

## **RATE CARD** PPC. SOCIAL MEDIA. SEO.

PRESENTED BY AWAKE ONLINE

## Start-up.

1-3 Campaigns Campaign Budget: £100-£500\*

Free account review or setup Campaigns and Ad Groups creation Conversion tracking setup and configuration Keyword research and bidding Competitor research Ad Creation (landing page design) Optimisation / click data review Refinement – Ad split testing Monthly reporting

#### £450 pm

**Pro.** 4-6 Campaigns Campaign Budget: £500-£1000\*

Free account review or setup Campaigns and Ad Groups creation Conversion tracking setup and configuration Keyword research and bidding Competitor research Ad Creation (landing page design) Optimisation / click data review Refinement – Ad split testing Monthly reporting

#### £695 pm

# Enterprise.

6+ Campaigns Campaign Budget: £1000+\*

Free account review or setup Campaigns and Ad Groups creation Conversion tracking setup and configuration Keyword research and bidding Competitor research Ad Creation (landing page design) Optimisation / click data review Refinement – Ad split testing Monthly reporting

#### from £950 pm

\* Ad budget paid in addition to monthly fee directly to Google





2 social media channels\*

Initial research piece

2 posts per week; including design, copywriting & posting

Content delivery plan

Monthly review

£350 pm



3 social media channels\*

Initial research piece

3 posts per week; including design, copywriting & posting

Content delivery plan

Content strategy document

Monthly review

£575 pm



- 3 social media channels\*
- Initial research piece

4 posts per week; including design, copywriting & posting

Content delivery plan

- Content strategy document
- 1 blog article per month
- Monthly review

£750 pm

# Bespoke packages

Packages tailored to suit your individual needs.

**Contact us to discuss** 

#### from £1000 pm

\*Additional social media channels can be added at £50 per month



Optimisation **MONTHLY PACKAGES** Search Engine

# 1.

Ideal for start-up campaigns

Initial keyword and competitor research / analysis

Automated site audits

Optimisation of 5 keywords

**Backlink creation** 

2 x 750 word blogs

Monthly analytics report (pdf)

£600 pm

# 2.

Ideal for local campaigns

Initial keyword and competitor research / analysis

Bespoke campaign tailored for your business

Automated site audits

Optimisation of 10 keywords

**Backlink creation** 

Citation optimisation

3 x 1000 word blogs

Monthly analytics report (pdf)

**Report commentary** 

£850 pm

J. Ideal for seminational campaigns

Initial keyword and competitor research / analysis

Bespoke campaign tailored for your business

Automated & manual site audits

Optimisation of 15 keywords

Advanced backlink creation

Citation optimisation

Google my business (GMB) management

Content review & optimisation

5 x 1000 word blogs

Online report (24/7 real time data)

Advanced report commentary

£1200 pm

# 4.

Ideal for national campaigns

Initial keyword and competitor research / analysis

Bespoke campaign tailored for your business

Automated & manual site audits

Optimisation of 20+ keywords

Premium backlink creation

Premium citation optimisation

Google my business (GMB) management

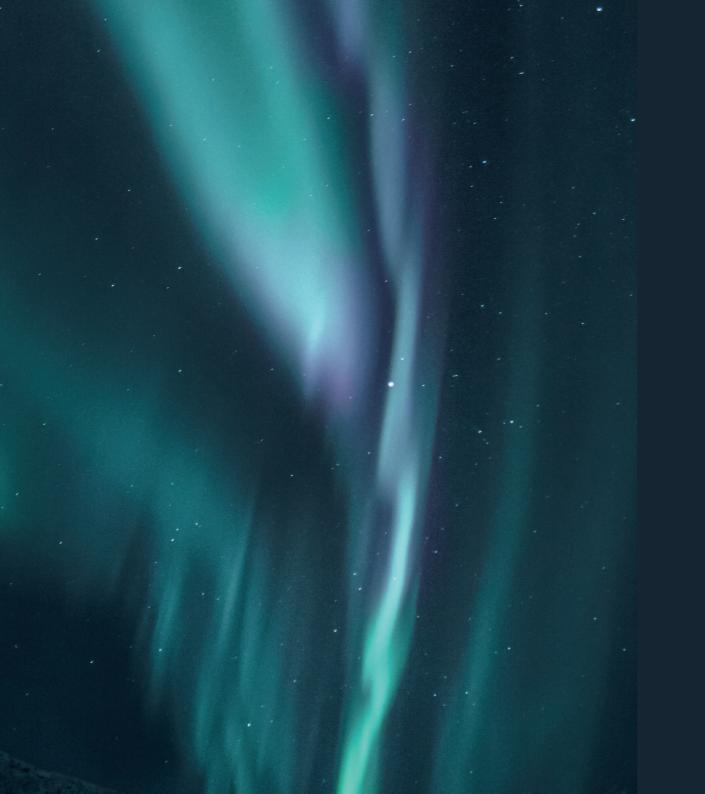
Conversion rate optimisation

6+1000 word blogs

Online report (24/7 real time data)

Advanced report commentary

from £1500 pm



#### ADDITIONAL SERVICES

We are dedicated to supporting our clients with high-impact content and online marketing.

We can provide the below as part of, or in addition to, the services already mentioned:

- Website development
- Photography & videography
- Graphic design & illustration
- Events production

# 

### **THANK YOU**

Please send any queries to alexander@awakeonline.co.uk