



It's time to get visible online



An infinitely better way to reach new customers

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**BEYOND  
YOUR  
BRAND**

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### LOCAL

FOR BUSINESSES FOCUSED ON LOCAL GROWTH

monthly price: **£480**

### FOUNDATION

FOR NEW WEBSITES AND SME'S LOOKING TO ESTABLISH AN ORGANIC PRESENCE

monthly price: **£560**

### ADVANCED

FOR BUSINESSES COMPETING NATIONALLY FOR ORGANIC PRESENCE

monthly price: **£1395**

### PROFESSIONAL

FOR ESTABLISHED BUSINESSES LOOKING TO SUBSTANTIALLY INCREASE THEIR ORGANIC PRESENCE FOR A GREATER RANGE OF KEY SEARCH TERMS

monthly price: **£2495**

#### ANALYTICS, MONITORING & COMPETITION

- Google Analytics 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

	BASIC	BASIC	ADVANCED	ADVANCED
Google Analytics set up and optimisation	BASIC	BASIC	ADVANCED	ADVANCED
Google Tag Manager set up and optimisation	BASIC	BASIC	ADVANCED	ADVANCED
Competitor analysis and benchmarking	1 COMPETITOR	2 COMPETITORS	3 COMPETITORS	4 COMPETITORS
Keyword/Search term optimisation	3	5	10	15
Monitoring additional keyword/search terms	50	50	250	500
Custom dashboard set up	✗	✓	✓	✓

#### LOCAL SEO

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

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

#### CONTENT MARKETING

- Content roadmap and recommendations
- Article creation
- Content optimisation
- Link building

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

#### ON PAGE OPTIMISATION

- Heading tag optimisation
- Metadata optimisation
- Image optimisation

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

#### TECHNICAL SEO

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

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

#### REPORTING

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

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