



Rate Card: July 2009

Bronze **Silver** **Gold**
 \$399/mth \$750/mth \$1,000

Website Optimization			
Keyword Research & Analysis	✓	✓	✓
Title & Meta Tag Development and Implementation	✓	✓	✓
Copywriting for SEO / Increased Keyword Density		✓	✓
Check for Content and Title Duplication		✓	✓
Effective Internal Page Link Management			✓
Enhance Image Search Management			✓
Website Content Review and Update	✓	✓	✓
Monthly Keyword Progress Report	✓	✓	✓

Bronze **Silver** **Gold**
 \$299/mth \$499/mth \$799/mth

Pay Per Click Setup and Management: Google, Yahoo, MSN/Live			
Keyword Selection	✓	✓	✓
Pay-Per-Click Management	✓	✓	✓
Detailed Reporting	✓	✓	✓
Geographic and/or Demographic Targeting		✓	✓
Variable Ad Management			✓
Multiple Ad Groups			✓
Negative Keyword Implementation		✓	✓
Landing Page Development		✓	✓
Multivariate Testing / 2 pages			✓

One-Time Fees	
Landing Page Design and Setup	\$500/page
Multivariate Testing	\$500/4 pages
Website Redesign	\$2,500 plus
Complete Website Optimization Package	\$2,500 plus