

**Sample SEO, PPC and Social Media services**

**mat@keystonecopy.co.uk**

**07984 132756**

<b>Service</b>	<b>Cost</b>	<b>Deliverables</b>	<b>Comments</b>
<b>SEO-focussed Copywriting</b>			
<b>Static pages</b>			
Homepages up to 500 words	£90	Standard marketing copy	Based on client briefing
Static web pages up to 300 words	£40	Standard marketing copy	Based on client briefing
Static web pages up to 500	£60	Standard marketing copy	Based on client briefing
Detailed static pages - approx 1,000 words	£175	<b>Research</b> and copy	In-depth focus on service or product area
<b>Blogs</b>			
Blog posts 500-750 words	£95	<b>Research</b> , copy and <b>creative commons images</b>	
Blog posts 500-750 words	£40	Copy and <b>creative commons images</b>	Based on copy/research/structure provided
<b>Link bait</b>			
Detailed articles - 2000 words+	£200	Article designed to attract links and convert visitors	<b>Research</b> , copy and <b>creative commons images</b>
Detailed articles - 2000 words+	£75	Article designed to attract links and convert visitors	Based on copy/research/structure provided
Infographic	£250	Infographic designed to attract links and convert visitors	Research, design guidance and copy. <b>Design costs not included.</b>

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<b>Onpage</b>			
Keyword Research	£250	Report for up to 7 categories (inc. Home Page) by web page (section)	Approx. 10 keywords per section including 2 core keywords
Meta Titles and Descriptions	£60	For 10 pages	Based on keyword research provided or commissioned
Meta Titles and Descriptions	£90	For 10 pages	Including <b>top level keyword research</b>
<b>Offpage</b>			
Social media posting of links to content	£40	For each new piece of content	On Google+, Facebook, Twitter, LinkedIn
External article and placement	£200	750+ word article containing link to client's site from relevant site with DA of 30+	
Directory listings	£120	5 directory listings	Sourcing relevant directories and supplying unique descriptions to each. <b>Requires extra allowance of up to £150 to secure placements.</b>
Influencer Research	£250	Report detailing credentials and urls/emails of the 20 most important influencers in given area.	Based on factors such as search engine position, social reach, domain authority, backlink profile, how established they are and how prolific they are. Finding important influencers is a great way to get the word out about your content as it is developed - they can bring you links and traffic.
Influencer outreach	£250	Contact of identified influencers + selected others	Allowing a day per piece of content

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<b>Reports</b>			
Traffic analysis	£300	Report detailing customer behaviour and proposing improvements to site	Will analyse how visitors access the site, where they land, what they do, where they leave and suggest improvements to be made for more conversions, lower bounce rates, more return visits and better lead generation. <b>Assumes client has analytic software inhouse that we can access.</b>
Analytic Report	£175	Monthly report on performance	To include month on month review/commentary on: Visits, Page views, Pages/visit, Time on site, Bounce Rate, Landing pages, Organic keywords, Paid keywords, Conversion by channel/goal
SEO Audit	£400	Detailed report offering action points for SEO. Areas covered include: <b>Accessibility:</b> Robots, HTTP Status codes, XML Sitemap, Site Architecture, Flash and JavaScript <b>Indexability</b> <b>On page ranking factors:</b> URL optimisation, URL duplication, Content overview, HTML Mark-up <b>Off page ranking factors:</b> Popularity, Trust, Authority, Backlink profile, Social engagement	
Social media overview and strategy	£350	Report analysing outcomes of existing social media activity, proposing changes to approach and outlining easy to action, structured strategies for development.	Social media (SM) areas covered include: SM overview per channel, SM engagement, SM opportunities, SM integration, SM effects (visitors/conversions), SM tactics and tips, SM outline strategic plan.

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<b>PPC</b>			
PPC Keyword Research	£200	Researching and prioritising up to 200 keywords	
Text ad Account Set Up	£200	Liaising with developer to implement and track an Adwords campaign consisting of keywords split into 5 Ad Groups each having 2 ad variations	Text ads only
Display Ad Research	£150	Researching sites, categories and keywords most likely to succeed for display ads	
Display Ad Creative and Set Up	£200	Creatives and set up of up to 5 ad groups, placements and ads	Display ads only: design of ads not included but creative and copy is
Monthly Management, Optimisation and Reporting	£150	Ongoing monitoring, optimisation and end of month headline report on performance and proposals for next month	All ads (disply, text or display and text): based on up to £1500 ad spend
<b>Day Rate</b>			
Day rate	£250	For many jobs that are hard to itemise!	The day rate applies to <b>offsite work</b> . For onsite work, consultancy and training contact me for a quote.