

**6:1**

## **CONTENT MANAGEMENT PACKAGES**

SEO, Content Marketing, Analytics & Administration.



01252 713 540



**No Nonsense Marketing**

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# CONTENT MANAGEMENT PACKAGES.



## KEY FEATURES

### Become an Authority in Your Field and Attract More Website Visitors.

Focusing on the things responsible for creating gravitas and attracting more visitors. With a Content Management Package you'll benefit from continuous development of key website elements and content marketing campaigns. Plus you'll be able to rely on us for back panel supervision, technical support and maintenance.

## STANDARD WITH ALL OUR SERVICES



### 100% No Nonsense Marketing.

When you hire us, we promise genuine critical thinking and concise work. And we will always be honest with you. So if we don't think we can add value, then we will tell you.



### Referral Discount Scheme.

When you refer new clients you'll both benefit from 10% discount. You will receive a rebate on your last invoice, once your referral has been billed their first.



### Pay Monthly.

Spread the cost of your management package and cancel at any time.



### Search Engine Optimisation.

We'll keep your website and its content continuously fine tuned for search engines (SEO). So everything ranks organically.



### Content Marketing.

Keep things up to date and attract new visitors with strategy recommendations, periodical origination and posting of fresh content.



### Website Operations.

Depend on us to manage your websites back panel. We'll post updates to your content and provide full technical support.



### Competitor Monitoring.

Track your business rivals online with reports about how they attract customers and compare your websites.



### Performance Analytics.

Learn about what brings people to your website and measure progress against targets with periodical reports.



### Campaign Dashboard.

Login to your custom dashboard and get live campaign analytics for your business.

## SPECIFICATIONS

		AZURE from £100/mth	STEEL from £300/mth	ELECTRIC from £600/mth	ROYAL from £1,200/mth
TERMS	Product Code	SOE2003	SOE2000	SOE2001	SOE2002
	Minimum Term	TWO CALENDAR MONTHS			
	Invoicing & Payment	MONTHLY			
	Campaign Setup Period	TWO WEEKS			
	Cancellation Notice Period	ONE MONTH			
	Dedicated Account Manager	✓	✓	✓	✓
OPERATIONS & OPTIMISATION	Full Back-end Panel Management	✓	✓	✓	✓
	Website Technical Support	✓	✓	✓	✓
	Continuous Search Optimisation (SEO)	<del>✗</del>	✓	✓	✓
	Continuous Website Speed Optimisation	✓	✓	✓	✓
	SEO For Client Supplied Content	✓	✓	✓	✓
	Keyword Research Reports	✓ PAY AS YOU GO	✓ PAY AS YOU GO	✓ UP TO 3 REPORTS INCLUDED /mth	✓ UP TO 5 REPORTS INCLUDED /mth
	E-Commerce Store Maintenance & Coaching	<del>✗</del>	✓ OPTION	✓ OPTION	✓
	Website Content Delivery Network	✓ OPTION	✓ OPTION	✓ OPTION	✓
	CONTENT MARKETING	Content Strategy Consulting	✓ UNLIMITED ADVICE	✓ UNLIMITED ADVICE	✓ UNLIMITED ADVICE
Collaborative Content Calendar		✓ OPTION	✓ OPTION	✓	✓
Periodic Website Content Origination		✓ PAY AS YOU GO	✓ PAY AS YOU GO	✓ 1 WEBPAGE / ARTICLE INCLUDED /mth	✓ UP TO 3 WEBPAGES / ARTICLES INCLUDED /mth

## SPECIFICATIONS

Continued

		AZURE from £100/mth	STEEL from £300/mth	ELECTRIC from £600/mth	ROYAL from £1,200/mth
CONTENT MARKETING	Image Set Origination For Social Media	✓ PAY AS YOU GO	✓ PAY AS YOU GO	✓ 1 SET INCLUDED /mth	✓ UP TO 3 SETS INCLUDED /mth
	Website Content Posting & Amendments	✓ UNLIMITED	✓ UNLIMITED	✓ UNLIMITED	✓ UNLIMITED
	Social Media Content Posting <i>(Also see Audience Management Packages for related info)</i>	✓ OPTION	✓ OPTION	✓ NEW WEBSITE CONTENT NOTIFICATIONS	✓ NEW WEBSITE CONTENT NOTIFICATIONS
MONITORING, ANALYSIS & REPORTING	Search Engine Page Position Tracking	✓	✓	✓	✓
	Periodical SERPs Performance Reports	✓ MONTHLY	✓ MONTHLY	✓ MONTHLY	✓ MONTHLY
	Target Search Keyword Tracking	✓ TRACK UP TO 50 KEYWORDS	✓ TRACK UP TO 50 KEYWORDS	✓ TRACK UP TO 100 KEYWORDS	✓ TRACK UP TO 250 KEYWORDS
	Organic Traffic Insights	✓	✓	✓	✓
	Organic Search Keyword Insights	✓	✓	✓	✓
	Competitor SERPs Monitoring	✓	✓	✓	✓
	Competitor Website Reports	✓ PAY AS YOU GO	✓ PAY AS YOU GO	✓ UP TO 3 REPORTS INCLUDED /mth	✓ UNLIMITED
	Custom Online Campaign Dashboard	✓	✓	✓	✓



#### TERMS OF BUSINESS

All prices are plus VAT, please settle invoices on time and in full, 30 days net following invoice date. Deposit invoices are due immediately. Subscription packages are invoiced at commencement of service and on the same day each calendar month thereafter. Scan the QR code to review our full terms of business document.



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