
WEBSITE PACKAGES

Platinum Package: \$7,500

- 15-25 Pages
- 1 Year of Hosting
- 1 Year Domain Registration
- 1 Year Web Traffic Statistics
- 50 e-mail accounts
- Professional Logo Design
- Professional Copywriting
- Custom Web Graphics
- Image Gallery/Video Player
- Blog
- Mobile Website/App
- Facebook Business Page
- Twitter Business Page
- LinkedIn Business Page
- Paypal/E-Commerce Integration (50 products)
- Search Engine Optimization (SEO) (Initial 2-month Campaign Setup)
- Google AdWords™ Campaign Setup and Management

Gold Package: \$3,500

- 10-15 Pages
- 1 Year of Hosting
- 1 Year Domain Registration
- 1 Year Web Traffic Statistics
- 25 e-mail accounts
- Professional Copywriting
- Image Gallery
- Video Player
- Blog
- Mobile Website/App
- Facebook Business Page
- Twitter Business Page
- LinkedIn Business Page
- Paypal/E-Commerce Integration (25 products)

Bronze Package: \$1,500

- 5-10 Pages
- 1 Year Domain Registration
- 1 Year Web traffic statistics
- 10 e-mail accounts
- Custom Web Graphics
- Image Gallery
- Video Player
- Blog

Mobile Website from \$699

- 5 Pages w/ SEO written content
- 1 Year of Hosting
- 1 Year Domain Registration
- 1 Year Web Traffic Statistics

Social Media Package \$499

- Facebook Business Page
- Twitter Business Page
- LinkedIn Business Page
- QR Code
- Blog

Monthly Maintenance from \$200

Includes: website updates and enhancements, media integration, e-mail/hosting management, website copywriting, customer support.

Progressive Monthly SEO Services from \$250

After the initial campaign, the monthly optimization will formulate a strategy every month to move the client website to the top tier page 1 search engine results.

WEB / INTERNET MARKETING SERVICES

Google AdWords™ Campaign Setup & Management

\$750

- Keyword research and planning
- Create Ad groups
- Create (3) Ads per group
- Configure settings (locations, schedule, ad extensions, etc.)
- Set PPC bids and daily spending limit
- Create negative keyword list

Ongoing Monthly Maintenance Fee:

\$150

Search Engine Strategy (SES) / Search Engine Optimization (SEO)

\$1,000

(Initial 2-month Campaign Setup)

- **Keyword/Phrase Research** – HFP will conduct a thorough analysis of rich keywords and keyword phrases that are most relevant to the client's core business and target audience
- **Keyword Prioritization** – HFP will categorize keywords/phrases into three (3) tiers. (e.g., tier 1 are most relevant; tier 2 less relevant; tier 3 least relevant)
- **Establish "Focus" Keyword(s)** – after completing the keyword research and prioritization, with the client's input, we will develop a small list of "focus keywords" and keyword phrases. These keywords/phrases will be the foundation of the SEO implementation.
- **"SEO Friendly" Page Title(s)** – HFP will modify the current website page title(s) to include the focus keywords.
- **SEO Tasks** – Building links, updating copy to include focus keywords, meta data, title headings, image links and alt text, website re-indexing, and blog entries with links, etc.

Progressive Monthly Optimization/Maintenance Fee:

\$250 - 500

After the initial 2-month campaign, there will probably be some keywords ranking on page 3, some on page 2 and maybe a few on page 1. The monthly optimization entails formulating a strategy every month to move these terms from page 3 to page 2, from page 2 to page 1, and from the bottom of page 1 to the top. The monthly optimization lasts for a minimum of 10 months.