



A La Carte Services & Prices

**most of the basic accounts are free; all services requiring add'l payment are not included in the below fees that are performed on a monthly basis require a 3 month minimum contract*

Optimization Services

On-Page Optimization ONLY | \$50 per page flat fee

For example: If you have 10 pages on your website, it'll be \$500 for this service

Setup / update all header tags, title tags, meta descriptions, alt tags, url names, check keyword density, check loading speed, appearance of social media buttons, and more ALL based on your target keyword phrases

Digital Marketing Services

Account set up | \$50 per platform flat fee*

For example: Setting up Facebook, Twitter, Google Analytics and Google Webmaster Tools would be a \$200 flat fee

- This can include social media accounts, web analytic tools, email marketing accounts (we prefer MailChimp) ... any account you want us to set up to promote or track your business's success online. We will do the necessary research and initial setup.
- You provide the logo, slogan, website, contact information, top 3 desired handles, desired password, etc and we set the account up and pass back to you to manage.
- **This includes submitting your business to Local Directories such as Yelp**

Email & Social Media marketing consultation | \$150 per month for per platform

For example: Managing Facebook and Twitter would be \$300 per month

**most of the basic accounts are free; for all services that require additional payment, you are responsible for*

- Create a monthly content calendar based on what the client has going on for the month
- For social media, we'll use Hootsuite to distribute and schedule future posts
- For email marketing, we'll use Mailchimp
- Provide monthly reports (1st & 15th) on how well your social media accounts are doing
- For Facebook, we'll run an ad every Friday

Backlinking / Influencer Marketing | \$150 per month**

Networking with relevant bloggers/publications & forums in your industry + monthly report

The following individual services are **\$250** per month per service**

1. **SEO Copywriting AND Backlinking with monthly report**
 2. **Blogging AND Backlinking with monthly report**
 3. **Pay Per Click with monthly report**
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Web Design and Development Services

Website Design & Development

This includes purchasing domain, hosting, project management, design and web development

- **1 page = \$500**
- **2 or more pages start at \$2,000**

Webmaster/Web maintenance | \$50 per hour OR \$500 per month for 15 hours of work

This includes web content, design and development maintenance.

Ecommerce Webmaster/Web maintenance | \$500 per month**

Creating and/or optimizing product titles and descriptions, uploading images, linking social media buttons to products (when possible), promoting them via social media and a monthly report