

Marketing Budget	Starter	Value	Silver	Gold	Platinum
	1,200	2,000	2,900	4,000	5200
Total Keywords	5	10	15	20	25
Primary Keywords	3	6	10	15	20
Secondary Keywords	2	4	5	7	12

### Initial Setup & Analysis

Website Analysis & Recommendations	✓	✓	✓	✓	✓
Keywords Research & Mapping	✓	✓	✓	✓	✓
Backlink Analysis	X	✓	✓	✓	✓
User Experience Analysis	X	✓	✓	✓	✓
Competitors Analysis	3	5	7	10	15
Google Analytics Setup	✓	✓	✓	✓	✓
Conversion Tracking Setup	X	✓	✓	✓	✓

### On-Page Optimization

Onsite Recommendations & Implementation	✓	✓	✓	✓	✓
Title & Meta Tags Optimization	✓	✓	✓	✓	✓
Website Structure & Navigation Optimization	✓	✓	✓	✓	✓
Content Optimization	✓	✓	✓	✓	✓
Page Speed Optimization	✓	✓	✓	✓	✓
Mobile Friendliness Check & Optimization	✓	✓	✓	✓	✓
Internal Link Structure Optimization	✓	✓	✓	✓	✓
Heading Tag Optimization (H1, H2, H3...)	✓	✓	✓	✓	✓
Canonicalization/301 Redirect Check & Fix	✓	✓	✓	✓	✓
Schema Implimentation	✓	✓	✓	✓	✓
Image Optimization (ALT, Image Title, Name...)	✓	✓	✓	✓	✓
Robots.txt File Creation	✓	✓	✓	✓	✓
XML Sitemap Creation	✓	✓	✓	✓	✓
Htaccess File Creation	✓	✓	✓	✓	✓
URL Structure Optimization	✓	✓	✓	✓	✓
Linking to Social Profiles	✓	✓	✓	✓	✓

### Inbound Content Marketing

Blog Writing	3	6	9	12	18
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<b>Blog Social Sharing</b>	✓	✓	✓	✓	✓
<b>Guest Blog Post Writing &amp; Syndication</b>	6	9	12	15	20
<b>Guest Blog Post Social Sharing</b>	✓	✓	✓	✓	✓
<b>Informational Content Writing &amp; Syndication</b>	3	6	12	25	45
<b>Informational Content Social Sharing</b>	✓	✓	✓	✓	✓
<b>Press Release Writing &amp; Distribution</b>	X	1	1	1	2
<b>Press Release Social Sharing</b>	X	✓	✓	✓	✓

### Visual Content Marketing

<b>Infographic Creation</b>	3,000	3,500	5,000	1	2
<b>Infographic Submissions</b>	✓	✓	✓	✓	✓
<b>Infographic Social Sharing</b>	✓	✓	✓	✓	✓
<b>Video Creation</b>	X	X	1	1	2
<b>Video Submissions</b>	X	✓	✓	✓	✓
<b>Video Social Sharing</b>	X	✓	✓	✓	✓
<b>PPT Creation</b>	X	1	2	3	5
<b>PPT Submissions</b>	✓	✓	✓	✓	✓
<b>PPT Social Sharing</b>	✓	✓	✓	✓	✓

### Local Search Website Optimization

<b>Google My Business Optimization</b>	✓	✓	✓	✓	✓
<b>Authority Business Listing</b>	✓	✓	✓	✓	✓
<b>Local Citation Building</b>	✓	✓	✓	✓	✓
<b>NAP Syndication</b>	✓	✓	✓	✓	✓
<b>Online Review Posting</b>	X	✓	✓	✓	✓
<b>Authority Directory Submission</b>	✓	✓	✓	✓	✓

### Link Acquisition Strategy

<b>Q&amp;A Posting</b>	✓	✓	✓	✓	✓
<b>Business Profiles</b>	5	10	15	20	25
<b>Blog Comment Discussion</b>	✓	✓	✓	c	✓
<b>Classified Submissions</b>	✓	✓	✓	✓	✓
<b>Two Tier Links</b>	✓	✓	✓	✓	✓

### Reporting

**SEO Link-Earning Reports**



**Monthly SEO Performance Reports**



**Customer Support (Email, Chat & Telephone)**

