

| Features   | Basic                                    | Standard                               | Premium                                 | Gold   |
|--|--|--|---|--------|
| Number of keyphrases optimized<br>(Keyphrases with less than 1M results)                 | Up to 200                                | Up to 250                              | Up to 300                               | Custom |
| Technical Website Analysis & Opportunity Report  | ✓  | ✓                                      | ✓                                       | Custom |
| Keyword research & selection   | ✓  | ✓                                      | ✓                                       | Custom |
| Title Tags & Meta descriptions   | ✓  | ✓                                      | ✓                                       | Custom |
| Robots.txt optimization  | ✓  | ✓                                      | ✓                                       | Custom |
| Quarterly Earned Media Content Assets - Content, Linkbuilding, Consulting, or CRO Assets | 4.5 Content, Outreach, UX, or CRO Assets | 9 Content, Outreach, UX, or CRO Assets | 12 Content, Outreach, UX, or CRO Assets | Custom |
| Information architecture audit   | ✓  | ✓                                      | ✓                                       | Custom |
| Google Analytics setup with conversion tracking  | ✓  | ✓                                      | ✓                                       | Custom |
| Google Data Studio Reporting Dashboard Setup   | 4 dashboards                             | 8 dashboards                           | 8 dashboards                            | Custom |
| Canonicalization analysis  | ✓  | ✓                                      | ✓                                       | Custom |
| Setup of website sitemap   | ✓  | ✓                                      | ✓                                       | Custom |
| Google Webmaster Tools and Bing Webmaster Tools setup                                    | ✓  | ✓                                      | ✓                                       | Custom |
| Google/Bing Webmaster Tools analysis (initial and ongoing)                               | ✓  | ✓                                      | ✓                                       | Custom |
| Alternate text added to images   | ✓  | ✓                                      | ✓                                       | Custom |

|  |                   |                   |                   |        |
|--|-------------------|-------------------|-------------------|--------|
| Product image optimization                             | ✓                 | ✓                 | ✓                 | Custom |
| Initial link analysis and disavow                      | ✓                 | ✓                 | ✓                 | Custom |
| Link redirect audit                                    | ✓                 | ✓                 | ✓                 | Custom |
| Breadcrumb analysis/implementation                     | ✓                 | ✓                 | ✓                 | Custom |
| Broken link correction (initial)                       | ✓                 | ✓                 | ✓                 | Custom |
| Domain unification                                     | ✓                 | ✓                 | ✓                 | Custom |
| On-page crawl error correction                         | ✓                 | ✓                 | ✓                 | Custom |
| Product Markup Schema                                  | ✓                 | ✓                 | ✓                 | Custom |
| Ongoing quarterly copywriting for product descriptions | Up to 10 products | Up to 10 products | Up to 20 products | Custom |
| Ongoing monthly traffic reporting                      | ✓                 | ✓                 | ✓                 | Custom |
| Ongoing quarterly keyword ranking reporting            | ✓                 | ✓                 | ✓                 | Custom |
| Quarterly web page freshness updates                   | ✓                 | ✓                 | ✓                 | Custom |
| Ongoing monthly transaction/revenue reporting          | ✓                 | ✓                 | ✓                 | Custom |
| Competitor intelligence report                         | ✓                 | ✓                 | ✓                 | Custom |
| Internal linking restructuring                         | ✓                 | ✓                 | ✓                 | Custom |
| Proper URL structure analysis                          | ✓                 | ✓                 | ✓                 | Custom |
| URL Parameter normalization/exclusions                 | ✓                 | ✓                 | ✓                 | Custom |
| Header Tags Optimized (ex. H1s)                        | ✓                 | ✓                 | ✓                 | Custom |
| Duplicate content analysis & correction                | ✓                 | ✓                 | ✓                 | Custom |

|  |   |   |   |        |
|--|---|---|---|--------|
| Keyword rank checker access (updates weekly)                       | ✓ | ✓ | ✓ | Custom |
| Shopping cart funnel analysis and recommendations                  |   | ✓ | ✓ | Custom |
| Website usability analysis   |   | ✓ | ✓ | Custom |
| Rich snippets optimization   |   | ✓ | ✓ | Custom |
| Outreach to online influencers                                     |   | ✓ | ✓ | Custom |
| Initial visitor profile report                                     |   | ✓ | ✓ | Custom |
| A/B Testing of SERP title & description to improve clickthrough    |   | ✓ | ✓ | Custom |
| Competitor ad spend monitoring                                     |   | ✓ | ✓ | Custom |
| Notification of new reviews (major review platforms)               |   | ✓ | ✓ | Custom |
| Monitor competitors' search rankings on a monthly basis            | ✓ | ✓ | ✓ | Custom |
| Monitor competitors' content and link additions on a monthly basis | ✓ | ✓ | ✓ | Custom |
| Competitor intelligence login to view competitor data              | ✓ | ✓ | ✓ | Custom |
| Integration of blog  |   |   | ✓ | Custom |
| Link baiting and content development                               |   |   | ✓ | Custom |
| Customer review (user generated content) strategy                  |   |   | ✓ | Custom |
| MarketingCloudFX   | ✓ | ✓ | ✓ | Custom |
| Dedicated Internet Marketer  | ✓ | ✓ | ✓ | Custom |

|   |         |                 |                  |        |
|---|---------|-----------------|------------------|--------|
| Online Project Management Platform  | ✓       | ✓               | ✓                | Custom |
| 300+ SMEs behind campaign driving results                                   | ✓       | ✓               | ✓                | Custom |
| Website conversion analysis implementation                                  | Custom  | Custom          | Custom           | Custom |
| Initial campaign investment:(Two month duration)                            | \$6,570 | \$8299 - \$8756 | \$9544 - \$10374 | Custom |
| Progressive monthly optimization:(1 year commitment - Subsequent 10 months) | \$1,591 | \$2,656         | \$3,758          | Custom |