



Google GlowUp: Your SEO Visibility Makeover



Let's Take a Peek

The following packet is meant to break down The Google GlowUp Plan. *Final pricing may vary based on the specific needs and scope of the project.

welcome friend!

We're not your average marketing crew. We're a team of creative thinkers, strategy nerds, and big-hearted doers who are obsessed with helping small businesses (like yours) stand out and show up online with confidence. Whether we're designing your website, shaping your brand voice, mapping out a content strategy, or managing your social media—we're here to make sure your message lands and your audience gets it. Everything we do is tailored, transparent, and built around collaboration (plus a little bit of caffeine and a whole lot of heart). We'll keep you in the loop, track what's working, and adjust as we go—because your success isn't just the goal, it's the plan. Let's build something bold together. You bring the magic—we'll help the world see it.

Jennifer & Alyssa



CEO & COO OF TME BRAND MARKETING

Why You're Not Showing Up (Yet)

It's not you—it's the miscommunication between your site and Google's creepy little crawl bots.

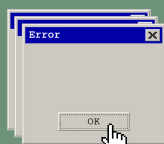
Think of it like dating: you're saying all the right things, but Google's too busy misreading the vibe to realize you're a perfect match. A little translation help, and boom—soulmate status unlocked. (ok, that's weird, but you get it)



Outdated Content: Your site might not be as outdated as that computer to the left, but if it's missing key keywords and signals, Google won't know who you help or where to put you.



Missing SEO Basics: Your site's missing some of the SEO basics—those behind-the-scenes elements Google relies on (but doesn't exactly make obvious). Don't worry, you didn't do anything wrong—most people miss this part.



Technical Barriers: Technical hiccups like crawl errors and missing metadata can block Google from fully indexing your site—stuff you'd never notice, but that makes a big difference.

So, how do we fix that? So glad you asked!

Enter the Google GlowUp—our full visibility makeover. We'll handle everything from front-end content and messaging to back-end SEO and local search cleanup, so your site finally gets the attention it deserves.

The next two pages break it all down—what's included, how it works, and why it makes a big difference.

The Google Glow Up Plan Breakdown

*The complete plan: **\$1,800.***

One clear investment for long-term visibility.

Step 1: Complete SEO + Visibility Audit

Let's find out what's working and what's not. We'll review your site from every angle: front-end content, back-end tech, and local search presence.

Here's what we're looking for:

- Missing keywords and unclear messaging
- Crawl errors, broken links, and outdated metadata
- Google Search Console setup (or lack of it)
- Google Business Profile accuracy and niche alignment
- Local SEO signals—like citations and map visibility

This is your lightbulb moment audit—no jargon, no guesswork, just clear insights you can actually use.

Step 2: Optimization to Build Your Google Street Cred

Now that we know what's off, we rebuild your digital foundation—so your site runs smoother, ranks higher, and actually works for you.

We optimize the back-end of your website to align with your niche, boost visibility, and make search engines (and clients) pay attention.

Here's what we tackle:

- **Meta Overhaul** – Titles and descriptions that help you get found
- **Technical Cleanup** – Fixes for crawl issues and indexing errors
- **Google Profile Update** – Optimized to match your niche and services
- **Local SEO Boost** – Better visibility in maps and local search results

This is where your entire online presence starts pulling in traffic instead of letting it pass you by.

We aren't done yet.

Step 3: Content That Connects (and Converts)

Once the foundation is in place, we bring it to life with copy that does the heavy lifting. We write strategic, search-friendly content that builds trust with your dream clients and checks all of Google's boxes.

We'll focus on:

- **Niche-Specific Website Copy Rewrite** – Content tailored to your services, specialties and audience.
- **Keyword Integration** – Adding the right search terms in the right places to help your site rank for what your clients are searching for.
- **Messaging Strategy** – Making sure every page communicates clearly, professionally, and with heart.

This is where your practice's voice becomes magnetic—and your website becomes a true marketing tool.

and bada bing!



The Result?

- ✓ **A website that works** – Ranks higher, connects with the right clients, and drives inquiries.
- ✓ **A Google Business Profile that converts** – Attracts local traffic and turns views into bookings.
- ✓ **Messaging that matters** – Clear, trustworthy, and built to inspire action.
- ✓ **Back-end that performs** – Fast, searchable, and error-free.
- ✓ **Growth you can count on** – A strategy built to keep you visible long-term.

Not Ready to Cut Ties?

We'll be your marketing sidekick as long as you need us.

The Google GlowUp Maintenance Plan

Your Investment: \$300/Month

You've got the glow-up—now let's keep the good Google vibes going. Our GlowUp Maintenance Plan gives your site the ongoing love it needs to stay visible, relevant, and ranking.

We'll handle:

- **Monthly Blog Content** – Two fresh, SEO-optimized posts that keep your site active and Google happy
- **Performance Tracking** – Keyword monitoring, search traffic insights, and Google Search Console updates
- **Quarterly Tune-Ups** – Light SEO audits and strategy tweaks to keep things running smoothly
- **Local SEO Boosting** – Help with citations and keeping your Google Business Profile aligned and effective
- **Minor Website Edits** – Small updates to your site as needed, like swapping images, updating service info, or tweaking headlines to improve clarity and performance

Think of it as a maintenance plan with strategy, support, and maybe a few happy dances when your rankings rise.

And Bonus?

We already know your site, your niche, and your content—because we helped you build it. So you're not starting from scratch. You're building momentum.





LET'S GET YOU SEEN.

We believe your work deserves to be found. That's why we created the Google GlowUp—to take the guesswork out of SEO and give you a plan that actually works.

Whether you're ready to start now or just need a little time to process, we're here when you're ready. No pressure. No fluff. Just strategy, support, and a whole lot of visibility magic.

Next Steps:

- Ready to GlowUp? Let's book your project.
- Want ongoing support? Ask us about the maintenance plan.
- Still have questions? We're just an email away.

You bring the passion—we'll bring the strategy. Let's make Google obsessed with your business.



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