

Digital Marketing Services for companies



SEO optimized content writing

For companies that handle sales or services without borders and need to establish connections with new clients locally, nationally and internationally, SEO or Inbound Marketing is an essential part that you cannot omit in your advertising strategies.

SEO is hard work that provides us with very positive long-term results. Although there is no digital tool that is capable of accurately predicting the time it will take for your website to achieve good positions in search engines, we can conjecture that you will see real results between 3 and 6 months of continuous research, writing and maintenance work. of your articles.

Below we present our table of contents to find out the costs of the writing service.

SEO Writing Cost Table

Artí cle	Word Length (plb)	Costs in USD	Estimated time
1	500 - 600 plb	\$59USD	1-2 días
1	600 - 1000 plb	\$74USD	1-2 días
1	1000 - 1500 Plb	\$89USD	2-3 días
1	1500 - 2000 Plb	\$108USD	2-3 días
1	2000 - 2500 Plb	\$123USD	3-4 días
1	2500 - 3000 Plb	\$138USD	4-5 días



The writing of SEO optimized content is a very valuable strategy for organic positioning in search engines and to achieve our goal we have to invest part of our time in 2 main phases:

1.- Research and data collection

- Reading
- Understanding
- Collection of important data and URL sources for outbound links.
- Research of direct competitors that already generate traffic to your sites.
- Investigation of Pain Points from competitors' clients.

- Research on Keywords and Long Tail Keywords with high and moderate traffic on the Internet.
- Collection of images on Google and other means for further editing, and data sweep from their origin to convert them into original material.

2.- Writing optimized content

In this part we are ready to start writing our text in Google Docs.

Initially we write fluently and without checking for spelling or grammar errors so as not to stop the flow of ideas.

After writing all the content we can start the first spell check and to rearrange the structure if necessary.

We continue with a review of headings and subheadings to place the HTML tags.

After that we make sure that the use of keywords is applied correctly in the texts so that we know how to comply with both Google crawlers and the readers we want to please with good information and that it is easy to read.

Our text must be able to respond as best as possible to the inquiries of the consumer to whom we are addressing, since if there is no accurate answer we will have failed the reader and Google penalizes us for the bounce rate or low user retention.

Finally we add an extra ingredient called structured data html code to give one more nod to Google's crawlers.

We will take a break of at least one day, to rest from all the writing work to come back the next day and go back to thoroughly inspect all the text and look for improvements.

Exemplary works:

[Beat Neil Patel on Google](#)

[Neil Patel SEO Unlocked](#)

[Agencias Depredadoras](#)

[Descarga Divi Builder](#)

[Score over 90/100 on Google](#)

[Digital Marketing Freelancers in México](#)



Management of CPC campaigns in Google Ads

If your business is not yet advertised on Google, you are wasting an essential tool to increase more traffic to your website.

SEM is a fundamental part to project and introduce your company on the Internet and achieve massive reaches.

The cost per click is highly variable, however, for Latin American countries the CPC is usually much lower than what happens in the United States. In fact, more and more international companies are beginning to install their own Digital Marketing agencies in countries in Central and South America.

It is a great opportunity for your company that you should not rule out. SEM & SEO are the 2 most important components for any Internet advertising strategy.

In Google Ads you can take advantage of various platforms and ad formats such as:

- Text ads in Search
- Banner ads for Display and Discover
- Video Ads for YouTube Streaming & Discover

The average cost of the service ranges from \$ 50USD to \$ 125USD depending on the networks you want to take advantage of and the number of ads to be made.



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