

<b>SEO &amp; Web Packages</b> (monthly)	<b>Basic</b> \$500	<b>Builder</b> \$1,000	<b>Complete</b> \$1,500	<b>Advanced</b> \$3,000
<b>Website Maintenance</b>				
Maintenance & Modifications	Yes	Yes	Yes	Yes
Weekly performance checks	Yes	Yes	Yes	Yes
Optimize SEO structures	Yes	Yes	Yes	Yes
<b>Google My Business (GMB)</b>				
Google My Business listing optimization	Yes	Yes	Yes	Yes
GMB weekly posts/photos/reviews		Yes	Yes	Yes
<b>Keywords &amp; On-Page SEO</b>				
Full SEO Audit	Yes	Yes	Yes	Yes
Keyword research	Yes	Yes	Yes	Yes
<b>On-Page</b>				
Test mobile responsiveness	1x	Ongoing	Ongoing	Ongoing
Schema	1x	Ongoing	Ongoing	Ongoing
H1, Title & Descriptions optimized	1x	Ongoing	Ongoing	Ongoing
URL structure optimized	1x	Ongoing	Ongoing	Ongoing
Content – robust and no duplication	1x	Ongoing	Ongoing	Ongoing
Submit sitemap.xml	1x	Ongoing	Ongoing	Ongoing
Optimize image tags	1x	Ongoing	Ongoing	Ongoing
Robots.txt	1x	Ongoing	Ongoing	Ongoing
<b>Site structure and navigation audit</b>				
Test site speed & image compression	1x	Ongoing	Ongoing	Ongoing
Verify clear Calls to Action	1x	Ongoing	Ongoing	Ongoing
Page redirect errors	1x	Ongoing	Ongoing	Ongoing
Broken links	1x	Ongoing	Ongoing	Ongoing
SSL – security certificate	1x	Ongoing	Ongoing	Ongoing
<b>Content &amp; Off-Page SEO</b>				
Content creation - Blog	1x / month	2x / month	3x / month	4x / month
Competitor analysis	Yes	Yes	Yes	Yes
Backlink audit		Yes	Yes	Yes
<b>Reporting &amp; Monitoring</b>				
Monthly reporting	Yes	Yes	Yes	Yes
<b>Google Analytics Setup</b>				
Install Google Analytics	Yes	Yes	Yes	Yes
Install Google Search Console	Yes	Yes	Yes	Yes
Configure Google views and filtering	Yes	Yes	Yes	Yes
Setup Google Goals	Yes	Yes	Yes	Yes
SEO performance tracking	Yes	Yes	Yes	Yes
Speed Performance tracking	Yes	Yes	Yes	Yes