



Search engine optimization for search and searchers.

KAYAK's Advanced Search Optimization services are perfect for businesses that need to uncover, solve, or improve their search-related challenges.



Preliminary SEO Audit

In this audit, KAYAK takes a look at your site to assess its overall alignment with modern search best practices. You'll find out how well your site is working – both on its own and in comparison with two competitively ranking websites in your search area. Your site will be reviewed for best practices around both usability and search. You'll receive an assessment report outlining our findings along with at least three action items.



\$1500

Expanded SEO Audit

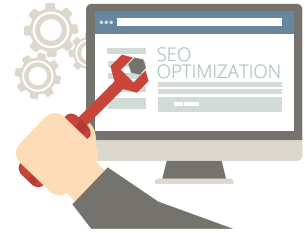
An Expanded SEO Audit requires access to your Google Analytics account so that a team member at KAYAK can do a more thorough investigation into some of the issues revealed in the Preliminary SEO Audit. We will make recommendations on what you can do to improve your site's ranking opportunities and address obvious issues. KAYAK's approach to this audit is to provide actionable, insightful recommendations for your team to implement. Should larger issues surface, we will discuss options.

NOTE: If you have paid for a Preliminary Audit and require an Expanded Audit, you will be credited \$1500 towards the cost of your Expanded Audit.

**\$3000 to start, additional time added
in 10 hour blocks (\$1500 per block)**

Advanced Website Optimization

KAYAK'S solutions are intended for businesses that want to optimize their website for search and visitors. In this approach, KAYAK will address website structure, content formatting, linking strategy, microdata strategy, and blogging best practices to ensure every key part of your site is well optimized. KAYAK will also work to clean up issues that may be working against your site.



Additionally, you will be coached on how to be proactive about optimizing for search (and searchers) so that once the solutions are in place, you can feel confident knowing you (and your team) will be able to keep up the good work going forward.

**\$3000 to start, additional time added
in 10 hour blocks (\$1500 per block)**

Citations Service for Local Businesses

Kayak sub-contracts citation partners to create high value profiles on quality website directories.

**\$TBD based on number of citations requested,
plus \$250 setup per location.**