

# GOLD MEMBERSHIP

## PRICING AND PACKAGES

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| SEO LOCAL PLANS<br>Deliverables                | LOCAL STARTER                                                                                                                                        | LOCAL VALUE                                                                                                                                           | LOCAL SILVER                                                                                                                                           | LOCAL GOLD                                                                                                                                                      | LOCAL PLATINUM                                                                                                                                                             |
|------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Price Per Month                                | \$178                                                                                                                                                | \$296                                                                                                                                                 | \$414                                                                                                                                                  | \$545                                                                                                                                                           | \$652                                                                                                                                                                      |
| Designed for                                   | Rating = Entry Level. A local SEO plan for your "strapped for cash" clients, targeting 1 keyword category. Ideal for startups to cover their basics. | Rating = Entry Level. Double the work load of "Starter" and targeting 2 keyword categories this plan is great for local businesses with a low budget. | Rating = Moderate Level. Our TOP SELLING local SEO plan covering 3 keyword categories and containing advanced strategies for GMB and organic rankings. | Rating = Competitive Level Next to our most competitive local SEO plan the Local Gold targets 4 keyword categories and comes with Quarterly performance audits. | Rating = Competitive Level Targeting 6 keyword categories and providing Bi-Monthly performance audits this is not surprisingly our top selling competitive local SEO plan. |
| Target Keywords                                | 5                                                                                                                                                    | 10                                                                                                                                                    | 15                                                                                                                                                     | 20                                                                                                                                                              | 30                                                                                                                                                                         |
| Keywords Research & Tracking                   | Up to 25                                                                                                                                             | Up to 50                                                                                                                                              | Up to 75                                                                                                                                               | Up to 100                                                                                                                                                       | Up to 150                                                                                                                                                                  |
| Keyword Topics / Categories / Themes           | 1                                                                                                                                                    | 2                                                                                                                                                     | 3                                                                                                                                                      | 4                                                                                                                                                               | 5                                                                                                                                                                          |
| Month 1 Activities                             |                                                                                                                                                      |                                                                                                                                                       |                                                                                                                                                        |                                                                                                                                                                 |                                                                                                                                                                            |
| Account Setup Research & Analysis              |                                                                                                                                                      |                                                                                                                                                       |                                                                                                                                                        |                                                                                                                                                                 |                                                                                                                                                                            |
| Agency Platform Reporting & Customer Dashboard | ✓                                                                                                                                                    | ✓                                                                                                                                                     | ✓                                                                                                                                                      | ✓                                                                                                                                                               | ✓                                                                                                                                                                          |
| Global Website Audit                           | ✓                                                                                                                                                    | ✓                                                                                                                                                     | ✓                                                                                                                                                      | ✓                                                                                                                                                               | ✓                                                                                                                                                                          |
| Page Specific Audit                            | Up to 5 Pages                                                                                                                                        | Up to 10 Pages                                                                                                                                        | Up to 15 Pages                                                                                                                                         | Up to 20 Pages                                                                                                                                                  | Up to 30 Pages                                                                                                                                                             |
| Competitors Analysis                           | -                                                                                                                                                    | -                                                                                                                                                     | 1                                                                                                                                                      | Up to 2                                                                                                                                                         | Up to 3                                                                                                                                                                    |
| Keyword Grouping & URL Mapping                 | ✓                                                                                                                                                    | ✓                                                                                                                                                     | ✓                                                                                                                                                      | ✓                                                                                                                                                               | ✓                                                                                                                                                                          |
| Duplicate Content Check                        | Up to 5 Pages                                                                                                                                        | Up to 10 Pages                                                                                                                                        | Up to 15 Pages                                                                                                                                         | Up to 20 Pages                                                                                                                                                  | Up to 30 Pages                                                                                                                                                             |
| Google Penalty Check                           | -                                                                                                                                                    | ✓                                                                                                                                                     | ✓                                                                                                                                                      | ✓                                                                                                                                                               | ✓                                                                                                                                                                          |
| Web Form Conversion Tracking Setup             | ✓                                                                                                                                                    | ✓                                                                                                                                                     | ✓                                                                                                                                                      | ✓                                                                                                                                                               | ✓                                                                                                                                                                          |
| Review Widget Installation & Review Monitoring | ✓                                                                                                                                                    | ✓                                                                                                                                                     | ✓                                                                                                                                                      | ✓                                                                                                                                                               | ✓                                                                                                                                                                          |

| Conversion Tracking                                                                 |               |                |                |                |                |
|-------------------------------------------------------------------------------------|---------------|----------------|----------------|----------------|----------------|
| Call Tracking<br>(upto 200 minutes)                                                 | Ask for Quote | Ask for Quote  | Ask for Quote  | Ask for Quote  | Ask for Quote  |
| Web Form Conversion Tracking                                                        | ✓             | ✓              | ✓              | ✓              | ✓              |
| Conversion & Event Tracking                                                         | -             | Up to 2 Goals  | Up to 3 Goals  | Up to 4 Goals  | Up to 6 Goals  |
| HeatMap                                                                             | -             | -              | Homepage       | Homepage       | Homepage       |
| ScrollMap                                                                           | -             | -              | -              | Homepage       | Homepage       |
| Overlay Report                                                                      | -             | -              | -              | -              | Homepage       |
| Confetti                                                                            | -             | -              | -              | -              | Homepage       |
| User Testing Video                                                                  | -             | -              | -              | ✓              | ✓              |
| On-Page Optimization                                                                |               |                |                |                |                |
| Title & Meta Tags                                                                   | Up to 5 Pages | Up to 10 Pages | Up to 15 Pages | Up to 20 Pages | Up to 30 Pages |
| Image, Hyperlink, Heading Tag & Internal Links Optimization                         | Up to 1 Page  | Up to 2 Pages  | Up to 5 Pages  | Up to 8 Pages  | Up to 10 Pages |
| Robots.txt Optimization                                                             | ✓             | ✓              | ✓              | ✓              | ✓              |
| Canonicalization                                                                    | ✓             | ✓              | ✓              | ✓              | ✓              |
| Adding Rich Snippets                                                                | Up to 5 Pages | Up to 10 Pages | Up to 15 Pages | Up to 20 Pages | Up to 30 Pages |
| Voice Search Optimization                                                           | -             | ✓              | ✓              | ✓              | ✓              |
| Local Schema Setup                                                                  |               |                |                |                |                |
| Local Business Information Schema<br>(Phone, Address, Business Name, Opening Hours) | Up to 5 Pages | Up to 10 Pages | Up to 15 Pages | Up to 20 Pages | Up to 30 Pages |
| Map Schema                                                                          | Up to 5 Pages | Up to 10 Pages | Up to 15 Pages | Up to 20 Pages | Up to 30 Pages |
| Images and Logo Schemas                                                             | Up to 5 Pages | Up to 10 Pages | Up to 15 Pages | Up to 20 Pages | Up to 30 Pages |
| Reviews Schema                                                                      | Up to 5 Pages | Up to 10 Pages | Up to 15 Pages | Up to 20 Pages | Up to 30 Pages |
| FAQ Schema                                                                          | -             | ✓              | ✓              | ✓              | ✓              |
| GMB Optimization                                                                    |               |                |                |                |                |
| Google My Business Setup                                                            | ✓             | ✓              | ✓              | ✓              | ✓              |
| GMB Listing Optimization<br>(Adding Images, Videos, Hours of Operation)             | ✓             | ✓              | ✓              | ✓              | ✓              |

|                                                                             |                  |                  |                  |                           |                            |
|-----------------------------------------------------------------------------|------------------|------------------|------------------|---------------------------|----------------------------|
| GPS Listing Submissions                                                     | 1                | 2                | 3                | 4                         | 5                          |
| Custom GMB Description - Up to 750 Characters                               | -                | ✓                | ✓                | ✓                         | ✓                          |
| GMB Website Embed                                                           | -                | ✓                | ✓                | ✓                         | ✓                          |
| Month 2 Activities                                                          |                  |                  |                  |                           |                            |
| Research & Analysis                                                         |                  |                  |                  |                           |                            |
| Link Detox                                                                  | Up to 25 Domains | Up to 50 Domains | Up to 75 Domains | Up to 100 Domains         | Up to 150 Domains          |
| Page Speed Reporting (Desktop & Mobile)                                     | -                | Homepage         | Homepage         | Homepage + 1 Landing Page | Homepage + 2 Landing Pages |
| On-page Optimization                                                        |                  |                  |                  |                           |                            |
| Image, Hyperlink, Heading Tag & Internal Links Optimization                 | Up to 2 Pages    | Up to 4 Pages    | Up to 5 Pages    | Up to 6 Pages             | Up to 10 Pages             |
| Inbound Content Marketing                                                   |                  |                  |                  |                           |                            |
| Website Content Writing (250 Words Per Page)                                | 1                | 2                | 3                | 4                         | 6                          |
| Editorial / Guest Blog with Social Boost                                    | 1                | 2                | 3                | 4                         | 6                          |
| Press Release Writing, Distribution & Social Boost                          | -                | -                | 1                | 1                         | 1                          |
| Infographic Creation, Distribution & Social Boost                           | -                | -                | -                | 1                         | 1                          |
| Magazine / News Placement                                                   | -                | 1                | 1                | 1                         | 1                          |
| Q&A Posting                                                                 | 1                | 1                | 1                | 2                         | 2                          |
| FAQ Page Content                                                            | -                | ✓                | ✓                | ✓                         | ✓                          |
| Analytics & Webmasters                                                      |                  |                  |                  |                           |                            |
| Google Analytics Account Creation, Installation & Setup                     | ✓                | ✓                | ✓                | ✓                         | ✓                          |
| Google Analytics Filtering (including spam referral filters and IP filters) | -                | ✓                | ✓                | ✓                         | ✓                          |
| Google Search Console Account Creation, Installation & Setup                | ✓                | ✓                | ✓                | ✓                         | ✓                          |
| GSC 404 Error Correction                                                    | -                | Up to 10 Pages   | Up to 15 Pages   | Up to 20 Pages            | Up to 30 Pages             |
| GSC 301 Page Redirection                                                    | -                | Up to 10 Pages   | Up to 15 Pages   | Up to 20 Pages            | Up to 30 Pages             |
| Broken Link Fixing                                                          | -                | Up to 10 Pages   | Up to 15 Pages   | Up to 20 Pages            | Up to 30 Pages             |
| Bing Webmasters Account Creation, Installation & Setup                      | ✓                | ✓                | ✓                | ✓                         | ✓                          |
| Sitemap Creation and Uploading                                              |                  |                  |                  |                           |                            |

|                                                             |                   |                   |                    |                    |                    |
|-------------------------------------------------------------|-------------------|-------------------|--------------------|--------------------|--------------------|
| User HTML Sitemap Creation, Uploading & Linking             | ✓                 | ✓                 | ✓                  | ✓                  | ✓                  |
| XML Sitemaps Creation & Submission to Google & Bing         | ✓                 | ✓                 | ✓                  | ✓                  | ✓                  |
| Local Search Website Optimization                           |                   |                   |                    |                    |                    |
| Bing, Apple Maps & Facebook Local Listings                  | ✓                 | ✓                 | ✓                  | ✓                  | ✓                  |
| Yelp Advanced Optimization<br>(Phone Verification Required) | -                 | -                 | -                  | ✓                  | ✓                  |
| Authority Business Listings                                 | 1                 | 2                 | 3                  | 4                  | 6                  |
| 2nd Tier Local + Industry Specific Citations                | 2                 | 4                 | 6                  | 8                  | 12                 |
| Business Listings Audit and Fix                             |                   |                   |                    |                    |                    |
| Local Citation Audit                                        | ✓                 | ✓                 | ✓                  | ✓                  | ✓                  |
| NAP Inconsistency Fix                                       | -                 | -                 | ✓                  | ✓                  | ✓                  |
| Optimize Existing Listings                                  | -                 | -                 | ✓                  | ✓                  | ✓                  |
| Troubleshoot Duplicate Listings                             | -                 | -                 | ✓                  | ✓                  | ✓                  |
| Link Strategy                                               |                   |                   |                    |                    |                    |
| Website Social Boost                                        | 1 URL X 5 Sites   | 2 URLs X 5 Sites  | 3 URLs X 5 Sites   | 4 URLs X 5 Sites   | 6 URLs X 5 Sites   |
| Promotional Video                                           | -                 | 1 Video X 5 Sites | 1 Video X 5 Sites  | 1 Video X 10 Sites | 2 Video X 10 Sites |
| Business Presentation                                       | -                 | 1 PPT X 5 Sites   | 1 PPT X 5 Sites    | 1 PPT X 10 Sites   | 2 PPT X 10 Sites   |
| Social Network Citations                                    | 1                 | 2                 | 3                  | 4                  | 6                  |
| Local & Social Community Setup                              | ✓                 | ✓                 | ✓                  | ✓                  | ✓                  |
| Coupon Distribution<br>(if provided)                        | 1                 | Up to 2           | Up to 3            | Up to 4            | Up to 6            |
| Month 3 & On-going Monthly                                  |                   |                   |                    |                    |                    |
| Link Acquisition + SEO                                      |                   |                   |                    |                    |                    |
| Image, Hyperlink, Heading Tag & Internal Links Optimization | Up to 2 Pages     | Up to 4 Pages     | Up to 5 Pages      | Up to 6 Pages      | Up to 10 Pages     |
| GMB Posts                                                   | -                 | 1                 | 2                  | 3                  | 4                  |
| GMB Q&A's                                                   | -                 | 2                 | 3                  | 4                  | 6                  |
| Image GEO Tagging                                           | Up to 5 Images    | Up to 10 Images   | Up to 15 Images    | Up to 20 Images    | Up to 30 Images    |
| GEO Tagged Photo Submissions                                | 1 Photo X 5 Sites | 2 Photo X 5 Sites | 3 Photos X 5 Sites | 4 Photos X 5 Sites | 6 Photos X 5 Sites |

| Ongoing Monthly                               |                 |                  |                  |                  |                  |
|-----------------------------------------------|-----------------|------------------|------------------|------------------|------------------|
| Editorial / Guest Blogs                       | 1               | 2                | 3                | 4                | 6                |
| Social Network Citations                      | 1               | 2                | 3                | 4                | 6                |
| Authority Business Listings                   | 1               | 2                | 3                | 4                | 6                |
| 2nd Tier Local + Industry Specific Citations  | 2               | 4                | 6                | 8                | 12               |
| Website Social Boost                          | 1 URL X 5 Sites | 2 URLs X 5 Sites | 3 URLs X 5 Sites | 4 URLs X 5 Sites | 6 URLs X 5 Sites |
| Reporting                                     |                 |                  |                  |                  |                  |
| Full Web-Based 24/7 Access to all Reports     | ✓               | ✓                | ✓                | ✓                | ✓                |
| Weekly SEO Status Reports                     | ✓               | ✓                | ✓                | ✓                | ✓                |
| Monthly SEO Performance Reports               | ✓               | ✓                | ✓                | ✓                | ✓                |
| Customer Support<br>(Email, Chat & Telephone) | ✓               | ✓                | ✓                | ✓                | ✓                |
|                                               |                 |                  |                  |                  |                  |



SEARCH ENGINE OPTIMIZATION (National Plans)

| SEO NATIONAL PLANS<br>Deliverables             | NATIONAL STARTER                            | NATIONAL VALUE                                           | NATIONAL SILVER                                             | NATIONAL GOLD                                                                   | NATIONAL PLATINUM                                               |
|------------------------------------------------|---------------------------------------------|----------------------------------------------------------|-------------------------------------------------------------|---------------------------------------------------------------------------------|-----------------------------------------------------------------|
| Price Per Month                                | \$355                                       | \$593                                                    | \$996                                                       | \$1507                                                                          | \$2219                                                          |
| Designed for                                   | Small business with a single niche service. | Moderately competitive business with couple of services. | Business in a competitive market (small ecommerce websites) | Business in a highly competitive market (financial services, real estate, etc.) | Business in a cut-throat market (gaming, pharmacy, loans, etc.) |
| Target Keywords                                | 10                                          | 20                                                       | 35                                                          | 50                                                                              | 75                                                              |
| Keywords Research & Tracking                   | 20                                          | 40                                                       | 70                                                          | 100                                                                             | 150                                                             |
| Keyword Categories                             | 1 Category                                  | Up to 2 Categories                                       | Up to 3 Categories                                          | Up to 5 Categories                                                              | Up to 8 Categories                                              |
| Month 1 Activities                             |                                             |                                                          |                                                             |                                                                                 |                                                                 |
| Account Setup Research & Analysis              |                                             |                                                          |                                                             |                                                                                 |                                                                 |
| Agency Platform Reporting & Customer Dashboard | ✓                                           | ✓                                                        | ✓                                                           | ✓                                                                               | ✓                                                               |
| Global Website Audit                           | ✓                                           | ✓                                                        | ✓                                                           | ✓                                                                               | ✓                                                               |
| Page Specific Audit                            | Up to 10 Pages                              | Up to 20 Pages                                           | Up to 35 Pages                                              | Up to 50 Pages                                                                  | Up to 75 Pages                                                  |
| Competitors Analysis                           | -                                           | -                                                        | 1                                                           | 2                                                                               | 3                                                               |
| Keyword Grouping & URL Mapping                 | ✓                                           | ✓                                                        | ✓                                                           | ✓                                                                               | ✓                                                               |
| Duplicate Content Check                        | Up to 10 Pages                              | Up to 20 Pages                                           | Up to 35 Pages                                              | Up to 50 Pages                                                                  | Up to 75 Pages                                                  |
| Google Penalty Check                           | ✓                                           | ✓                                                        | ✓                                                           | ✓                                                                               | ✓                                                               |
| Web Form Conversion Tracking Setup             | ✓                                           | ✓                                                        | ✓                                                           | ✓                                                                               | ✓                                                               |
| Review Widget Installation & Review Monitoring | ✓                                           | ✓                                                        | ✓                                                           | ✓                                                                               | ✓                                                               |

| Conversion Tracking                                                     |                |                |                |                |                |
|-------------------------------------------------------------------------|----------------|----------------|----------------|----------------|----------------|
| Call Tracking<br>(upto 200 minutes)                                     | Ask for Quote  | Ask for Quote  | Ask for Quote  | Ask for Quote  | ✓              |
| Web Form Conversion Tracking                                            | ✓              | ✓              | ✓              | ✓              | ✓              |
| Google Analytics                                                        | ✓              | ✓              | ✓              | ✓              | ✓              |
| HeatMap                                                                 | -              | Homepage       | Homepage       | Homepage       | Homepage       |
| ScrollMap                                                               | -              | Homepage       | Homepage       | Homepage       | Homepage       |
| Overlay Report                                                          | -              | Homepage       | Homepage       | Homepage       | Homepage       |
| Confetti                                                                | -              | Homepage       | Homepage       | Homepage       | Homepage       |
| User Testing Video                                                      | -              | ✓              | ✓              | ✓              | ✓              |
| On-Page Optimization                                                    |                |                |                |                |                |
| Title & Meta Tags                                                       | Up to 10 Pages | Up to 20 Pages | Up to 35 Pages | Up to 50 Pages | Up to 75 Pages |
| Image, Hyperlink, Heading Tag & Internal Links Optimization             | Up to 2 Pages  | Up to 8 Pages  | Up to 15 Pages | Up to 20 Pages | Up to 35 Pages |
| Robots.txt Optimization                                                 | ✓              | ✓              | ✓              | ✓              | ✓              |
| Canonicalization                                                        | ✓              | ✓              | ✓              | ✓              | ✓              |
| Adding Rich Snippets                                                    | ✓              | ✓              | ✓              | ✓              | ✓              |
| Voice Search Optimization                                               | ✓              | ✓              | ✓              | ✓              | ✓              |
| Product / Service Schema Setup                                          |                |                |                |                |                |
| Product Schema Set Up<br>(Type, Offers, Review Rating)                  | ✓              | ✓              | ✓              | ✓              | ✓              |
| Images and Logo Schemas                                                 | ✓              | ✓              | ✓              | ✓              | ✓              |
| GMB Optimization                                                        |                |                |                |                |                |
| Google My Business Setup                                                | ✓              | ✓              | ✓              | ✓              | ✓              |
| GMB Listing Optimization<br>(Adding Images, Videos, Hours of Operation) | ✓              | ✓              | ✓              | ✓              | ✓              |
| Custom GMB Description - Up to 750 Characters                           | -              | ✓              | ✓              | ✓              | ✓              |
| GMB Website Embed                                                       | -              | ✓              | ✓              | ✓              | ✓              |
| Month 2 Activities                                                      |                |                |                |                |                |
| Research & Analysis                                                     |                |                |                |                |                |



|                                                                           |                  |                  |                           |                            |                            |
|---------------------------------------------------------------------------|------------------|------------------|---------------------------|----------------------------|----------------------------|
| Link Detox                                                                | Up to 50 Domains | Up to 75 Domains | Up to 100 Domains         | Up to 150 Domains          | Up to 200 Domains          |
| Page Speed Reporting<br>(Desktop & Mobile)                                | Homepage         | Homepage         | Homepage + 1 Landing Page | Homepage + 2 Landing Pages | Homepage + 3 Landing Pages |
| On-page Optimization                                                      |                  |                  |                           |                            |                            |
| Image, Hyperlink, Heading Tag & Internal Links Optimization               | Up to 4 Pages    | Up to 6 Pages    | Up to 10 Pages            | Up to 15 Pages             | Up to 20 Pages             |
| Inbound Content Marketing<br>(New*)                                       |                  |                  |                           |                            |                            |
| Website Content Writing<br>(250 Words Per Page)                           | 1                | 1                | 2                         | 3                          | 4                          |
| Blog Writing with Social Boost                                            | 1                | 2                | 3                         | 4                          | 6                          |
| Editorial / Guest Blog with Social Boost                                  | 2                | 4                | 6                         | 9                          | 12                         |
| Premium PR Syndication                                                    | -                | -                | 1                         | 1                          | 2                          |
| Infographic Creation, Distribution & Social Boost                         | -                | 1                | 1                         | 2                          | 3                          |
| Magazine / News Placement                                                 | 1                | 1                | 1                         | 1                          | 1                          |
| Q&A Posting                                                               | 1                | 1                | 1                         | 1                          | 1                          |
| FAQ Page Content                                                          | -                | ✓                | ✓                         | ✓                          | ✓                          |
| Premium Authority Blog Links                                              | -                | -                | -                         | -                          | ✓                          |
| Analytics & Webmasters                                                    |                  |                  |                           |                            |                            |
| Google Analytics Account Creation, Installation & Setup                   | ✓                | ✓                | ✓                         | ✓                          | ✓                          |
| Google Analytics Filtering<br>(including referral filters and IP filters) | -                | ✓                | ✓                         | ✓                          | ✓                          |
| Google Search Console Account Creation, Installation & Setup              | ✓                | ✓                | ✓                         | ✓                          | ✓                          |
| GSC 404 Error Correction                                                  | -                | Up to 20 Pages   | Up to 35 Pages            | Up to 50 Pages             | Up to 75 Pages             |
| GSC 301 Page Redirection                                                  | -                | Up to 20 Pages   | Up to 35 Pages            | Up to 50 Pages             | Up to 75 Pages             |
| Broken Link Fixing                                                        | ✓                | ✓                | ✓                         | ✓                          | ✓                          |
| Bing Webmasters Account Creation, Installation & Setup                    | ✓                | ✓                | ✓                         | ✓                          | ✓                          |
| Sitemap Creation and Uploading                                            |                  |                  |                           |                            |                            |
| User HTML Sitemap Creation, Uploading & Linking                           | ✓                | ✓                | ✓                         | ✓                          | ✓                          |
| XML Sitemaps Creation & Submission to Google & Bing                       | ✓                | ✓                | ✓                         | ✓                          | ✓                          |

| Local Search Website Optimization                           |                 |                  |                  |                  |                  |
|-------------------------------------------------------------|-----------------|------------------|------------------|------------------|------------------|
| Bing, Apple Maps & Facebook Local Listing Optimization      | ✓               | ✓                | ✓                | ✓                | ✓                |
| Yelp Advanced Optimization<br>(Phone Verification Required) | ✓               | ✓                | ✓                | ✓                | ✓                |
| Authority Business Listings                                 | 1               | 2                | 3                | 4                | 6                |
| Business Citations                                          | 2               | 4                | 6                | 8                | 12               |
| Business Listings Audit and Fix                             |                 |                  |                  |                  |                  |
| Local Citation Audit                                        | ✓               | ✓                | ✓                | ✓                | ✓                |
| NAP Inconsistency Fix                                       | ✓               | ✓                | ✓                | ✓                | ✓                |
| Optimize Existing Listings                                  | ✓               | ✓                | ✓                | ✓                | ✓                |
| Troubleshoot Duplicate Listings                             | ✓               | ✓                | ✓                | ✓                | ✓                |
| Link Strategy                                               |                 |                  |                  |                  |                  |
| Website Social Boost                                        | 1 URL X 5 Sites | 2 URLs X 5 Sites | 3 URLs X 5 Sites | 4 URLs X 5 Sites | 6 URLs X 5 Sites |
| Promotional Video                                           | 1               | 1                | 1                | 1                | 2                |
| Business Presentation                                       | 1               | 1                | 1                | 1                | 2                |
| Voiceover Video Creation & Distribution                     | -               | -                | 1                | 1                | 1                |
| Social Network Citations                                    | 1               | 2                | 3                | 4                | 6                |
| YouTube Channel Setup & Optimization                        | -               | ✓                | ✓                | ✓                | ✓                |
| Coupon Distribution<br>(if provided)                        | 1               | Up to 2          | Up to 3          | Up to 4          | Up to 6          |
| Month 3 & On-going Monthly                                  |                 |                  |                  |                  |                  |
| Link Acquisition + SEO                                      |                 |                  |                  |                  |                  |
| Image, Hyperlink, Heading Tag & Internal Links Optimization | Up to 4 Pages   | Up to 6 Pages    | Up to 10 Pages   | Up to 15 Pages   | Up to 20 Pages   |
| GMB Posts                                                   | -               | 1                | 2                | 3                | 4                |
| GMB Q&A's                                                   | -               | 2                | 3                | 4                | 6                |
| Image Submission                                            | ✓               | ✓                | ✓                | ✓                | ✓                |
| Ongoing Monthly                                             |                 |                  |                  |                  |                  |
| Website Content                                             | -               | 1                | 2                | 3                | 4                |

|                             |                 |                  |                  |                  |                  |
|-----------------------------|-----------------|------------------|------------------|------------------|------------------|
| Blog Writing                | 1               | 1                | 2                | 2                | 3                |
| Editorial / Guest Blogs     | 2               | 4                | 6                | 9                | 12               |
| Social Network Citations    | 1               | 2                | 3                | 4                | 6                |
| Authority Business Listings | 1               | 2                | 3                | 4                | 6                |
| Business Citations          | 2               | 4                | 6                | 8                | 12               |
| Website Social Boost        | 1 URL X 5 Sites | 2 URLs X 5 Sites | 3 URLs X 5 Sites | 4 URLs X 5 Sites | 6 URLs X 5 Sites |

| Reporting                                     |   |   |   |   |   |
|-----------------------------------------------|---|---|---|---|---|
| Full Web-Based 24/7 Access to all Reports     | ✓ | ✓ | ✓ | ✓ | ✓ |
| Weekly SEO Status Reports                     | ✓ | ✓ | ✓ | ✓ | ✓ |
| Monthly SEO Performance Reports               | ✓ | ✓ | ✓ | ✓ | ✓ |
| Customer Support<br>(Email, Chat & Telephone) | ✓ | ✓ | ✓ | ✓ | ✓ |
|                                               |   |   |   |   |   |

LINK BUILDING PLANS

| LINK BUILDING PLANS<br>Deliverables        | STARTER              | VALUE | SILVER | GOLD                 | PLATINUM             |
|--------------------------------------------|----------------------|-------|--------|----------------------|----------------------|
|                                            | Price Per Month      | \$119 | \$237  | \$475                | \$890                |
| White Label Reporting & Customer Dashboard | ✓                    | ✓     | ✓      | ✓                    | ✓                    |
| Target Keywords                            | 5                    | 10    | 20     | 35                   | 50                   |
| Monthly Deliverables                       |                      |       |        |                      |                      |
| Inbound Content Marketing & Link Building  |                      |       |        |                      |                      |
| Informational Content Writing & Posting    | 01                   | 02    | 06     | 07                   | 10                   |
| Informational Content Social Sharing       | ✓                    | ✓     | ✓      | ✓                    | ✓                    |
| Guest Blog Post Writing & Posting          | 1 (1 every 2 months) | 01    | 02     | 04                   | 05                   |
| Guest Blog Post Social Sharing             | ✓                    | ✓     | ✓      | ✓                    | ✓                    |
| Video Creation                             | -                    | -     | -      | 1 (1 every 2 months) | 01                   |
| Video Submission                           | -                    | -     | -      | ✓                    | ✓                    |
| PPT Creation                               | -                    | -     | -      | 1 (1 every 2 months) | 01                   |
| PPT Submission                             | -                    | -     | -      | ✓                    | ✓                    |
| Infographic Creations & Distribution       | -                    | -     | -      | -                    | 1 (1 every 2 months) |
| Infographic Social Sharing                 | -                    | -     | -      | -                    | ✓                    |
| Business Citations (Directory Submissions) | 03                   | 06    | 12     | 20                   | 30                   |
| Social Bookmarking                         | 05                   | 10    | 20     | 25                   | 30                   |
| Reporting                                  |                      |       |        |                      |                      |
| Weekly SEO Status Reports                  | ✓                    | ✓     | ✓      | ✓                    | ✓                    |
| Monthly SEO Performance Reports            | ✓                    | ✓     | ✓      | ✓                    | ✓                    |
| Customer Support (Email, Chat & Telephone) | ✓                    | ✓     | ✓      | ✓                    | ✓                    |
|                                            |                      |       |        |                      |                      |

PAID ADVERTISING PLANS (PPC - Search Plans)

Our below Pay Per Click based plans are specifically for ads on the Search network in Google or Bing. If you want your client’s text based ad to show up at the top of the searches and have professionals manage the keyword based ad campaigns for you then these are the plans for you!

| PPC - SEARCH PLANS<br>Deliverables                                                             | TRAFFIC          | STANDARD         | POWER          | DYNAMIC        | ULTIMATE       |
|------------------------------------------------------------------------------------------------|------------------|------------------|----------------|----------------|----------------|
| Price Per Month                                                                                | \$129            | \$213            | \$414          | \$664          | \$1186         |
| Maximum Ad Spend<br>(Not part of plan - funded separately)                                     | Up to \$1,500    | Up to \$4,000    | Up to \$10,000 | Up to \$20,000 | Up to \$40,000 |
| One Time On boarding Fee**                                                                     | \$84             | \$177            | \$320          | \$509          | \$890          |
| Monthly Management Fees                                                                        | \$201            | \$369            | \$695          | \$1112         | \$1967         |
| Search Engine                                                                                  | Google or Bing   | Google or Bing   | Google or Bing | Google or Bing | Google or Bing |
| Search Network                                                                                 | ✓                | ✓                | ✓              | ✓              | ✓              |
| Conversion Tracking                                                                            | ✓                | ✓                | ✓              | ✓              | ✓              |
| Click Fraud Monitoring (NEW)                                                                   | -                | ✓                | ✓              | ✓              | ✓              |
| Form Tracking (NEW)                                                                            | -                | ✓                | ✓              | ✓              | ✓              |
| Reporting                                                                                      |                  |                  |                |                |                |
| Agency Platform Reporting & Customer Dashboard                                                 | ✓                | ✓                | ✓              | ✓              | ✓              |
| Month 1 Setup Report                                                                           | ✓                | ✓                | ✓              | ✓              | ✓              |
| Weekly Report                                                                                  | ✓                | ✓                | ✓              | ✓              | ✓              |
| Monthly Report                                                                                 | ✓                | ✓                | ✓              | ✓              | ✓              |
| Call Support                                                                                   | Scheduled Calls* | Scheduled Calls* | ✓              | ✓              | ✓              |
| **One Time On boarding Fee can be waived if your existing Google Ads account is setup properly |                  |                  |                |                |                |

PPC DISPLAY PLANS

For the best Pay per click branding and traffic generation service, look no further than our PPC Display Add on. On our Display Add on we create graphical banner ads and “display” them on an expansive network of websites online. With over 2 million websites in the display network, we are able to selectively display ads for your clients based on location, website relevance, intent, interest, topic, and conversion metrics and even based on the device the user is on!

| PPC DISPLAY PLANS<br>Deliverables                                            | PLAN - 1         | MOST POPULAR<br>PLAN - 2 | PLAN - 3          |
|------------------------------------------------------------------------------|------------------|--------------------------|-------------------|
|                                                                              | \$58/Month       | \$118/Month              | \$296/Month       |
| Maximum Ad Spend<br>(Not part of plan - funded separately)                   | Up to \$100      | Up to \$300              | Up to \$600       |
| Setup and On-Going Activities                                                |                  |                          |                   |
| Account Setup                                                                | ✓                | ✓                        | ✓                 |
| Display Network                                                              | GDN              | GDN                      | GDN               |
| Image Ads                                                                    | 1                | 4                        | 10                |
| Google Display Banners                                                       | 1                | 2                        | 5                 |
| Ads Optimization                                                             | -                | ✓                        | ✓                 |
| Placement Optimization                                                       | ✓                | ✓                        | ✓                 |
| Managed Placements                                                           | -                | -                        | ✓                 |
| Keyword Targeting (Content Based)                                            | Up to 5 Keywords | Up to 10 Keywords        | Up to 30 Keywords |
| Geographic Bidding                                                           | -                | ✓                        | ✓                 |
| Device Bidding                                                               | -                | ✓                        | ✓                 |
| Demographic Bidding                                                          | -                | ✓                        | ✓                 |
| Interest Based Targeting                                                     | -                | ✓                        | ✓                 |
| Intent Based Targeting                                                       | -                | -                        | ✓                 |
| Topic Targeting                                                              | -                | -                        | ✓                 |
| Reporting                                                                    |                  |                          |                   |
| Weekly Reporting                                                             | ✓                | ✓                        | ✓                 |
| Monthly Reporting                                                            | ✓                | ✓                        | ✓                 |
| NOTE: Creating additional banners from our end would attract additional cost |                  |                          |                   |



PPC E-COMMERCE PLANS

Our Commerce based PPC plans are for clients who have Ecommerce websites and sell products online. Utilizing a Google Shopping Campaign and Google merchant centre we setup, manage and continually optimize PPC campaigns specifically for Commerce websites. We can even setup a shopping data feed!

| PPC E-COMMERCE PLANS<br>Deliverables                       | E-PLAN 1                                                                            | E-PLAN 2                                                                            | E-PLAN 3                                                                            |
|------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|                                                            | \$94                                                                                | \$129                                                                               | \$177                                                                               |
| Maximum Ad Spend<br>(Not part of plan - funded separately) | Up to \$700                                                                         | Up to \$1,500                                                                       | Up to \$2,000                                                                       |
| Management Fees                                            | \$89/Month                                                                          | \$123/Month                                                                         | \$168/Month                                                                         |
| Search Engine                                              |  |  |  |
| Products                                                   | 0-50                                                                                | 50-500                                                                              | 500-1000                                                                            |
| Google Shopping Campaign Setup                             | ✓                                                                                   | ✓                                                                                   | ✓                                                                                   |
| Google Merchant center account Creation                    | -                                                                                   | ✓                                                                                   | ✓                                                                                   |
| Shopping Data Feed Setup                                   | Call Us for Quote                                                                   | Call Us for Quote                                                                   | Call Us for Quote                                                                   |
| Conversion Tracking Setup                                  | -                                                                                   | ✓                                                                                   | ✓                                                                                   |
| Optimizing Keywords                                        | -                                                                                   | ✓                                                                                   | ✓                                                                                   |
| Analytics Setup and Linking                                | ✓                                                                                   | ✓                                                                                   | ✓                                                                                   |
| Analytics Funnel Tracking Setup                            | -                                                                                   | ✓                                                                                   | ✓                                                                                   |
| Analytics Ecommerce Tracking Setup                         | -                                                                                   | ✓                                                                                   | ✓                                                                                   |
| Reporting                                                  |                                                                                     |                                                                                     |                                                                                     |
| Weekly Reporting                                           | ✓                                                                                   | ✓                                                                                   | ✓                                                                                   |
| Revenue Report (Monthly)                                   | ✓                                                                                   | ✓                                                                                   | ✓                                                                                   |
| Monthly Reporting                                          | ✓                                                                                   | ✓                                                                                   | ✓                                                                                   |
|                                                            |                                                                                     |                                                                                     |                                                                                     |

SOCIAL MEDIA ORGANIC

| PUBLISHING ONLY<br>PLANS<br><small>Deliverables</small>                                                                        | SOCIAL SOLO                                                                                        | BEST DEAL                                                                                          | STANDARD                                                                                           | PREMIUM                                                                                            |
|--------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|
|                                                                                                                                | Cost/month                                                                                         | \$94                                                                                               | \$118                                                                                              | \$236                                                                                              |
| Total Posts per month                                                                                                          | 14                                                                                                 | 18                                                                                                 | 36                                                                                                 | 50                                                                                                 |
|                                                                                                                                | 10 Generic Posts<br>(Motivational/Facts/Trivias/<br>Humor/Fill in the<br>blank/Motivational Video) | 10 Generic Posts<br>(Motivational/Facts/Trivias/<br>Humor/Fill in the<br>blank/Motivational Video) | 22 Generic Posts<br>(Motivational/Facts/Trivias/<br>Humor/Fill in the<br>blank/Motivational Video) | 24 Generic Posts<br>(Motivational/Facts/Trivias/<br>Humor/Fill in the<br>blank/Motivational Video) |
| Custom Posts**<br><small>Custom posts are the posts that we<br/>create exclusively for your business and<br/>services.</small> | 4                                                                                                  | 8                                                                                                  | 14                                                                                                 | 26                                                                                                 |
|                                                                                                                                | Cancel any time                                                                                    | Cancel any time                                                                                    | Cancel any time                                                                                    | Cancel any time                                                                                    |
|                                                                                                                                | No setup fees                                                                                      | No setup fees                                                                                      | No setup fees                                                                                      | No setup fees                                                                                      |
|                                                                                                                                | Access to Social<br>Dashboard                                                                      | Access to Social<br>Dashboard                                                                      | Access to Social<br>Dashboard                                                                      | Access to Social<br>Dashboard                                                                      |
| Progress Report                                                                                                                |                                                                                                    |                                                                                                    |                                                                                                    |                                                                                                    |
| Weekly                                                                                                                         | ✓                                                                                                  | ✓                                                                                                  | ✓                                                                                                  | ✓                                                                                                  |
| Monthly                                                                                                                        | ✓                                                                                                  | ✓                                                                                                  | ✓                                                                                                  | ✓                                                                                                  |
| Support                                                                                                                        |                                                                                                    |                                                                                                    |                                                                                                    |                                                                                                    |
| E-mail, Chat, Calls                                                                                                            | ✓                                                                                                  | ✓                                                                                                  | ✓                                                                                                  | ✓                                                                                                  |



| FACEBOOK ADD ON PLANS<br>Deliverables | FB – ADS<br>STARTER | FB – ADS<br>BASIC  | FB – ADS<br>STANDARD | FB – ADS<br>PREMIUM |
|---------------------------------------|---------------------|--------------------|----------------------|---------------------|
| Cost/month                            | \$106               | \$177              | \$319                | \$652               |
| Campaign                              | 1                   | 3                  | 5                    | 8                   |
| Ad Banners                            | 2 / month           | 4 / month          | 10 / month           | 15 / month          |
| Ad Spent                              | Upto \$1,000/month  | Upto \$2,000/month | Upto \$4,000/month   | Upto \$10,000/month |
| Campaign                              |                     |                    |                      |                     |
| Website Traffic                       | ✓                   | ✓                  | ✓                    | ✓                   |
| Lead Generation                       | ✓                   | ✓                  | ✓                    | ✓                   |
| Boost Post                            | -                   | ✓                  | ✓                    | ✓                   |
| Page Like Campaign                    | -                   | ✓                  | ✓                    | ✓                   |
| Website Re-Targeting                  | -                   | ✓                  | ✓                    | ✓                   |
| Targeting – Custom Audience           | -                   | ✓                  | ✓                    | ✓                   |
| Conversion Ad                         | -                   | ✓                  | ✓                    | ✓                   |
| Lead Ad campaign                      | -                   | ✓                  | ✓                    | ✓                   |
| Product Catalog                       | -                   | -                  | -                    | ✓                   |
| App Install                           | -                   | -                  | -                    | ✓                   |
| A/B testing                           | -                   | ✓                  | ✓                    | ✓                   |
| Text & Image Ads Optimization         | -                   | ✓                  | ✓                    | ✓                   |
| Bid Management                        | -                   | ✓                  | ✓                    | ✓                   |
| Progress Report                       |                     |                    |                      |                     |
| Weekly                                | ✓                   | ✓                  | ✓                    | ✓                   |
| Monthly                               | ✓                   | ✓                  | ✓                    | ✓                   |
| Support                               |                     |                    |                      |                     |
| E-mail, Chat, Calls                   | ✓                   | ✓                  | ✓                    | ✓                   |



| INSTAGRAM AND TWITTER ADD ON PLANS<br><small>Deliverables</small> |  | INSTAGRAM ADS – BASIC | INSTAGRAM ADS – STANDARD | TWITTER ADS       |
|-------------------------------------------------------------------|--|-----------------------|--------------------------|-------------------|
| Cost/month                                                        |  | \$105                 | \$133                    | \$319             |
| Campaign                                                          |  | 2                     | 3                        | 5                 |
| Ad Banners                                                        |  | 8 / month             | 12 / month               | 10 / month        |
| Ad Spent                                                          |  | Upto \$500/month      | Upto \$1000/month        | Upto \$2000/month |
| Progress Report                                                   |  |                       |                          |                   |
| Weekly                                                            |  | ✓                     | ✓                        | ✓                 |
| Monthly                                                           |  | ✓                     | ✓                        | ✓                 |
| Support                                                           |  |                       |                          |                   |
| E-mail, Chat, Calls                                               |  | ✓                     | ✓                        | ✓                 |
|                                                                   |  |                       |                          |                   |

AFFILIATE PROGRAM MANAGEMENT SERVICES (Advanced Plans)

| AFFILIATE PROGRAM MANAGEMENT<br>Deliverables                  | INITIAL | BASIC | POWER | PROFESSIONAL | PREMIUM |
|---------------------------------------------------------------|---------|-------|-------|--------------|---------|
| Price Per Month                                               | \$141   | \$291 | \$450 | \$809        | \$994   |
| Affiliate Network Setup                                       |         |       |       |              |         |
| Account Setup Fees                                            | -       | -     | -     | -            | -       |
| Number of networks                                            | 1       | 2     | 3     | 4            | 5       |
| New Program Consultation                                      | -       | -     | -     | ✓            | ✓       |
| No. of Project Managers                                       | 1       | 1     | 1     | 2            | 3       |
| Program Bio (HTML Format)                                     | ✓       | ✓     | ✓     | ✓            | ✓       |
| Creating Affiliate Program Agreement or Policy <sup>NEW</sup> | -       | ✓     | ✓     | ✓            | ✓       |
| Welcome Message for Affiliates                                | ✓       | ✓     | ✓     | ✓            | ✓       |
| Approve Message for Affiliates                                | ✓       | ✓     | ✓     | ✓            | ✓       |
| Declined Message for Affiliates                               | ✓       | ✓     | ✓     | ✓            | ✓       |
| Integrating Tracking Code based on Shopping cart              | ✓       | ✓     | ✓     | ✓            | ✓       |
| Contents & Designing                                          |         |       |       |              |         |
| Banner Creation                                               | ✓       | ✓     | 3     | 4            | 5       |
| Text Link creation                                            | ✓       | ✓     | 4     | 5            | 6       |
| Banner creation for mobile <sup>NEW</sup>                     | ✓       | ✓     | 1     | 2            | 3       |
| Flash Banner ads <sup>NEW</sup>                               | -       | -     | 1     | 2            | 2       |
| Writing e-mail content for recruiting publishers              | ✓       | ✓     | ✓     | ✓            | ✓       |
| Writing affiliate page content for client website             | -       | -     | ✓     | ✓            | ✓       |
| Writing e-mail content for newsletters                        | -       | ✓     | ✓     | ✓            | ✓       |

|                                                             |    |    |    |     |     |
|-------------------------------------------------------------|----|----|----|-----|-----|
| Newsletter with Design template <small>NEW</small>          | -  | ✓  | ✓  | ✓   | ✓   |
| Designing affiliate page on client website                  | -  | -  | -  | ✓   | ✓   |
| Publisher Recruitment & Communication                       |    |    |    |     |     |
| Number of Publishers (Per week)                             | 15 | 30 | 50 | 100 | 130 |
| Recruiting Super Publisher                                  | -  | -  | -  | -   | ✓   |
| Recruiting PPC Publishers <small>NEW</small>                | -  | -  | -  | ✓   | ✓   |
| Reviewing publisher’s application                           | -  | ✓  | ✓  | ✓   | ✓   |
| Strategies for reactivating inactive publishers             | -  | -  | ✓  | ✓   | ✓   |
| Answering and replying to publishers                        | ✓  | ✓  | ✓  | ✓   | ✓   |
| Data feeds, Widgets & Video                                 |    |    |    |     |     |
| Creating Data feed                                          | -  | -  | -  | ✓   | ✓   |
| Uploading Data feeds on network account                     | -  | -  | ✓  | ✓   | ✓   |
| Working with Third Party Date Feed tools <small>NEW</small> | -  | -  | -  | ✓   | ✓   |
| Creating & uploading widgets                                | -  | -  | -  | ✓   | ✓   |
| Uploading videos                                            | -  | -  | -  | -   | ✓   |
| Other Services                                              |    |    |    |     |     |
| Add on services on affiliate network (Only for ShareASale)  | -  | -  | -  | ✓   | ✓   |
| New Store Management                                        | -  | -  | -  | -   | -   |
| Pay Per Call campaign                                       | -  | -  | -  | -   | -   |
| Setting up additional Campaign                              | -  | -  | -  | ✓   | ✓   |
| Managing additional campaign                                | -  | -  | -  | -   | ✓   |
| Coupon code consultation <small>NEW</small>                 | -  | -  | ✓  | ✓   | ✓   |
| Uploading coupon                                            | -  | ✓  | ✓  | ✓   | ✓   |

|                                                                                                                              |   |   |   |   |   |
|------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| Google analytics (for affiliate traffic) <sup>NEW</sup>                                                                      | - | - | - | - | - |
| Sending Newsletter publisher                                                                                                 | ✓ | ✓ | ✓ | ✓ | ✓ |
| Monitoring Fraud click & sale                                                                                                | - | - | - | ✓ | ✓ |
| Program analysis & optimization                                                                                              | - | - | ✓ | ✓ | ✓ |
| Updating & maintenance                                                                                                       | - | - | - | ✓ | ✓ |
| Reporting                                                                                                                    |   |   |   |   |   |
| eBrandz Reporting (ShareAsale & Linkconnector merchant only) <sup>NEW</sup>                                                  | ✓ | ✓ | ✓ | ✓ | ✓ |
| Weekly Work Report                                                                                                           | ✓ | ✓ | ✓ | ✓ | ✓ |
| Monthly Work Report                                                                                                          | ✓ | ✓ | ✓ | ✓ | ✓ |
| Weekly affiliate order report <sup>NEW</sup>                                                                                 | - | - | ✓ | ✓ | ✓ |
| Monthly affiliate order report <sup>NEW</sup>                                                                                | - | - | ✓ | ✓ | ✓ |
| Customer Support                                                                                                             |   |   |   |   |   |
| E-mail                                                                                                                       | ✓ | ✓ | ✓ | ✓ | ✓ |
| Chat                                                                                                                         | - | - | ✓ | ✓ | ✓ |
| Phone                                                                                                                        | - | - | ✓ | ✓ | ✓ |
| Banner Ads: Up to 4 modifications only<br>Tracking Pixel: We would not installation of tracking code for complicated website |   |   |   |   |   |

| WORDPRESS CMS PACKAGES<br>Deliverables | BASIC                                                                                                 | VALUE                                                                                                         | ADVANCE                                                                                                                                          |
|----------------------------------------|-------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|
|                                        |                                                                                                       |                                                                                                               |                                                                                                                                                  |
| Price                                  | \$355*<br>One Time                                                                                    | \$446*<br>One Time                                                                                            | \$647*<br>One Time                                                                                                                               |
| Number of Pages                        | 5 Page Custom<br>WordPress Website                                                                    | 10 Page Custom<br>WordPress Website                                                                           | 20 Page Custom<br>WordPress Website                                                                                                              |
|                                        | Most suitable for basic<br>informative websites which<br>don't require continuous<br>content changes. | Most suitable for Small<br>Business, Informative websites<br>which don't require frequent<br>content changes. | Most suitable for Medium<br>Scale Business, blog / portfolio<br>websites which require user<br>registrations, content changes<br>and management. |
|                                        | Up to 5 pages                                                                                         | Up to 10 pages                                                                                                | Up to 20 pages                                                                                                                                   |
| Stock Images                           | Up to 5 images Professional<br>Stock Images (123rf.com)                                               | Up to 10 images Professional<br>Stock Images (123rf.com)                                                      | Up to 15 images Professional<br>Stock Images (123rf.com)                                                                                         |
| Timeframe                              | 2 Weeks Timeframe*<br>(excluding revision timeframe)                                                  | 3 Weeks Timeframe*<br>(excluding revision timeframe)                                                          | 4 Weeks Timeframe*<br>(excluding revision timeframe)                                                                                             |
| Divi page builder                      | ✓                                                                                                     | ✓                                                                                                             | ✓                                                                                                                                                |
| Smart slider                           | ✓                                                                                                     | ✓                                                                                                             | ✓                                                                                                                                                |
| Gravity form                           | ✓                                                                                                     | ✓                                                                                                             | ✓                                                                                                                                                |
| Search engine friendly                 | ✓                                                                                                     | ✓                                                                                                             | ✓                                                                                                                                                |
|                                        |                                                                                                       |                                                                                                               |                                                                                                                                                  |





| ECOMMERCE PACKAGES<br>Deliverables | WOOCOMMERCE                                             | SHOPIFY                                              | MAGENTO                                                    |
|------------------------------------|---------------------------------------------------------|------------------------------------------------------|------------------------------------------------------------|
|                                    | Price                                                   | \$802*<br>One Time                                   | \$1187*<br>One Time                                        |
|                                    | Professional ecommerce store for medium size businesses | Startup looking to get their store online fast.      | Perfect ecommerce store for a branded ecommerce experience |
| Free CMS                           | Free CMS Setup                                          | As per Shopify Subscription CMS Setup Fee            | Free CMS Setup                                             |
| Pages                              | Up to 10 Pages                                          | Up to 15 Pages                                       | Up to 30 Pages                                             |
| Images                             | Up to 5 images Professional Stock Images                | Up to 5 images Professional Stock Images             | Up to 15 images Professional Stock Images                  |
| Timeframe                          | 20 Days Timeframe*<br>(excluding revision timeframe)    | 20 Days Timeframe*<br>(excluding revision timeframe) | 40 Days Timeframe*<br>(excluding revision timeframe)       |
| Product Inventory Upload           | Upto 25<br>Product Inventory Upload                     | Upto 50<br>Product Inventory Upload                  | Upto 200<br>Product Inventory Upload                       |
|                                    |                                                         |                                                      |                                                            |