

SEARCH ENGINE OPTIMIZATION: WHICH PLAN WORKS BEST FOR YOU?

In today's competitive market, *Search Engine Optimization (SEO)* is proving to be more important than ever before. Whether a homeowner is looking to purchase a new water heater or someone new to town is seeking a fuel provider, both scenarios will likely start with the use of a search engine.

Each month, the SEO experts at Warm Thoughts review thousands of data points to determine how searches are conducted and how to influence search algorithms.

As a result, Warm Thoughts websites consistently appear on the first page of Google and Yahoo for the most important search terms.

But beyond the standard SEO activities — monthly website reports, Google Analytics setup, on-page site optimization — Warm Thoughts' Bronze, Silver and Gold Plans take SEO a step further with integrated services that generate growth and drive ROI.

GOOD BRONZE PLAN	BETTER SILVER PLAN	BEST GOLD PLAN
<ul style="list-style-type: none">✓ Basic SEO✓ Secure hosting✓ Annual online marketing consultation✓ Monthly analytics reports	<p>All the benefits of Bronze plus...</p> <ul style="list-style-type: none">✓ Ongoing <i>premium</i> SEO✓ Local search optimization (one location)✓ Tracking number✓ Monthly blogging✓ Online reputation management✓ Social media platform builds and support✓ Bi-annual online marketing consultation	<p>All the benefits of Silver plus...</p> <ul style="list-style-type: none">✓ Local search optimization (up to 4 locations)✓ Unlimited client-requested website edits✓ Full management of social platforms including daily posting and responding in real-time✓ Conversion splash pages to link social media promotions to website✓ Quarterly online marketing consultation✓ Quarterly email marketing

Getting your website to appear on the first page of Google doesn't happen overnight. Successful SEO is a continuous process, adapting to changes in the algorithms that define website rankings. And with SEO leads generating a **14.6% close rate**, compared to just 1.7% from outbound leads, your business can't afford to miss out.

For over 25 years, Warm Thoughts Communications has delivered cutting-edge marketing and lead generation strategies to the energy industry. Contact us today to see how our SEO plans can help drive more traffic to your site and capture more leads.



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