



BEYOND
YOUR
BRAND

It's time to get visible online



An infinitely better way
to reach new customers

FIND ∞ ATTRACT ∞ CONVERT



**BEYOND
YOUR
BRAND**

beyondyourbrand.co.uk
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FOUNDATION

For new websites and SME's looking to establish an organic presence.

Monthly price: **£800**+VAT

ADVANCED

For businesses competing nationally for organic presence.

Monthly price: **£1,450**+VAT

PROFESSIONAL

For established businesses looking to substantially increase their organic presence for a greater range of key search terms.

Monthly price: **£2,495**+VAT

GA4 set up and optimisation
Google Tag Manager set up and optimisation
Competitor analysis and benchmarking
Keyword/Search term optimisation
Monitoring additional keyword/search terms
Custom dashboard set up

ANALYTICS, MONITORING & COMPETITION

| | BASIC | ADVANCED | ADVANCED |
|--|---------------|---------------|---------------|
| | BASIC | ADVANCED | ADVANCED |
| | 2 COMPETITORS | 3 COMPETITORS | 4 COMPETITORS |
| Keyword/Search term optimisation | 5 | 10 | 50 |
| Monitoring additional keyword/search terms | 50 | 250 | 500 |
| Custom dashboard set up | ✓ | ✓ | ✓ |

Local SEO set up (GMB/Bing, etc.)
Local SEO posting
Reputation management

LOCAL SEO

| | | | |
|-----------------------------------|---|---|---|
| Local SEO set up (GMB/Bing, etc.) | ✓ | ✓ | ✓ |
| Local SEO posting | ✗ | ✓ | ✓ |
| Reputation management | ✗ | ✗ | ✓ |

Content roadmap and recommendations
Article creation
Content optimisation
Link building

CONTENT MARKETING

| | | | |
|-------------------------------------|-------------|-------------|---------------|
| Content roadmap and recommendations | ✓ | ✓ | ✓ |
| Article creation | 1 PER MONTH | 2 PER MONTH | 3-4 PER MONTH |
| Content optimisation | ✗ | ✓ | ✓ |
| Link building | ✓ | ✓ | ADVANCED |

Heading tag optimisation
Metadata optimisation
Image optimisation

ON PAGE OPTIMISATION

| | | | |
|--------------------------|-------|----------|----------|
| Heading tag optimisation | ✓ | ✓ | ✓ |
| Metadata optimisation | ✓ | ✓ | ✓ |
| Image optimisation | BASIC | ADVANCED | ADVANCED |

Page speed improvements
Mobile optimisation
Site security
Schema
Core web vitals
URL structure review and optimisation
XML and robots files
Site health

TECHNICAL SEO

| | | | |
|---------------------------------------|-------|----------|----------|
| Page speed improvements | ✗ | ✓ | ✓ |
| Mobile optimisation | ✗ | ✓ | ✓ |
| Site security | BASIC | ADVANCED | ADVANCED |
| Schema | ✗ | ✓ | ✓ |
| Core web vitals | ✗ | BASIC | ADVANCED |
| URL structure review and optimisation | ✗ | ✗ | ✓ |
| XML and robots files | ✓ | ✓ | ✓ |
| Site health | ✓ | ✓ | ✓ |

Monthly report
Monthly online meeting with SEO expert
Quarterly impact meeting with SEO expert

REPORTING

| | | | |
|--|---|---|---|
| Monthly report | ✓ | ✓ | ✓ |
| Monthly online meeting with SEO expert | ✗ | ✗ | ✓ |
| Quarterly impact meeting with SEO expert | ✓ | ✓ | ✓ |