



Services and Pricing

We try to keep things as simple as possible. We have a **Local SEO Program Basic/Premium**, along with a **National SEO Program Basic/Premium**.

This is for those of you who just want a nice campaign started on the right foot. Then you can go and add a Pay per Click campaign along with a complete Social Media campaign shoot you can have it all!

It is best for you to glance over the programs we have to offer and once you get an idea of what your unique business model and budget is for your project then get with your SEO Guy **Matt** at **305-244-5292** matt@RenegadeTravelMarketer.com and he will set up a date for a screen share session explaining the service in much more detail. (Please Get Skype if you do not have it already for chat and free screen sharing)

The prices below are to help you get a basic understanding of what we have to offer our clients. The only price that may change is the start up fee for setting up everything in our system to work properly. Some clients jump right in and others need a whole website Content/Meta tags overhaul before any SEO even begins. This takes time to set up and may involve additional costs.

Renegade SEO Program Reporting Software

	Reporting
SEO	
Track Rankings on Google (client site and competitors)	✓
Estimated Keyword Volume (from Google)	✓
Actual Visits (from Google Analytics)	✓
Keyword Opportunity Analyzer	✓
Link Metrics (Yahoo backlinks, mozRank, Domain Authority, Backlinks)	✓
PPC	
Import Adwords / Adcenter	✓
Goal Tracking and Projections	✓
Adhoc Reports and Trend Analysis (last 12 months)	✓
Sales Center	
Web to Lead Form	✓
Lead Tracking	✓
Phone Tracking (call stats and call recording)*	✓
Email	
Auto-responder and Newsletter Campaigns	✓
30 templates and template editor	
Integration with Amazon Simple Email Service for Email Delivery	✓
MyCustomerReview – Refer a Friend and Reviews	✓
Social Media Monitoring	
Track Mentions on Social Networks and other sites	✓
Automated notifications for all or negative mentions	✓
Reporting	
Automated Monthly Report (all tasks and actions)	✓
Email monthly report to client list	✓
Pricing	<p>\$40 / campaign when < \$500 in active business \$20 / campaign when < \$1000 in active business \$10 / campaign when > \$1000 in active business</p> <p>*Phone Tracking Charges are \$2 / local & \$4 / toll-free number Plus \$.06 / minute</p>

Search Engine Optimization

	Local Basic	Local Premium		National Basic	National Premium	
	These packages are built for local businesses with geographically targeted keywords OR niche national keywords.			Targeted SEO campaign for difficult national keywords.	Expanded keywords and more activity for more competitive keywords.	
Reporting and Software						
Renegade SEO Program Reporting	✓	✓		✓	✓	
Onsite Recommendation Report	Basic	Basic		Detailed	Detailed	
SEO Link Building						
Target Keywords	4	6		18	20	
Monthly articles written	1	3		6	10	
Monthly blog posts written	2	3		4	6	
Monthly content blurb for RSS	2	4		10	10	
Monthly content submissions	25	50		100	200	
Blog comments (optional)	✓	✓		✓	✓	
RSS Promotion	✓	✓		✓	✓	
Social Bookmarking	✓	✓		✓	✓	
Writer Pool	Standard	Standard		Premium	Premium	
Widgets				✓	✓	
Support	Phone	Phone		Phone	Phone	
Appropriate for Results	0 – 12K	12K – 60K		120K – 300K	300K – 1 MM	
Price Monthly	\$299mo	\$649mo		\$1,349mo	\$2,449mo	

Upgrades to Premium Writers

Local 1 Premium Writer - \$50 extra /month

Local 2 Premium Writer - \$75 extra / month

Regional 1 Premium Writer - \$100 extra / month

*Why upgrade to a Premium Writer? Well a standard AMERICAN writer is always included in the writing of all necessary content for all campaigns, yet some of you might require a higher standard of writing by a writer that is more specialized in your very niche. Example Lawyers, Dr., Dentist. But not necessary

Pricing as of 7/22/2011

Proprietary and Confidential

Pay Per Click Management

		PPC Starter	PPC Basic	PPC Pro	PPC Advanced	
		Entry level full-service PPC management. Ongoing management of keywords, ad copy and goals.		Complex pay per click and interactive media campaigns for large ecommerce and complex lead generation programs.		
Media Spend		<= \$1000	\$1001 - \$5,000	<=\$10,000	\$10,001 - \$25,000	
Reporting and Software						
Setup		✓	✓	✓	✓	
Ongoing Campaign Management		✓	✓	✓	✓	
Search Engines Supported		Google	Google, MSN, Facebook	Google, MSN, Facebook, Marchex, LinkedIn, Ad Exchanges and other niche advertising platforms.		
Keyword AdGroups		10	25	50	100	
Retargeting		✓	✓	✓	✓	
Contextual Display Ad				✓	✓	
Campaign Goals (select one)						
Maximize Clicks		✓	✓	✓	✓	
Cost Per Conversion (Lead / Phone)		✓	✓	✓	✓	
Maximize Return on Ad Spend				✓	✓	
Reporting & Customer Service						
Account Review Meetings		Email Report	Email Report	Monthly Phone Call	Weekly Phone Call	
Custom Reporting (if needed)				Extra Fee	Extra Fee	
Renegade SEO Program Reporting		✓	✓	✓	✓	
First Month (startup)		\$349	\$699	\$1499	\$2999	
Ongoing		\$269	\$499	\$1049	\$1949	

*Must have active reporting access. This can be through an ongoing SEO program or separate reporting plan. \$100 tune-up to review and adjust campaign.

Social Media Management

	Monitor Only	Full Service
	Use our software to track and monitor your social mentions.	We take over the management of your social media including content creation.
Monitor		
Monitor social mentions on the web	✓	✓
Alerts for all or only negative mentions	✓	✓
Produce and Publish Content		
Develop editorial calendar for the month		✓
1 blog post per week (4 / month)		✓
Post content to website blog, Twitter and Facebook		
Share Content		
Find and share 3 stories with Twitter and Facebook (12 / month)		✓
Recruit new followers who are interested in your content (4 / month)		✓
Reputation Management		
Monitor any tweets about the business and coordinate with sales or customer service for the appropriate response.		✓
Price	Included with reporting	\$349

*Basic Facebook / Twitter setup is included in monthly price. Custom backgrounds or facebook tabs will be quoted separately.

Local Map Optimization

	Starter	Full Service
	Covers claiming your Google local listing and automated submission to other sources	The top local search sites plus the emerging social media sites with ongoing updates
Claim Listings		
Google Places	✓	✓
Bing		✓
Yahoo Local		✓
Ongoing Updates		
Coupons		✓
Update business content (video, phone, etc..) when requested by user		✓
Citation Building		
Submission to InfoUSA and Axiom that feed most directories	✓	✓
Monthly manual citation building		✓
Reviews		
MyCustomerReview service to collect reviews		✓
Manual posting off any reviews by business		1 / month if provided by client
Reputation Management		
Social media monitoring to watch for negative content		✓
Price	\$199	\$199 + \$89 / month 3-month commitment

Keyword Research & Content Services Add On

Service	Description	Price
Onsite Blogging	Renegade SEO Program will assign a writer to develop onsite content for use on the client's website. Includes time for a phone call with client or consultant to determine editorial calendar and important writing guidelines (i.e., product info).	Call
Email Marketing Copy	<p>Renegade SEO Program will assign a writer to write email copy to be used in an auto-responder or marketing campaign.</p> <p>Renegade SEO Program will have a 30-minute call with the client or consultant to gather information for writing the email content.</p> <p>Writer will create the email content and send to client for sign-off. Once content is approved the writer will load the content into the client's HTML template (HTML template creation is a separate service).</p>	Call
Monthly Email Newsletter	<p>Renegade SEO Program will have an initial meeting with the client and discuss concepts for monthly newsletter.</p> <p>Renegade SEO Program writer will create custom content: 4 hours @ \$50 / hour each month. Any custom editorial requests should be provided to Renegade SEO Program by the 5th of each month. If no special requests are received, Renegade SEO Program will write the newsletter based on the initial direction provided in the kick-off meeting.</p> <p>Renegade SEO Program will send the newsletter to the client 3 days before the email is sent to the client's customers. Renegade SEO Program will send newsletter. Client must have a template and appropriate email marketing plan.</p>	Call

Service	Description	Price
Press Releases	<p>Our Press Release program starts with a 30 minute phone interview with the client or consultant to identify events that could be used for press release material.</p> <p>Renegade SEO Program will then write the press release and 4 similar variations using the same content.</p> <p>Renegade SEO Program will then distribute the 5 press releases to 5 public relations websites over 3 months.</p>	Call
Keyword Research – Basic	Renegade SEO Program provides a turnkey Keyword Research program. We talk to client or consultant and develop 5-10 keywords that have sufficient monthly search volume and are within the client’s competition target.	Included

Service	Description	Price
Keyword Research - Advanced	<p>Renegade SEO Program provides a turnkey Keyword Research program.</p> <p>Keyword Research starts with a 30 minute phone call with the client or consultant. The client or consultant explains the objectives of the website, competitors and provides any historical analytics information that could be useful.</p> <p>Renegade SEO Program will develop a list of potential keywords using 4 sources:</p> <ol style="list-style-type: none"> 1. 3rd party Keyword Research Tools 2. Current rankings and traffic from Google Analytics 3. Keywords that are being used in the Paid Search program 4. Competitor's organic and paid search keywords <p>In addition to the opportunity for keywords, Renegade SEO Program will use standard measures to identify competition for those keywords. Renegade SEO Program typically uses number of exact match pages in the Google index as a key factor in measuring competition.</p> <p>Renegade SEO Program will provide the following deliverables:</p> <ul style="list-style-type: none"> • Excel spreadsheet with up to 100 keywords. Data will include monthly searches, competition, current rank, Renegade SEO Program predicted traffic for position 1-3, Renegade SEO Program predicted traffic for position 4-10, keyword source, relevance/category. 	Call
Basic Onsite SEO Report	<p>Renegade SEO Program will provide an assessment of the following:</p> <ul style="list-style-type: none"> • Title check on home page • Density check for home page • First H1 on home page • Footer links • Use of no-follow 	<p>\$99 Included with SEO Local 1, Local 2 or Regional 1 contract signing</p> <p>\$149 to update the homepage meta data assuming we have proper credentials to login to site.</p>

Service	Description	Price
Onsite In-depth SEO Analysis	<p>Renegade SEO Program will provide recommendations for updates to specific pages. Our services includes:</p> <ol style="list-style-type: none"> 1. Canonicalization (does www forward to non-www or vice versa) 2. Map 2-3 keywords per page. 3. What is the density of the target keyword on each landing page that they have? 4. Image & Hyperlink Optimization 5. Header Tag Optimization 6. H1 Analysis - Is the target keyword in the first H1 for each landing page they have? 7. Title Tag Optimization - On the target-keyword specific landing pages you find, if the title optimized to that phrase. 8. Nofollow - Are non-target words nofollowed on site. 9. W3c Validation <p>We will provide updates for the H1, alt tags and body copy. Pages must have at least 200 words and the 2-3 target keywords must be related to the page content. All updates are delivered in word document format. Renegade SEO Program can make on-page updates but this requires extra budget and access to the pages.</p>	Call

Web Design Services

Service	Description	Price
Custom Pay Per Click Landing Page	<p>Renegade SEO Program will complete a PPC landing page for optimal conversions for a client campaign.</p> <p>The program starts with a 30 minutes phone call with the client to define the requirements for the page. Renegade SEO Program will make suggestions for a call to action (phone call or form sign-up). Client will agree to the call to action and provide information for content (i.e., photos, testimonials, logos)</p> <p>Renegade SEO Program will create a black and white wireframe of the landing page concept. The client provides feedback and approves the concept.</p> <p>Renegade SEO Program provides a visual design for the wireframe. Standard fee includes 2 rounds of revisions. Extra rounds of revisions will incur an additional fee.</p> <p>Renegade SEO Program will translate the visual design into HTML and deliver files to the client. Client must upload the file to their webserver.</p>	Call
Custom Email Marketing Template	<p>Renegade SEO Program will create an HTML based email template to use in a monthly newsletter or auto-responder campaigns.</p> <p>The template will match the client's current branding on their website. Unless otherwise provided, Renegade SEO Program will use assets (logos, photos, etc...) from the client website.</p> <p>The template design does not include any content. See content services for writing fees.</p>	Call
Custom Website	<p>Renegade SEO Program will conduct the following:</p> <ul style="list-style-type: none"> • Interview client or consultant to gather requirements for the website. • Create navigation flow and wireframes • Create final website requirements document to define 	Starting at \$4,999

	<p>functionality and scope of web development</p> <ul style="list-style-type: none"> • Custom visual design on website. Includes 2 rounds of revisions. • Build custom theme in Wordpress • Load and launch content 	
Template Website	Select from 5 supported wordpress themes. Renegade SEO Program will layout and load content for 4 pages (Services, About, Contact, Home). Fee includes custom 1 hour of custom graphic work for header or slider photos. All content and materials must be provided by client.	Call
SEO Microsite	<p>Renegade SEO Program will launch a template website focused on specific keywords. Keywords will drive domain name selection and content for the website. Renegade SEO Program will build the website and then publish blog posts on the site per month as well as an ongoing link building program.</p> <p>Renegade SEO Program can place links to client's site or add forms for lead capture on the domain.</p>	Call