

SEO PACKAGES

No. Activities		Entry (Maps OR Website)		Starter (Maps & Website)		Visibility (Maps & Website)		Performance (Maps & Website)		Enterprise (Maps & Website)		Fortune (Maps & Website)	
		Maps	Website	12 Keywords	30 Keywords	50 Keywords	100 Keywords	140 Keywords	200 Keywords	1000 Keywords			
1	Initial Analysis												
1	Relevant Keyword Research (Find target keywords)	✓	✓	✓		✓		✓	✓			✓	
2	Initial Website Audit Report (Summary of key issues)	✗	✓		✓		✓		✓		✓		✓
3	In-depth Website Analysis (Full site review)	✗	✓		✓		✓		✓		✓		✓
4	Initial Backlinks Analysis (Check existing links)	✗	✓		✓		✓		✓		✓		✓
5	Technical Advice - Advance (Solve complex SEO issues)	✗	✓		✓		✓		✓		✓		✓
6	Competition Analysis (Review competitor SEO)	✗	✓		✓		✓		✓		✓		✓
7	Duplicate Content Check (Spot repeated content)	✗	✓		✓		✓		✓		✓		✓
On Page Optimisation													
8	Meta Tags Optimisation (Edit meta titles/descriptions)	✗	✓		✓		✓		✓		✓		✓
9	Site Structure Optimisation (Improve navigation/layout)	✗	✓		✓		✓		✓		✓		✓
10	Improved URL Structuring (Clean, SEO-friendly links)	✗	✓		✓		✓		✓		✓		✓
11	Sitemap Creation (Optimise XML sitemap for GSC)	✗	✓		✓		✓		✓		✓		✓
12	Functionality Issue Resolve (Fix broken site parts)	✗	✓		✓		✓		✓		✓		✓
13	Content Optimisation (Improve existing content)	✗	✓		✓		✓		✓		✓		✓
14	Images Optimisation (Compress & tag images)	✗	✓		✓		✓		✓		✓		✓
15	Heading Tag Optimisation (Structure page headings)	✗	✓		✓		✓		✓		✓		✓
16	Robots.txt Optimisation (Control crawl access - directs crawling)	✗	✓		✓		✓		✓		✓		✓
17	HTML Code Optimisation (Clean up site code)	✗	✓		✓		✓		✓		✓		✓
18	Anchor Text Optimisation (Improve link text)	✗	✗		✗		✓		✓		✓		✓
SEO Content Marketing & Link Acquisition													
19	General Link Building (Gain quality backlinks)	✗	25	25 / 35		35		45		60		75	
20	SEO Blog Posts (Blog content creation)	✗	2	2		4		6		8		12	
21	Broken Link Building (Replace dead links)	✗	✓		✓		✓		✓		✓		✓
22	Competition Backlinks (Replicate strong links)	✗	✓		✓		✓		✓		✓		✓
23	Guest Posts (Articles on external sites)	✗	✗	✗		5 / 10		12		25		70	Inc x5 Edu Links
24	Skyscraper Technique (Outdo competitor content)	✗	✗	✗		✓		✓		✓		✓	
25	Scholarship Links (Links from .edu domains)	✗	✗	✗		✓		✓		✓		✓	
26	Press Releases (News-based backlinks)	✗	✗	✗		✗		✓		✓		✓	
27	HARO Backlinks (Links via journalist requests)	✗	✗	✗		✗		✓		✓		✓	
Conversion Rate Optimisation													
28	Call To Action Optimisation (Improve buttons/prompts)	✓	✓	✓		✓		✓		✓		✓	
29	Google Analytics Goals (Track key actions)	✗	✓		✓		✓		✓		✓		✓
30	Thank You Page Tracking (Track completed goals)	✗	✓		✓		✓		✓		✓		✓
31	Event Tracking (Measure user interactions)	✗	✓		✓		✓		✓		✓		✓
32	Hotjar Implementation (User behavior heatmaps)	✗	✓		✓		✓		✓		✓		✓
33	UTM Tracking (Track campaign performance)	✗	✗	✗		✓		✓		✓		✓	
34	Call Rail Implementation (Track phone call leads)	✗	✗	✗		✓		✓		✓		✓	
Local SEO (Search Engine Optimisation)													
35	Custom GMB Map Posts (Designed with rankability in mind)	5	✗	2		4		6		8		12	
36	Local Schema (Coding optimisation improving relevancy)	✓	✓		✓		✓		✓		✓		✓
37	Citation Building (List on directories)	✓	✓		✓		✓		✓		✓		✓
38	GMB Optimisation (Improve Google profile)	✓	✗	✓		✓		✓		✓		✓	
39	Knowledge Graph (Enhance business info box)	✗	✓		✓		✓		✓		✓		✓
40	Google Maps Optimisation (Rank higher on Maps)	✗	✗		✓		✓		✓		✓		✓
41	Multi Location Optimisation (Manage multiple branches)	✗	✗		✓		✓		✓		✓		✓
42	Monthly Progress Reporting (Detailed reports of ongoing works)	✗	✗		✓		✓		✓		✓		✓