

ORBITAL AGENCY

WE ELEVATE YOUR ONLINE PRESENCE

At Orbital Marketing Agency, we provide powerful, done-for-you marketing services designed to help businesses grow online. Whether you're launching a new website, looking to rank higher on Google, or wanting to stay top-of-mind on social media, our team builds and manages everything—so you can focus on running your business.

✔ SEO Services Overview

At Orbital Marketing Agency, our SEO packages are built to help your business get found online, increase organic traffic, and generate more leads. Each plan includes targeted keyword optimization, technical improvements, content creation, and backlink strategies designed to improve your rankings on Google. We provide flexible month-to-month plans with full reporting and measurable results—so you always know what you're getting.

🔍 SEO Packages

Search Engine Optimization: Get found online, grow traffic, and generate leads

● StartUp SEO — \$700/month

Who it's for: New or local businesses just getting started with SEO

What to expect: Solid SEO fundamentals and visibility in your service area.

- Up to 10 targeted keywords
 - 10 high-quality backlinks
 - 1 blog post/month
 - Google setup, basic on-page SEO, and citation building
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● Small Business SEO — \$1,000/month

Who it's for: Local businesses ready to outrank competitors

What to expect: Deeper keyword research, stronger content, and faster results.

- Up to 20 keywords
 - 20 backlinks
 - 2 blog posts/month
 - Competitor analysis, improved link velocity, better-quality content
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● Large Business SEO — \$1,700/month

Who it's for: Businesses with multiple locations or high competition

What to expect: A full-scale SEO strategy with advanced content, backlinks, and audits.

- 30+ keywords
 - 30+ high-authority backlinks
 - 4 blog posts/month
 - Schema, audits, affiliate SEO support, custom consulting
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✓ Social Media Marketing (SMM) Overview

We create results-driven social media campaigns across platforms like Facebook, Instagram, and LinkedIn to attract your ideal customers and grow your online presence. Our team handles everything from content creation and post scheduling to audience targeting and strategy development. With monthly reporting and branded content, you'll stay top-of-mind and build strong engagement with your audience.

📱 Social Media Marketing (SMM) Packages

Be where your customers are. Stay top-of-mind, drive clicks, and build trust.

■ Social Basic — \$600/month

Who it's for: Businesses wanting a light social media presence

What to expect: Branded posts on a single platform like Facebook.

- 1 platform

- 8 posts/month
 - Custom graphics + text, calendar planning
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Social Standard — \$1,000/month

Who it's for: Growing businesses needing more engagement

What to expect: Professional content across 2–3 platforms + basic ad boosting.

- 2–3 platforms
 - 12 posts/month
 - Engagement strategy and moderate ad spend
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Social Pro — \$1,600/month

Who it's for: Brands looking for full social visibility and influence

What to expect: Video content, multi-platform strategy, and reports.

- 4+ platforms
 - 20+ posts/month
 - Influencer-style content, performance tracking, growth playbook
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PPC (Pay-Per-Click Advertising) Overview

Our PPC campaigns are built to drive immediate traffic and qualified leads through Google Ads. We handle everything—keyword research, ad writing, conversion tracking, and budget optimization—to make sure your ads perform at the highest level. Whether you're promoting services or looking to scale quickly, our PPC strategy is focused on return on investment and real results.

PPC Essentials — \$998/month

Instant visibility on Google with fully managed ad campaigns

Who it's for: Businesses that want immediate traffic and lead generation

What to expect: Targeted Google Ads campaigns managed by experts.

- Google Ads setup & launch
- Ad writing & keyword research

- Conversion tracking
 - ROI-focused bid optimization
 - Performance reporting
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Rocket Fuel Link Building Add-Ons

Boost domain authority and rankings with high-impact backlinks

◆ RF-20: Foundation Boost — \$2,500

10 DR 20+ backlinks to help establish authority and get Google's attention.

◆ RF-45: Growth Accelerator — \$2,750

10 DR 45+ backlinks from blogs and relevant sites to boost your rankings faster.

◆ RF-60: Authority Domination — \$4,000

10 DR 60+ backlinks with real organic traffic, full manual outreach, and content creation.

NitroBoost Guest Post Campaigns

Get featured on real websites with niche guest posts that rank

⚡ NitroBoost Starter — \$1,500/month

5 guest post placements on high-traffic, DR 20–65 websites.

- Fully custom strategy
 - Anchor text + link velocity analysis
 - Authority diagnostics + monthly report
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⚡ NitroBoost Pro — \$3,000/month

10 guest posts across relevant blogs with full strategy built in.

- More authority, faster indexing, wider keyword support
 - Includes reporting, outreach, and content creation
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⚡ NitroBoost Custom — Starting at \$4,500/month

15+ guest posts custom-tailored for your niche and SEO goals.

- Flexible volume
 - Fully managed strategy + delivery
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? FAQ: Common Questions Answered

What is SEO?

SEO (Search Engine Optimization) helps your website show up higher on Google when customers search for your services. It includes keyword targeting, content creation, site optimization, and backlinks.

What's the difference between on-page and off-page SEO?

- *On-Page SEO* includes optimizing your website content, headings, meta tags, and speed.
- *Off-Page SEO* refers to actions taken outside your website, like building backlinks and getting listed on directories.

What are backlinks and why do they matter?

Backlinks are links from other websites to yours. They act like "votes of confidence" and help boost your Google rankings. More quality backlinks = higher authority.

What's the difference between a backlink and a guest post?

A *backlink* is simply a link to your site. A *guest post* is a full article published on a relevant site, with your link inside—it's more powerful and helps build authority.

How does PPC work?

PPC (Pay-Per-Click) means you pay when someone clicks your ad (usually on Google). It's great for instant visibility, lead generation, and keyword testing. It complements SEO for faster results.

How can social media help my business?

Social media builds trust, promotes your services, drives traffic to your site, and keeps your business top-of-mind. It's essential for branding and community engagement.

Do I need all of these services?

Not always! It depends on your business goals. Some clients start with SEO and add on PPC later. Others combine services right away for faster growth. See below for our recommendations.

🔗 Recommended Marketing Bundles

 **Local Domination** — *SEO + Social Basic + Rocket Fuel*

Build visibility in your area while maintaining a trusted presence online.

 **Rapid Growth** — *SEO + PPC Essentials + NitroBoost Pro*

Rank organically and drive paid traffic while building long-term authority.

 **Full-Funnel Expansion** — *SEO + Social Pro + PPC + RF-60*

Perfect for businesses scaling aggressively or operating in a competitive space.

 **Lead Machine** — *Small Business SEO + PPC Essentials*

Great for service-based businesses ready to capture and convert more leads.

 **Local SEO FAQ**


Clear answers to common questions about what's included in your Local SEO package and how it helps your business grow.

 **What are “Local Keywords”?**

Local keywords are search terms that include your service and location — like "plumber in Carmel, NY" or "best dentist Mahopac." Optimizing for these helps your business show up when nearby customers search for what you offer.

 **What is “On-Page SEO”?**

On-page SEO refers to optimizing elements *on* your website, like titles, headings, images, and content. We structure your website to be search-engine friendly and use your target keywords strategically to help you rank higher in local results.

 **What are “Backlinks”?**

Backlinks are links from other websites pointing to yours. Google sees them as “votes of trust.” The more high-quality, relevant backlinks you have, the higher your site can rank.

 **What are “Tier 2 Links”?**

Tier 2 links point to your **backlinks**, not your website directly. They help boost the authority and indexing of your Tier 1 backlinks (the ones pointing to your site), which improves your overall SEO performance.

What are “Local Citations”?

Citations are mentions of your business name, address, and phone number (NAP) on directory sites like Yelp, BBB, and YellowPages. Consistent citations help Google verify your business and improve your visibility in **Google Maps** and local results.

What are “Web 2.0 Backlinks”?

These are contextual links placed on content publishing platforms like WordPress, Tumblr, and Medium. They help diversify your link profile and add credibility when done properly.

What is a “Backlink Analysis”?

We review all existing backlinks to your site, identifying any harmful or low-quality ones, and uncovering opportunities for better links. This ensures your site’s link profile is clean, strong, and Google-friendly.

What is “Competitor Backlink Analysis”?

We analyze where your top competitors are getting their backlinks from — and use that data to help you get similar or better ones. It’s a smart way to close the SEO gap and outrank local competitors.
