

Conscious Solutions - SEO Packages

Package	Setup Only	Bronze	Silver	Gold	Platinum	Bespoke
Setup Price	£100/keyword	£500	£600	£750	£1,000	£x,xxx
Monthly Price	n/a	£425	£595	£850	£1,350	£x,xxx
No. of Keywords (one of the following)						
High Competition	As required	0	0	3	8	As required
Medium Competition	As required	4	8	12	16	As required
Low Competition	As required	8	12	16	20	As required
Setup (Initial)						
Keyword Research	✓	✓	✓	✓	✓	✓
Initial Ranking Report	✓	✓	✓	✓	✓	✓
No. New Pages Written	n/a	Up to 4 pages	Up to 8 pages	Up to 12 pages	Up to 15 pages	As required
On Page (Initial)						
	Per Page	Up to 10 pages	Up to 15 pages	Up to 20 pages	Up to 30 pages	
Title Tags	✓	✓	✓	✓	✓	As required
Meta Descriptions	✓	✓	✓	✓	✓	As required
Meta Keywords			✓	✓	✓	As required
Heading 1 & 2 Tag Analysis	✓	✓	✓	✓	✓	As required
Keyword Density Analysis	✓	✓	✓	✓	✓	As required
Homepage Content Rewrite				✓	✓	As required
SEO Friendly URL Rewrite				✓	✓	As required
Image Alt Tag Analysis			✓	✓	✓	As required
Setting up Internal Cross Links	-	-	2hrs	3hrs	4hrs	As required
Set up tracking Goals in Google Analytics	✓	✓	✓	✓	✓	As required
On Page (Monthly)						
		Up to 10 pages	Up to 15 pages	Up to 20 pages	Up to 30 pages	
Create On Page Analysis Report			✓	✓	✓	As required
Title Tag Adjustments			✓	✓	✓	As required
Heading 1 & 2 Tag Adjustments			✓	✓	✓	As required
"Long Tail" Keyword Page Optimisations			5	10	15	As required
Off Page/Outreach (Initial)						
Google Submission	✓	✓	✓	✓	✓	As required
Yahoo Submission	✓	✓	✓	✓	✓	As required
Bing Submission	✓	✓	✓	✓	✓	As required
DMOZ Submission (if possible)	✓	✓	✓	✓	✓	As required
Create Google+ accounts			Up to 3	Up to 8	Up to 15	As required
Create/review Google Local pages	✓	✓	✓	✓	✓	As required
Off Page/Outreach (Monthly)						
Guest Blog Post Writing		2	3	4	6	As required
Submission of Guest Blog Post		✓	✓	✓	✓	As required
Directory Submissions (over 4 months)		500	500	-	-	As required
Directory Submissions (over 6 months)		-	-	500	500	As required
Tweets		-	8	12	20	As required
Identify & target social media influencers				1hr	2hrs	As required
Social Bookmarks		-	20	30	50	As required
Facebook Timeline Posts		-	-	10	20	As required
Standard Checks						
XML Sitemap Create/Check + Submit	✓	✓	✓	✓	✓	✓
Robots.txt Create/Check + Submit	✓	✓	✓	✓	✓	✓
Google Webmaster Tools Setup	✓	✓	✓	✓	✓	✓
Bing Webmaster Tools Setup	✓	✓	✓	✓	✓	✓
301 Redirect Setups (if required)	✓	✓	✓	✓	✓	✓
Website 404 Error Crawl Report	✓	✓	✓	✓	✓	✓
Google Cache Check	✓	✓	✓	✓	✓	✓
Analytics						
Google Analytics Setup (if required)	✓	✓	✓	✓	✓	✓
Reporting						
High Quality PDF Reports		✓	✓	✓	✓	✓
Monthly Ranking Report	✓	✓	✓	✓	✓	✓
Monthly On Page Report		✓	✓	✓	✓	✓
Monthly Activity Report		✓	✓	✓	✓	✓

Notes

- Valid from 1 July 2013
- Final prices subject to the exact keywords selected and may be changed
- The fluid nature of SEO means no performance guarantees are possible
- Substitute activities may be provided if deemed necessary