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2010 PRICING

WEB COPY & SEO

Web Copy

Quality original web marketing content by a professional copywriter of 100-300 words written to web copy principles –

- \$160 single page
- \$140 5-10 pages
- \$130 10+ pages

Website content editing

- \$115 single page
- \$100 5-10 pages
- \$85 10+ pages

SEO Copy Plus

New and original keyword rich web marketing content by a professional copywriter of 100-300 words written to both web copy and SEO principles, plus individual keyword driven page title and meta descriptions –

- \$190 single page
- \$175 5-10 pages
- \$160 10+ pages

Website content editing

- \$135 single page
- \$120 5-10 pages
- \$105 10+ pages

Custom SEO

Keyword Research & Analysis

Preliminary keyword research

- Define market & target audience
- Compile keyword suggestions
- Assess keyword strength
- Identify strong search terms

Advanced keyword analysis

- Perform context check
- Analyse competitor activity
- Verify traffic estimates
- Check Pay Per Click pricing

Report

Culled list of best quality high search volume, low competitor keywords

SEO Copy

New and original keyword rich web marketing content by a professional copywriter of 100-300 words written to both web copy and SEO principles –

- \$175 single page
- \$165 5-10 pages
- \$155 10+ pages

Website content editing

- \$125 single page
- \$110 5-10 pages
- \$95 10+ pages

SEO Copy Premium

New and original keyword rich web marketing content by a professional copywriter of 100-300 words written to both web copy and SEO principles, plus individual keyword driven page title and meta descriptions, plus keyword oriented URL, image name/alt/title for 2 graphics and title for up to 4 in text links –

- \$225 single page
- \$210 5-10 pages
- \$195 10+ pages

Website content editing

- \$160 single page
- \$145 5-10 pages
- \$130 10+ pages

SEO site strategy

With consideration to proposed website architecture:

- Identify logical on page keyword combinations
- Strategic application across website
- Consolidate targeting throughout site content
- Identification of keyword oriented in text links
- Suggest individual URL page names

Report

- SEO strategy report
- Optimised sitemap

From \$1,500

SEO packages

5 page websites

Keywords

Keyword Research
Keyword Selection

*Includes for client review:
3 primary keywords
3 secondary keywords*

Strategy

Keyword page allocation

*Includes for client review:
SEO sitemap*

Keywords & Strategy setup
\$600

10 page websites

Keywords

Keyword Research
Keyword Testing
Keyword Selection

*Includes for client review:
Keyword data
5 primary keywords
5 secondary keywords*

Strategy

SEO Site Plan

*Includes for client review:
Keyword plan
SEO sitemap*

Keywords & Strategy setup
\$800

20 page websites

Keywords

Keyword Research
Keyword Testing
Keyword Analysis
Keyword Selection

*Includes for client review:
Full report
Keyword data
10 primary keywords
10 secondary keywords*

Strategy

SEO Site Plan
SEO Strategy

*Includes for client review:
Full SEO Strategy report
SEO sitemap*

Keywords & Strategy setup
\$1,200

Rollout

Depending on individual client requirements and other aspects such as existing domain age, current page rank and present SEO performance, a monthly rollout of activities may include tasks such as:

Search engine submission
XML sitemap submission
On the page optimisation
Off the page optimisation
Article submission
Webmaster review

Rollout

Search engine submission
XML sitemap submission
On the page optimisation
Off the page optimisation
Article submission
Webmaster review
Analytics review

Rollout

Search engine submission
XML sitemap submission
On the page optimisation
Off the page optimisation
Article submission
Webmaster review
Analytics review
Benchmarking

Monthly program fee
\$250
Paid 3 months in advance

Monthly program fee
\$325
Paid 3 months in advance

Monthly program fee
\$475
Paid 3 months in advance