NETTONIC
HELPING TO PROMOTE YOUR BRAND

	LOCAL			NATIONAL				
MONTHLY SERVICE DELIVERABLES - GUIDE	**Basic**	**Intermediate**	**Pro**	**Basic**	**Intermediate**	**Pro**	**Pro+**	**Enterprise**
	£350pm	**£500pm**	**£750pm**	**£500**	**£750**	**£1,000**	**£1,500**	**£2,500**
Initial Review and Analysis								
Number of Keywords/ Key phrases ** Subject to consultation.	**10 - 15**	**10 - 15**	**10 - 15**	**10 - 15**	**10 - 15**	**10 - 15**	**10 - 15**	**10 - 15**
Keyword Research & Analysis	✓	✓	✓	✓	✓	✓	✓	✓
Baseline Search Engine Ranking Report	✓	✓	✓	✓	✓	✓	✓	✓
Baseline Traffic Report	✓	✓	✓	✓	✓	✓	✓	✓
Competition Analysis	✓	✓	✓	✓	✓	✓	✓	✓
On Page Optimisation								
Meta Tag Optimisation - Includes Titles, Meta description and tag optimisation	✓	✓	✓	✓	✓	✓	✓	✓
Google Search Console - Account Set-up and Monitoring - Google and Bing	✓	✓	✓	✓	✓	✓	✓	✓
Google Analytics - Account Set-up and Integration	✓	✓	✓	✓	✓	✓	✓	✓
Google My Business - Optimisation	✓	✓	✓	✓	✓	✓	✓	✓
Technical Website Evaluation								
Crawl Errors, Site Architecture Evaluation, Programming Code Evaluation	✓	✓	✓	✓	✓	✓	✓	✓
Dead Pages/ Broken Links	✓	✓	✓	✓	✓	✓	✓	✓
Duplicate Content Issues	✓	✓	✓	✓	✓	✓	✓	✓
Fixing the Identified Issues	✓	✓	✓	✓	✓	✓	✓	✓
Off Page Optimisation/ Link Building								
Citation Business Profile Listing	✓	✓	✓	✓	✓	✓	✓	✓
Authority Directory Submissions	✓	✓	✗	✓	✗	✓	✗	✗
Advanced Link Building 2-4 high-traffic, DR 20-65	✗	✗	✓	✗	✓	✓	✗	✗
Advanced Link Building 5-8 high-traffic, DR 20-65	✗	✗	✗	✗	✗	✗	✓	✗
Advanced Link Building 9-16 high-traffic, DR 20-65	✗	✗	✗	✗	✗	✗	✗	✓
Additional Services								
Social Media Channel Setup & Integration	POA	POA	POA	POA	POA	POA	POA	POA
Facebook Marketing	POA	POA	POA	POA	POA	POA	POA	POA
Content Creation & Posting	POA	POA	POA	POA	POA	POA	POA	POA
Daily Posting/Tweeting	POA	POA	POA	POA	POA	POA	POA	POA
Comment Responding	POA	POA	POA	POA	POA	POA	POA	POA
Monthly Reporting								
Monthly Reporting	✓	✓	✓	✓	✓	✓	✓	✓