+ Local profiles, and creates and optimizes other listings and links them to the ReachEdge platform.

**Reporting and Analytics** – Detailed reports, available 24/7 through the ReachEdge web portal and mobile app, provide clients with information on captured leads. SEO diagnostic tools running in the background provide ReachLocal SEO agents with details of program optimization. Regularly scheduled reviews of the ReachSEO program, ongoing health and performance checks, and cleanup and remediation activities all help maximize platform, local, social and search performance. Lead tracking and lead reports let clients know which calls, leads, and customers come from SEO, allowing them to better measure their ROI.

### Pricing and Availability

ReachSEO is available immediately in North America to businesses using the ReachEdge marketing automation platform, with two service levels: [ReachSEO Core](#) and [ReachSEO Pro](#). The ReachSEO Core service, which provides one blog post per week and two topic pages every six months is \$999 per month for six months, with a six month minimum. ReachSEO Pro, which offers two blog posts per week and four topic pages every six months is \$1,499 per month for six months, with a six month minimum. ReachLocal sales professionals can help SMBs determine which program will best help achieve their goals.

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