

**MONTHLY  
RETAINER**

**STARTER**

**\$1,250**  
per month

**BOOSTER**

**\$2,625**  
per month

**MAXIMIZER**

**\$3,425**  
per month

**HARD COST TOOLS**

billed  
direct

\$100 \*

\$200 \*

\$200 \*

**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**

## 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	✓ <b>YES</b>	✓ <b>YES</b>
• 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 Starter: \$195 - \$230
Wikipedia Page	\$2,000
Blog Writing	\$360
Google Business Profile Post	\$150
Extra Hours — Strategy	\$135 / hr
Extra Hours — Technical	\$125 / hr
CloudStack Microsites (write & build)	\$125 per set Recommend 1/month from month 3. One set/month included in Booster & Maximizer.
Press Release (AI + human writing)	Up to \$225 Recommend 1/month from month 4.
Press Release — Wire Distribution	\$15 Setup + \$35-\$280 See our Distribution Networks.
Guest Post (AI or AI + human writing)	\$15-\$150 Recommend 1-2/month from month 5.
Guest Post Placement (by Domain Rating)	DR 20-30: \$36 - \$175 (Avg \$36 - \$90) DR 40-50: \$36 - \$195 (Avg \$85 - \$135) DR 60+: \$36 - \$1,835 (Avg \$95 - \$235)