

Service Pricing

Market Strategy Assessment - \$285
includes: development of Unique Value Proposition

Website Development -\$2K-5K
includes: market strategy assessment (\$285 value)
template or design implementation
CMS (Content Management System) setup
some landing page optimization
options: see packages below

Keyword Evaluation - \$190
includes: assessment of top performing keywords
recommendation of additional high-conversion keywords
strategy recommendations
(2 hrs)

Social Media Strategy Consultation (1 hr) - \$95
includes: twitter, facebook & blog strategies applicable to your market

SEO (Search Engine Optimization) Package - \$550
includes: keyword evaluation (\$190 value)
page titles and headlines
internal page linking
some external page linking
sitemap
(6 hrs)

PPC (Pay Per Click) Advertising - \$380
includes: 2 ad copy variations (2 hrs)
simple optimized landing page - client responsible for providing initial copy (2 hrs)
* integrated form on landing page will require up to 2 hours more setup time
** subsequent landing pages could require less time

Email Marketing Program Setup - \$600
includes: development of sales material content program
email template setup

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