

<b>Feature</b>	<b>Basic</b>	<b>Standard</b>	<b>Premium</b>
Number of keyphrases optimized (less than 1M)	Up to 100	Up to 150	Up to 200
Pages Optimized	Up to 20	Up to 30	Up to 40
Technical Website Analysis & Opportunity Report	✓	✓	✓
Keyword research & selection	✓	✓	✓
Keyword mapping to target pages	✓	✓	✓
Title Tags & Meta descriptions	✓	✓	✓
Robots.txt optimization	✓	✓	✓
XML sitemap creation & submission	✓	✓	✓
Quarterly Earned Media Content Assets - Content, Linkbuilding, Consulting, or CRO Assets	4 Content, Outreach, UX, or CRO Assets	6 Content, Outreach, UX, or CRO Assets	12 Content, Outreach, UX, or CRO Assets
Google My Business optimization (if needed)	✓	✓	✓
Information architecture audit	✓	✓	✓
Canonicalization analysis	✓	✓	✓
Initial external link analysis and disavow	✓	✓	✓
Link redirect audit	✓	✓	✓
Internal linking restructuring & optimization	✓	✓	✓
Duplicate content analysis	✓	✓	✓
Header Tags Optimized (Ex. H1s)	✓	✓	✓
Setup of website sitemap	✓	✓	✓
Image optimization	✓	✓	✓
Custom 404 error page setup and optimization	✓	✓	✓
Schema Implementation (JSON-LD)	✓	✓	✓
Google Analytics setup w/ conversion tracking	✓	✓	✓
Google Analytics	✓	✓	✓
Google Data Studio Reporting Dashboard Setup	4 dashboards	8 dashboards	8 dashboards
Initial visitor profile report	✓	✓	✓
Ongoing quarterly keyword ranking reporting	✓	✓	✓
Ongoing monthly traffic, goal & CPL reporting	✓	✓	✓
Ongoing user experience reporting			✓
Ongoing quarterly competitor conquest reports	✓	✓	✓
Keyword rank checker access with weekly updates	✓	✓	✓

Ability to check location data accuracy across 40+		✓	✓
Link baiting and content development			✓
Competitor ad spend monitoring		✓	✓
Monitor competitors' search rankings on a month	✓	✓	✓
Monitor competitors' website changes on a month	✓	✓	✓
CompetitorSpyFX access	CompetitorSpy	CompetitorSpy	CompetitorSpy
Analyze your competitors leads on a month	✓	✓	✓
Predict your competitors' market share on a month	✓	✓	✓
Competitor intelligence login to view competitor data	✓	✓	✓
LeadManagerFX access	LeadManagerFX	LeadManagerFX	LeadManagerFX
CompanyTrackerFX access	CompanyTrackerFX	CompanyTrackerFX	CompanyTrackerFX
ContentAnalyticsFX access	ContentAnalyticsFX	ContentAnalyticsFX	ContentAnalyticsFX
Dedicated Internet Marketer	✓	✓	✓
Online Project Management Platform	✓	✓	✓
300+ SMEs behind campaign driving results	✓	✓	✓
Website conversion analysis implementation	Custom	Custom	Custom
Initial campaign investment:(Two month duration)	\$5374 - \$4864	\$5856 - \$6352	\$8639 - \$9135
Progressive monthly optimization:(6 month commitment - Subsequent 4 months)	\$1,365	\$2,453	\$3,528