

SERVICE DELIVERABLES	GOLD	SILVER	BRONZE	LITE
Google Analytics Review / Set-Up	X	X	X	X
Google Search Console Review / Set-Up	X	X	X	X
SEO Toolkit Review / Set-Up	X	X	X	X
Google Business Listing Review / Set-Up	X	X	X	X
Keyword Research & Strategy Build	X	X	X	X
Full Page Optimizations & Internal Linking Strategies	As required based on audits / strategy. Up to a max of seven pages per month	As required based on audits / strategy. Up to a max of five pages per month	As required based on audits / strategy. Up to a max of three pages per month	Max of one page per month
Mobile Site Speed Monitoring And Adaptations	As required based on audits / strategy	As required based on audits / strategy	As required based on audits / strategy	As required based on audits / strategy
Health Site Monitoring	Monthly	Every Other Month	Quarterly	Twice a year
Health Site Adjustments and Fixes	As required based on audits / strategy	As required based on audits / strategy	As required based on audits / strategy	As required based on audits / strategy
Technical Audit	Monthly	Every Other Month	Quarterly	Twice a year



## SEO PRICING

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Technical Adjustments and Fixes	As required based on audits / strategy	As required based on audits / strategy	As required based on audits / strategy	As required based on audits / strategy
Backlink Audit	Quarterly	Quarterly	Quarterly	Twice a year
Bad Link Disavow	Quarterly	Quarterly	Quarterly	Twice a year
On-Site Implementation	Ongoing	Ongoing	Ongoing	Ongoing
SEO Helpful Content Training For Internal Team (Knowledge-base and FAQs)	Ongoing	Ongoing	Ongoing	N/A
Number Of Competitors Tracked And Researched	5	3	3	1
Google Business Listing Optimization (Onpage)	Weekly	Twice a month	Monthly	N/A
Offpage Optimization - Link Building	Max of 100 link outreaches a month	Max of 60 link outreaches a month	Max of 30 link outreaches a month	Max of 10 link outreaches a month
Google Business Listing Reviews Management / Reputation Management	X	X	N/A	N/A
Conversion Funnel Optimization (based on Analytics)	X	N/A	N/A	N/A



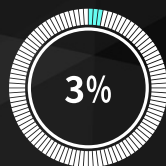
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45 Min Catch Up Call	X	X	Every Other Month	Quarterly
Audit & Campaign Report	Monthly	Every Other Month	Quarterly	Quarterly
Quarterly Business Review	X	X	N/A	N/A
48 Business Hours Response Time	X	X	X	X
Quarterly UX Strategy And Heat Mapping / CTA Optimization	Max of 3 Pages	Max of 2 Pages	N/A	N/A
Custom Content On An Ad Hoc Basis At A Price Of \$250 Per 1,200 Words. Content Requests Will Be Approved In Writing.	X	X	X	X
<b>PRICING TIERS</b>	<b>\$4,000</b>	<b>\$3,000</b>	<b>\$2,000</b>	<b>\$1,500</b>

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