

Feature Set	Basic	Advanced	Premium	
<b>INITIAL SITE REVIEW + SETUP</b>	Initial Setup	●	●	●
	Website Analysis	●	●	●
	Backlink Audit	●	●	●
	Google My Business, Analytics & Search Console	●	●	●
	Keyword Research Analysis	●	●	●
	Competitor Research Audit Report		●	●
	Keyword Research Consultation		●	●
	Homepage Content Audit Report		●	●
Internal Page Content Audit Report			●	
<b>LOCATION</b>	Local	●	●	●
	National		●	●
	International			●
<b>ON-PAGE OPTIMISATION</b>	Homepage Meta Data Optimised	●	●	●
	Internal Page Meta Data Optimised	10 per month	20 - 40 per month	60+ per month
	Fix 404 Errors	5 per month	10 per month	20+ per month
	Canonical Redirect	●	●	●
	Robots.txt	●	●	●
	Sitemap Creation/Optimisation	●	●	●
	Homepage Schema Markup	●	●	●
	Page Speed Analysis (WordPress Sites Only)		●	●
Image Compression (WordPress Sites Only)		●	●	
<b>OFF-PAGE OPTIMISATION</b>	Monthly Article Writing for Link Building*	2 per month	6 per month	10+ per month
	Monthly Link Building	●	●	●
	Local Business Directory Links	●	●	●
	Document Sharing Links	●	●	●
	Video Sharing Links		●	●
	Social Profile Links		●	●
Link Outreach		3-6 hours/month	9+ hours/month	
<b>REPORTING</b>	Keyword Rank Reporting	Up to 15 keywords	Up to 40 keywords	40+ keywords
	Google Analytics Reports	●	●	●
	Manual Website Review	After 9 Months	After 6 Months	After 3 Months
	Website Health Checks	●	●	●
	New Keywords Added**		●	●
	SEO In Depth Advisories		●	●

\*Not on client's website, this is off-site work. \*\*After 4 months minimum of ongoing SEO.