

Detail	Bronze Min. 6 months	Silver Min. 6 months	Gold Min. 6 months	Platinum Min. 6 months
CONSULTATION				
Check for Standards Compliance	FREE			
Ranking Report & Website Authority Score				
INITIAL ANALYSIS				
Search Engine Crawl Test	✓			
Monthly Keyword Research + Report	✓			
Competitor (SERP) Analysis + Report	✓			
ON-SITE WORK				
Home Page Optimisation	✓	✓	✓	✓
Title Tags	✓	✓	✓	✓
Meta Descriptions & Meta Keywords	✓	✓	✓	✓
Website Content Optimisation	✓	✓	✓	✓
Category Landing Pages	✓	✓	✓	✓
Internal Link Building		✓	✓	✓
Search-Friendly URL Rewrite		✓	✓	✓
Page-speed Optimisation		✓	✓	✓
Alternate text added to images			✓	✓
Image Optimisation			✓	✓
BLOG CREATION				
Set-up and integration of a Blog w/ RSS			✓	✓
OFF-SITE WORK				
Targeted Keywords / Phrases	5	10	15	20
Basic Twitter, Facebook, LinkedIn	✓	✓	✓	✓
Site Map Generation	✓	✓	✓	✓
Reciprocal Link Building Strategy	✓	✓	✓	✓

Anchor Tag Optimisation		✓	✓	✓
Relevant Directory Submissions		✓	✓	✓
Link Building		✓	✓	✓
Relevant Social Bookmarking			✓	✓
Article Writing (300 – 600 words)			✓	✓
Article Submissions (RSS, Social, etc.)			✓	✓
Adwords Campaigns & Management			✓	✓
Social Media Landing Page & Campaign				✓
PR Submission & Management				✓
Forum Posting, Blog Commenting				✓
Analytics Reporting				
Keyword Ranking Report	✓	✓	✓	✓
Set up of Web Master Tools (Analytics/Verification)	✓	✓	✓	✓
Website Analytics Reporting	✓	✓	✓	✓
Competitor Analysis Reporting			✓	✓