

SEO MONTHLY MANAGEMENT PRICING:

All pricing is month to month. You may cancel services at any time, no contracts, no pro-rating.

SEO Monthly Maintenance →	\$150 BASIC HEALTH	\$350 BUSINESS HEALTHIER	\$680 PRO HEALTHIEST
Analytics Traffic Reporting	X	X	X
Google Penalties	X	X	X
Crawl Errors	X	X	X
Broken Internal Links	X	X	X
Broken Outgoing Links	X	X	X
Optimize Titles-H1's	X	X	X
Optimize Meta Descriptions	X	X	X
Optimize Image Alt Tags		X	X
Dedicated Contact		X	X
Quarterly Audits & Repair		X	X
Mobile Issues Fixed and Verified		X	X
Submit Updated Sitemap to Google and Bing		X	X
Robots.txt file Updates		X	X
Backlink Acquisition			X
Competitor Tracking			X
KW Rank Tracking			X
Update Google My Business and Bing Places listings			X
1 Post to GMB			X
Listing Management on Search Engines			X

Initial SEO Clean Up: starting at \$300 for basic sites.

If your website is a current mess, we'll get you up to speed and ready for monthly maintenance.

A LA CARTE PRICING

Blog Posting: Blog post improves optimization on-page.

Single Blog Post - \$350 (500-1000 words optimized)

Reputation Management and Ratings Widget: Improve your Trust Score and customer service by instantly collecting ratings and respond quickly to negative responses. Only responses 4.0 or higher are posted to your website. Low ratings are kept in queue, and you are alerted in order to correct negative experiences for customers. Widget shown on your website, with custom company hub for you to manage your ratings. Start at \$150/mo. Discounts for additional locations.

Listing Management: we monitor your NAP on over 70 different engines to keep your citations consistent for optimization \$60/mo. Helps to maintain local pack positioning.

Google Ads and Bing MicroSoft Ads. Campaigns are custom and based on number of products and services needed to advertise for. You choose your ad spend budget. Set up includes keyword research and testing. After a month of testing we adjust your campaign based on data results and continue to optimize your campaigns ongoing. Set up pricing starts at \$300 and management starts at \$100/mo. or 10% of ad spend whichever is higher. Minimum recommended campaign length is 3-6 months in order to see real results.

Social Media Posting: \$25 per post. Custom images, links and hashtag research. Discounts for multiple posting per month. Hashtag/influencer research & set up starts at \$300.

Custom Video: starting at \$150 for up to 10 second spot. We post to your social media network for you and boost post if requested.

Backlink Blog Building: a high value ranking factor, quickly improve your ranking with quality backlinks from trusted sources. We get a guest blog or article of 500 words written on a DA site of your choosing with a link back to yours.

DA 10+ \$200
DA 40+ \$500

DA 20+ \$300
DA 50+ \$600

DA 30+ \$400

- Ads** ▶ **Social Media Ads Management:** Facebook, Instagram or Pinterest, starts at \$100/mo. or 10% of ad spend whichever is greater.
- ▶ **Direct IP Ads:** \$30/1000 Impressions Display. \$38/1000 Impressions Video.
- ▶ **OTT (Over the Top):** 30K Impressions min. (\$3000 min ad spend).
- ▶ **CTV Streaming Video Ads:** Custom based on requirements (\$2000 min ad spend).



ADA COMPLIANCE:

Web Accessibility Compliance

"Web accessibility is a set of rules, behaviors, code standards and design guidelines, that are meant to allow people with disabilities to effectively use websites"

The WCAG 2.1 is a massive 1,000-page guidebook that encapsulates a range of disabilities that go from hindering internet use to making internet use impossible without adjustments. This spectrum actually comprises 20-25% of the general population depending on if we're going with the CDC or WHO.

There are many disabilities covered, and the primary categories that require attention are:

- Blind people using screen-readers,
- The motor-impaired using only the keyboard to navigate,
- Epilepsy, color blindness,
- Cognitive and learning disabilities,
- Visual impairments, and more.

The WCAG 2.1 at the AA level has been adopted as the global standard for web accessibility acting as the benchmark in legislation such as the ADA title 3, Section 508, AODA, EN 301549, and many others.

This standard is law, as of 2018, and needs to be met by your website. This means your website must be in compliance to the Americans with Disabilities Act (ADA) — which requires that all electronic and information technology should be accessible to persons with disabilities.

In 2019, the web accessibility lawsuits that were filed against website owners hit eight in a day - that's 40 lawsuits per week. That number is expected to triple this year.

As a web design agency, we have the added responsibility of making sure that the websites we create and manage for our clients aren't just professional-looking, optimized and on-brand, but the sites should also be ADA compliant.

Otherwise, our clients could end up facing legal issues. In order to protect our clients and to provide accessibility to those in need we are offering the top ADA compliance widget technology for our customers with a completely customizable interface for users.

Cost for this protection is only **\$490 a year**, that comes to about **\$40.83 per month**. Service is a reoccurring charge each year to avoid interruption.

