



COMMON MONTHLY OPTIMIZATION PACKAGES

BRONZE	SILVER	GOLD	PLATINUM	CUSTOM
1 Marketing Service \$500	3 Marketing Services \$1,500	5 Marketing Services \$2,500	8 Marketing Services \$4,000	How Many Services? \$500 per Service
Standard Report & Communication \$200	Standard Report & Communication \$300	Custom Report & Communication \$500	Custom Report & Communication \$600	Reports & Communication \$ _____
CallRail Call Tracking* \$50	CallRail Call Tracking* \$100	CallRail Call Tracking* \$150	CallRail Call Tracking* \$200	CallRail Call Tracking* \$ _____
\$750 / month	\$1,900 / month	\$3,150 / month	\$4,800 / month	\$ _____ / month

*CallRail fee paid directly to CallRail. Pricing will vary depending on website traffic and call volume and will most likely be less. See actual CallRail pricing breakdown at callrail.com/pricing.

MARKETING SERVICES

(STRATEGIES ARE LIKELY TO CHANGE MONTH TO MONTH DEPENDING ON WHERE WE FOCUS OUR EFFORTS)

PPC Optimization

(1 service per \$5,000 in monthly PPC spend)

PPC optimization efforts of your entire PPC account (keyword optimization, landing page testing, bid optimization, etc)

SEO

(Each item below counts as 1 service)

On-page

Improving the on-page SEO elements of 5 - 10 pages (adding pages to the site, improving content of existing pages, etc)

Off-page

Improving the overall link profile of a website (increasing quantity and quality of links to your site)

Article Writing

Writing custom articles to be posted on your website (we target specific keywords for these articles to get quality content on your site)

Local / Reviews

Helping ensure that local listings are accurate and consistent (searching for multiple addresses, phone numbers, claiming listings, etc)

Conversion Rate Optimization

Improving the overall conversion rate of your website (calls to action, landing page testing, A/B or multivariate testing, etc)