



# SEO Analysis & Consulting Packages



# 5-Day Research and Analysis Package 1 - \$5000

For those who who are looking to understand SEO weaknesses and be pointed toward success.



## Stakeholder interviews

*4 hours*

Understand the marketing and business objectives, and impediments.

Where are you being found?  
What do you want to be found for?



## Current Keywords & SEO practices

*4 hours*

Establish baseline keywords and competitors for performance audit.

Understand efforts and constraints dedicated to SEO



## Site SEO Audit

*3 days*

Interview existing users - 1 day

Study existing analytics if applicable - 4 hours

Review best practices - 1 day

Basic list of fixes - 4 hours



## Audit Analysis & Presentation

*1 day*

Written report/presentation given to discuss weaknesses and opportunities in SEO.





# 8-Week SEO Monitor & Support Package 2 \$60,000

For those who want to make SEO an on-going practice and improve KPIs.



## Establish Baseline

Problem exploration and definition

### *Deliverables*

In-depth audit and consolidation of desired outcomes from stakeholders.



## SEO Strategy & Fixes

Define path forward and action list of SEO fixes.

### *Deliverables*

Strategy document outlining opportunities to help meet business goals and in-depth list of changes to be made.



## Usability & Content

On-going activity to improve UX and site performance.

### *Deliverables*

Implement additional monitoring software to measure improvement of SEO fixes.



## Measure success

### *Deliverables*

Second in-depth SEO audit & analytics review.



## Resources

*May vary depending on project scope and size:*

**1 Consultant** - Ensure on-going audits and optimization are delivered according to requirements. 100%

**1 Research Resource** - Monitor SEO opportunities and KPI results. 50%

**1 Ongoing senior oversight** - 25%



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