

WEBSITE OPTIMIZATION

OPTION 1: ROAD MAP

Our Road Map package provides you with a comprehensive website assessment and action plan to enable you to improve your website's optimization and usability.

The report includes a thorough review of and recommendations for improvement on items such as your website's existing Page Rank & Backlinks, Heading Tags, Alt Tags and other Website Coding items, Internal Linking, Site Usability, Calls to Action and other Content Layout/Formatting items.

Your completed Road Map will also include a Tags Document including detailed recommendations for title tags, description and keyword meta tags and heading tags for you or your web developer to implement on your website.

- **15 Page Website:** \$1875.00
- **25 Page Website:** \$2500.00

OPTION 2: PROJECT BASED PACKAGES

Our website optimization project packages provide you with a set number of hours to be allocated towards the most effective optimization solutions for your specific needs.

Your allotment of hours may be used towards solutions such as keyword research, SEO copywriting, optimized website coding, naming strategy improvements, internal link building or inbound link building.

We offer four optimization project based packages:

- **Package A:** \$1,250 (10 hours)
- **Package B:** \$2,500 (20 hours)
- **Package C:** \$5,000 (40 hours)
- **Package D:** \$7,500 (60 hours)

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OPTION 3: ONGOING MONTHLY RETAINER

In order to receive the most effective results from website optimization, SEO solutions should be implemented and refined on an ongoing basis. Regular optimization efforts are very important as search engines are known for revising their algorithms. If you want to improve and maintain your page ranking, ongoing optimization is key.

Our monthly retainer packages provide you with a set number of hours each month to be allocated towards the most effective optimization solutions for your specific needs.

Your allotment of hours may be used towards solutions such as keyword research, SEO copywriting, optimized website coding, naming strategy improvements, internal link building or inbound link building.

We offer four monthly retainer packages on a 6 month contract basis:

- **Package A:** \$500 (4 hours/month)
- **Package B:** \$750 (6 hours/month)
- **Package C:** \$1,000 (8 hours/month)
- **Package D:** \$1,500 (12 hours/month)

All retainer options include a monthly optimization management report which reviews the optimization work provided each month, plans for upcoming months' optimization and any other relevant recommendations.