



WEBSITE

Responsive design optimised for desktop, tablet and mobile phone

Content management system with training via video link

SSL certificate for secure data transmission

Site design with 3 revisions

Copy writing

Stock photography

Hosting on Amazon cloud servers

Contact form with option for MailChimp double opt in

Integrated blog

Unlimited site updates as long as copy supplied in digital format.

SEARCH ENGINE OPTIMISATION

Local Keyword strategy

Home page content optimised for main local keyword.

Google My Business account set up and optimised for main local keyword

Schema mark up for business category and address

Google Analytics and Google Search Console setup

Local directory entries optimised for main local keyword

Ongoing back link building campaign

Competition analysis and rank tracking

Full ranking report available monthly

SOCIAL MEDIA

Account set up and design for Twitter, Facebook and LinkedIn

Daily curated posts with choice to five subjects

Set of evergreen posts refreshed every 3 months

Complete control via Buffer mobile app

PRICE

Monthly £150

OPTIONS

Facebook or Google advertising campaign - £300 including £200 of advertising spend

Set of 5 blog posts optimised for long tail keywords - £300

Production of lead magnet including exit intent pop up, thank you page and MailChimp integration. - £300

Reputation Management including two blog posts per month, review management and long tail keyword strategy - £300

SUPPORT

Telephone support during office hours

Quarterly Marketing Review via video link

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