

ClickEthos Proposal for the City of Fort Bragg

SEO, GEO, Social Media, and Event Marketing Support

ClickEthos would like to offer the City of Fort Bragg a practical, locally focused marketing program designed to increase online visibility, support local businesses, promote events, and improve how Fort Bragg is found through both traditional search engines and emerging AI-driven search platforms.

The goal is simple: help more people find Fort Bragg, understand what makes this community special, and connect them with local businesses, events, lodging, restaurants, activities, and cultural experiences.

Core Services

SEO: Search Engine Optimization

SEO helps Fort Bragg appear more prominently when people search on Google and other search engines for travel, events, restaurants, lodging, things to do, coastal activities, Noyo Harbor, downtown Fort Bragg, and related searches.

- Keyword research
- On-page optimization
- Website content recommendations
- Local search optimization
- Search performance tracking
- Monthly reporting
- Ongoing strategy adjustments

GEO: Generative Engine Optimization

GEO is the next layer of digital visibility. It helps Fort Bragg appear in AI-driven searches through platforms like ChatGPT, Google AI Overviews, Gemini, Perplexity, and voice search.

Instead of only asking Google, people are now asking AI tools questions such as:

- Where should I go on the Northern California coast?
- What is there to do in Fort Bragg?
- Best weekend trip near Mendocino County?
- Where can I eat near Noyo Harbor?
- What events are happening in Fort Bragg this month?

GEO content is designed to answer those questions clearly, locally, and strategically so Fort Bragg becomes part of the answer.

- Locally focused blog content
- AI-friendly question-and-answer content
- Event and attraction content
- Business and activity highlights
- Visitor-focused guides
- Content structured for search engines and AI tools

Monthly SEO/GEO Service Options

Option	SEO Keywords	Monthly Price	Best Use
Local Visibility Starter	25 keywords + GEO	\$1,000 per month	Foundation around the most important Fort Bragg search terms.
Growth Visibility Plan	50 keywords + expanded GEO	\$1,500 per month	Broader visibility across tourism, events,

			restaurants, lodging, outdoor recreation, downtown, and Noyo Harbor.
Citywide Visibility Plan	100 keywords + full GEO	\$2,000 per month	Full citywide search and AI visibility strategy for tourism, events, local businesses, off-season travel, and Fort Bragg branding.

Option 1: Local Visibility Starter

25 SEO Keywords + GEO Content | \$1,000 per month

Best for building a foundation and improving visibility around the most important Fort Bragg search terms.

- 25 targeted SEO keywords
- GEO-focused content strategy
- Monthly website content support
- Local search optimization
- Basic monthly reporting

Option 2: Growth Visibility Plan

50 SEO Keywords + Expanded GEO Content | \$1,500 per month

Best for broader visibility across tourism, events, restaurants, lodging, outdoor recreation, downtown, and Noyo Harbor.

- 50 targeted SEO keywords
- Expanded GEO content strategy
- Monthly blog/content development
- Event and seasonal search optimization
- Local business visibility support
- Monthly performance reporting

Option 3: Citywide Visibility Plan

100 SEO Keywords + Full GEO Content Program | \$2,000 per month

Best for a full citywide search and AI visibility strategy supporting tourism, events, local businesses, off-season travel, and Fort Bragg branding.

- 100 targeted SEO keywords
- Full GEO content strategy
- Expanded monthly content creation
- Visitor guide style content
- Event promotion support
- Local business and attraction visibility
- Monthly analytics and recommendations
- Ongoing SEO/GEO refinement

Social Media Support

ClickEthos can also support the City with social media content that promotes Fort Bragg in a consistent, engaging, and locally authentic way.

- Facebook and Instagram content
- Event promotion

- Business highlights
- Seasonal tourism posts
- Local storytelling
- Short-form video ideas
- Community engagement posts
- Monthly content calendars

The goal is not just to post pretty pictures, but to create posts that encourage people to visit, shop, eat, stay, attend events, and share Fort Bragg with others.

Event Planning and Promotion

ClickEthos can also assist with event planning, marketing, and promotion for City-supported events, shoulder-season tourism efforts, and local business activation.

- Event concept development
- Promotional strategy
- Social media campaigns
- Business participation outreach
- Landing page or event page content
- Email/newsletter support
- Local and regional promotion
- Post-event reporting

Events can be used not only as community gatherings, but as economic drivers that bring visitors into town, support local businesses, and create more reasons to visit Fort Bragg outside the peak summer months.

Monthly Service Hours

In addition to the SEO and GEO service options listed above, ClickEthos will budget 60 hours per month for social media support, event planning, content development, outreach, and related marketing work.

These hours will be billed at \$50 per hour, for a total of \$3,000 per month.

The specific use of these hours will be determined the month prior in coordination with the City of Fort Bragg. This allows the City to direct the work toward the most pressing needs each month, whether that is event planning, social media content, business outreach, seasonal campaigns, website updates, or promotional strategy.

This structure keeps the program flexible while making sure there is a clear monthly budget and a consistent amount of time dedicated to Fort Bragg's marketing needs.

Why This Matters

Fort Bragg has the natural beauty, the working harbor, the downtown, the history, the restaurants, the lodging, the trails, the ocean, and the community character people are already searching for. The opportunity is to make sure Fort Bragg is being found.

Search is changing. People are no longer only scrolling through websites. They are asking AI tools, voice assistants, social media, and search engines where to go and what to do. This proposal helps Fort Bragg show up in those answers.

Summary

ClickEthos can provide Fort Bragg with a practical marketing program focused on:

- Improving Google search visibility

- Building AI/GEO visibility
- Promoting local events
- Supporting local businesses
- Increasing off-season awareness
- Creating stronger digital storytelling for Fort Bragg

Fort Bragg already has the story. ClickEthos would help more people find it.

20,996

↑ 6%

1,034

↑ 92%

8:10



28%



Professional dashboard



Analytics

Content

Community

Monetization



Lost Coast Sea Glass >

Weekly progress 0%



You have 4 updates.

Analytics >

28 days

7 days

Today

Views

14M

↑ 73%

Engagement

Net followers

272,252 ↑ 111%

18,011 ↑ 56%

8:11 [notification icons] [language icons] [status icons] 27%



Professional dashboard



Analytics

Content

Community

Monetization



Only in Fort Bragg >

Weekly progress 25%



You have 6 updates.

Analytics >

28 days

7 days

Today

Views

693,882 ↓ -19%

Engagement

38,495 ↓ -1%

Net followers

1,433 ↓ -28%

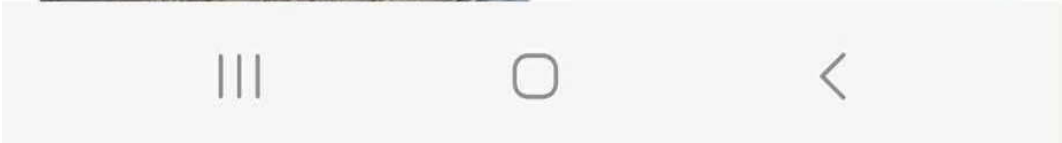
Content >

Latest post



Views
0

Earnings
\$0.00



With Respect,
Marc
Sent as if by magic from my iPhone