

ONE TIME SEO PROJECTS



Choosing the right One-Time SEO Package can feel overwhelming, but it doesn't have to be. At Full Throttle SEO, we simplify the process by offering flexible, purposeful packages tailored to fit your business's unique goals. Whether you're looking to ignite your SEO journey or supercharge your site's performance, this guide will help you find the right fit.

Why SEO is Essential

- SEO drives long-term traffic and leads, unlike paid ads.
- It ensures your business is visible to customers searching for your services.
- A strong SEO strategy builds credibility and positions you as an authority in your industry.

In this guide, you'll find:

- Detailed information about our One-Time SEO Packages and how they work.
- A simple breakdown of the benefits and potential trade-offs of each plan.
- Guidance on choosing the right package for your business.

PROS	CONS
Budget-Friendly and Predictable Costs	DIY Implementation Challenges
Focused Deliverables	Additional Costs for External Support
Time-Efficient	No Ongoing Insights & Monthly Reporting
Foundation for Future SEO	No Adaptation to Market Changes
Flexibility to Implement at Your Pace	Results Depend on Follow-Through
No need to provide access to your accounts	

Once you've reviewed our packages, let's connect to discuss your specific needs and how we can help. Whether you're ready to start now or just want to explore your options, we're here to guide you every step of the way.

[Contact us to set up a 30-Minute Discovery Call Today!](#)

FYI – All of the packages come with approximately 2 hours of communication time

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Ignition Package

1. Keyword Research

Before diving into the research:

Client Input Needed:

- Indicate whether the focus is on local SEO (e.g., targeting Jacksonville or other specific locations) or national rankings.
- Provide a list of the 10 most important keywords for their business and 2-3 competitor URLs.

Deliverable Includes:

- A competitive analysis identifying relevant, high-intent keywords.
- Prioritized keyword recommendations tailored to the client's business focus.

2. Keyword Mapping

Once keyword research is complete:

- Keywords will be matched to specific pages based on:
 - Relevance and intent (e.g., product/service pages, blogs).
 - What competitors are ranking for and how SERPs are structured.

Deliverable Includes:

- A document mapping keywords to current or proposed pages.
- Examples of SEO Titles, Meta Descriptions, and H1 Tags for one page, giving clients actionable guidance.

3. Content Plan

The content plan focuses on using keyword insights to create opportunities for organic growth:

Deliverable my include any variation of the following:

- Blog post ideas with associated keywords.
- Suggestions for new pages (e.g., categories, services).
- Opportunities for expanding existing content.



Acceleration Package

Everything that's included in the Ignition Package PLUS:

1. On-Page Optimizations (5 Pages)

Focuses on refining key pages for improved search visibility and user experience.

Deliverables Include:

- Base Optimizations:
 - Custom SEO Titles, Meta Descriptions, and H1 Tags crafted using SEO best practices.
 - Ensures alignment with targeted keywords and SERP trends.
- Content Quality Improvement Recommendations:
 - Suggestions to improve keyword relevance, clarity, and readability.
 - Identification of internal linking opportunities to improve page authority and user navigation.
- Image Optimization Guidance:
 - Recommendations for Alt Text and File Names to enhance image search performance and accessibility.

Format:

- Delivered as a detailed document for each page, including clear instructions for implementing recommendations.

2. Homepage Recommendations

Focuses on making the homepage a strong entry point for both users and search engines.

Deliverable may include:

- Recommendations for SEO Titles, Meta Descriptions, and H1 Tags tailored for the homepage.
- Suggestions to optimize homepage content for clarity, keyword relevance, and user intent.
- Internal linking opportunities to direct users to high-priority pages.
- Suggestions for visual or structural updates to enhance user engagement and conversions (if applicable).



Turbo Package

Everything from the Ignition & Acceleration Packages, PLUS:

1. Technical Tune-Up

A deep dive into the website's technical SEO health to find and provide tips to resolve issues that may hinder performance.

Audit Focus Areas:

- Redirects and Broken Links
 - Identification of incorrect redirects or broken links that disrupt user experience or search engine crawling.
- Missing Schema Markup
 - Detection of missing structured data for improved search engine understanding and rich results potential.
- Thin Content Pages
 - Identification of pages with insufficient content, which can negatively impact rankings.
- Robots.txt Errors
 - Check for issues that may be unintentionally blocking important pages from being crawled.
- Sitemap Issues
 - Ensure the sitemap is available and displays in the robots.txt file.
- Other Technical Problems
 - Crawl errors, thin content, mobile usability issues, and other common website issues.

Deliverable Format:

- A detailed Google Sheet including:
 - A description of each issue.
 - Steps or tips for resolving the issue.

If technical work is beyond your capability, you may:

- Use your own web developer for implementation.
- opt for a partner developer from our network (additional fees apply, with quotes based on scope and complexity).

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Common Customization Options

Lower Budgets:

- Fine for smaller websites or those looking to optimize just a few key pages.
- Includes a scaled-down approach to on-page optimizations.

Higher Budgets:

- Ideal for businesses with large websites or those seeking more extensive content or technical improvements.
- Can include additional keyword research, expanded content plans with more detailed briefs, and/or content gap analysis.

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FAQs About One-Time SEO Projects

1. How long does it take to complete a one-time SEO project?

Most projects are completed within 4-6 weeks depending on the scope and package selected.

2. What if I need help implementing your recommendations?

If you're unable to implement the recommendations yourself, we can reel in help for an additional fee.

3. Will I see immediate results?

SEO is a long-term strategy. While some changes may show results in weeks, others, like content improvements or technical fixes, may take several months to fully impact your rankings. Because of the nature of SEO and organic search changes, no one can ever guarantee results or a timeframe to see them.

The best we can offer is an educated guess based on the age and condition of your website if you implement our recommendations as soon as possible.

4. What tools do I need to track SEO progress?

We recommend using Google Search Console and GA4 to monitor your traffic and keyword performance. If you don't already have these set up, let us know and we can assist you for a fee.

5. How many keywords will be included in the project?

The number of keywords depends on the package you choose and the size and scope of your site, but we prioritize high-value keywords that align with your business goals. Generally, we like to stick to 100 or less.

6. Can I upgrade to a larger package or request additional work later?

Yes! You can upgrade at any time or request custom work if your needs change.

7. What happens if my competitors change their SEO strategy?

A one-time project sets a solid foundation, but if competitors ramp up their efforts, ongoing adjustments may be needed to stay competitive.

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8. Will this project cover everything I need for SEO?

A one-time project addresses foundational SEO needs, but long-term success often benefits from ongoing optimization and adjustments as your business grows. We're just scratching the surface of the many elements of SEO.

9. Can I use the deliverables to train my team?

Within reason! Our documents are designed to be clear and actionable, so your team can use them to maintain or expand your SEO efforts. It is that the deliverables are proprietary to Full Throttle SEO and should not be used for selling of like services.

10. What's the difference between a one-time project and monthly SEO services?

A one-time project focuses on foundational improvements and quick wins, while monthly services provide continuous tracking, analysis, and adjustments to sustain and grow your SEO performance over time.

When you sign up for [on-going SEO services](#), I make time to collaborate and partner with you to better understand you and your business needs.

10. How does payment work for a one-time SEO project?

We split the payment into two equal installments. The first 50% secures your spot on our schedule and allows us to begin foundational work. The remaining 50% is due before the delivery of the final portion of your tailored SEO project. This approach guarantees quality and accountability on both sides.

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As a reminder – All pre-built packages come with approximately 2 hours of communication time (in addition to your 30-minute discovery call).

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