

**MONTHLY
RETAINER**

STARTER

\$1,250
per month

BOOSTER

\$2,625
per month

MAXIMIZER

\$3,425
per month

HARD COST TOOLS

billed
direct

\$100 USD /
\$140CAD *

\$200 USD /
\$280 CAD *

\$200 USD /
\$280 CAD *

SERVICE / FEATURE

STARTER

BOOSTER

MAXIMIZER

INITIAL TRIAGE & STRATEGY PHASE — FIRST 2 MONTHS

SEO & AEO (LLM Visibility) Strategy Playbook

×

✓ **YES**

✓ **YES**

Technical SEO Audit

✓ 18 checkpoints

✓ 23 checkpoints

✓ 40 checkpoints

Addressing Technical & On-Page Gaps

✓ 18 checkpoints

✓ 23 checkpoints

✓ 40 checkpoints

Optimizing Core Website Pages

×

✓ **YES**

✓ **YES**

Meta Mapping & Keyword Writing (core pages)

×

✓ **YES**

✓ **YES**

Competitor Analysis

×

✓ **YES**

✓ **YES**

G-Suite Setup & Conversion Tracking

\$500 *

✓ **YES**

✓ **YES**

ONGOING SERVICES

Strategy & Content Hours

×

✓ 20 hrs / quarter

✓ 30 hrs / quarter

- SEO strategy
- Website content — hub page or blog (typically 3 hub pages / blogs, or Content Writing Strategy with 16 DIY blogs**)
- Keyword research & competitive analysis quarterly
- Retroactive content meta writing & alt tags
- Pruning and optimizing current content for AI-driven search.

Keyword Research & Competitive Analysis

✓ Quarterly

✓ See strategy hours

✓ See strategy hours

On-Page SEO incl. Meta Writing

✓ Up to 2 pages

✓ Up to 6 pages

✓ Up to 8 pages

Google Business Profile — Optimization, Management & Posting

\$500 *

✓ Up to 4 posts / month

✓ Up to 8 posts / month

- Review management — 1 location / approx. 40 reviews monthly. Additional locations or higher volume quoted separately.***

Backlinks (CloudStacks) — 1 set monthly

Add-on

✓ **YES**

✓ **YES**

Toxic Link Disavows & Lost Link Outreach

×

✓ **YES**

✓ **YES**

AGENCY FEES CAD | USA TOOLS POSTED IN USD + ESTIMATED CAD

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RETAINER ONGOING SERVICES - CONT'D

SERVICE / FEATURE	STARTER	BOOSTER	MAXIMIZER
Account Management & Reporting Meetings	✓ Quarterly	✓ 1 meeting / month	✓ 2 meetings / month
Monthly SEO Health Check & Dashboard Reporting	✓ Dashboard only	✓ YES	✓ YES
• MoM dashboard + full historical tracking XLS master for strategy story			
Keyword Rank Tracking	✓ Brand only	✓ Up to 10 targets	✓ Up to 12 targets

OPTIONAL ADD-ON SERVICES *

SERVICE	RATE
Website Maintenance (monitoring + plugin updates)	\$500 - \$800
Directory Listings / Citations — One Time	Booster & Maximizer: \$80 - \$120 USD Starter: \$195 - \$230 USD
Wikipedia Page	\$2,000 USD
Blog Writing	\$360
Google Business Profile Post	\$150
Extra Hours — Strategy	\$135 / hr
Extra Hours — Technical	\$125 / hr
CloudStack Microsites (write & build)	\$125 USD / \$130 CAD per set <i>Recommend 1/month from month 3. One set/month included in Booster & Maximizer.</i>
Press Release (AI + human writing)	Up to \$225 <i>Recommend 1/month from month 4.</i>
Press Release — Wire Distribution	USA: \$15 Setup + \$35-\$280 (Misc) CAN: \$20 Setup + \$35-\$50 (Canadian Broadcast News + Local) <i>See our Distribution Networks.</i>
Guest Post (AI or AI + human writing)	\$15-\$150 USD <i>Recommend 1-2/month from month 5.</i>
Guest Post Placement (by Domain Rating)	DR 20-30: \$36 - \$175 (Avg \$36 - \$90) USD DR 40-50: \$36 - \$195 (Avg \$85 - \$135) USD DR 60+: \$36 - \$1,835 (Avg \$95 - \$235) USD