



Pricing - USD

These are just some ideas on what to charge and how to package. There is no 'right' price or 'right' way, it is more about working out fees that are feasible for you (*you make a profit and it reflects the value you associate with your services*) and are presented in a way that communicate VALUE to the Client. That is why Packaging things up can be so effective, as it communicates a sense of Value. Also the fees you charge do vary depending on the Value per customer to a Client, that is why we recommend you pursue Clients with higher Value customers, as you will be doing exactly the same amount of work, whatever the Client profile.

Here are some Rate Card Prices to serve as a Guide Only:

Service	Fee
Keyword Research	\$990
Brand/Corporate Website - up to 10 pages	\$5,500
Additional Website Pages	\$100
Website Content - 10 pages	\$990
SEO For Brand Website	\$1200/month
Google Places Listing	\$1,200
Google Places SEO Maintenance	\$300/month
Reputation Management	\$500/month
Mobile Friendly Website	\$1,200
Facebook Fan page	\$1,500
Twitter Page	\$750



Recommended Package - USD

Rule of Thumb: Discount on the first work you do for the Client, and there is no need to discount on an ongoing basis. You explain to the Client that you are offering these discounts as a thank you to becoming a new Client. You are under no law that says you are to always discount. And it is important that you feel confident enough to not always slash prices, and at the same time, for a new project with an existing Client, it can be useful to again offer a token discount, generally not as extensive as that first 'thank you for becoming a new Client' sweetener.

Stage One	
Keyword Research	\$990
Brand/Corporate Website - up to 10 pages	\$5,500 \$4,500
Mobile Friendly Website	\$1,600 \$1,200
Google Places Listing	\$1,200
Total	\$9,290 \$7,890
Reputation Management	\$500 \$300/month*
	*guaranteed as this reduced rate for 3 months.
Stage Two	
SEO For Brand Website	\$1200/month
Google Places SEO Maintenance	\$300/month
Total	\$1500/month
Stage Three	
Facebook Fan page	\$1,500
Twitter Page	\$750
Total	\$2,250



Keyword Research	Keyword Phrases relevant to the business. Typically one main theme keyword phrase, and 2-4 secondary keyword phrases. And competitive analysis
Brand/Corporate Website - up to 10 pages	Usually Use A WP Theme & make look like a static website
Mobile Friendly Website	HUGE opportunity as so many businesses don't have mobile friendly sites - easy to view on a smart phone
Google Places Listing	Many businesses may be in Google Places but not well. It is equivalent of an online Yellow Places. Even a national business needs to be in Google Places for Market Leadership
Reputation Management	Track what is being said about them and manage accordingly
SEO For Brand Website	Done to build authority in Search Engines eyes & get traffic
Google Places SEO Maintenance	Helps build authority of GP & other directory listings. Both Business Website & GP leverage each other
Facebook Fan page	A Facebook Page (Fanpage) is a basic requirement in today's online environment.
Twitter Page	As above