

# Website & Online Optimisation Packages



## START-UP

## SCALE-UP

### LEAD GENERATION

### E-COMMERCE

#### DESIGN & BUILD

Website	✔ 5 pages	✔ 10 pages	✔ 10 pages
E-commerce	✘	✘	✔

#### OPTIMISATION

SEO Keyword set up, title tag and meta tag creation	✔	✔	✔
Technical SEO	✔	✔	✔
Core on-site optimisation	✔	✔	✔
Analytics Setup and configuration	✔	✔	✔
Offsite link building	✔	✔	✔
Advanced on-site/code optimisation	✘	✔	✔
Monthly custom report	✘	✔	✔
Google search console set-up	✘	✔	✔
Conversion optimisation	✘	✔	✔
Split variation page testing	✘	✔	✔
Competitive keyword ranking	✘	✘	✔

#### GRAPHIC DESIGN

Logo design 	✔ 1x design review	✔ 3x design reviews	✔ 3x design reviews
Custom diagram design	✘	✔ 2 diagrams	✔ 1 diagram
Twitter cards	✘	✘	✔

#### CONTENT

Content editing	✔	✔	✔
Content creation	✘	✔	✔
Adaptation of e-commerce provider page	✘	✘	✔