

PACKAGES & PRICING

This base pricing covers work on a 4-10 page website with up to 30 new keywords added per month. The minimum contract term of our Search Engine Optimization service is 1 year, and payments can be made either monthly or annually. Monthly payments are processed on either the 1st or 15th of every month, according to the start date of your Search Engine Optimization Services.

Clients with larger websites (over 10 pages) will receive custom pricing based on their needs. See the “Notes & Considerations” section of this document for additional information. Most clients will find that one of our packages listed below fits their growth expectations:

	PREMIER	PREMIUM (Recommended)	PROFESSIONAL
	<i>Suggested for companies just beginning to build an online presence</i>	<i>Suggested for established businesses seeking to grow their existing online presence</i>	<i>Suggested for larger businesses and those with multiple locations</i>
	\$ 2,497/mo	\$ 3,247/mo	\$ 4,947/mo
REPORTS GENERATED			
Online SEO Dashboard	✓	✓	✓
Keyword Finder & Keyword Mapper Reports	✓	✓	✓
Onsite Keyword Reports	✓	✓	✓
Conversion Optimization Report	✓	✓	✓
Phone Tracking Report (Optional)	-	✓	✓
MONTHLY ONSITE OPTIMIZATIONS			
Registration on 40+ local listings (One Time)	-	✓	✓
Title, description, and keyword density checks	✓	✓	✓
Base keywords researched, tracked, and targeted monthly	10 Keywords	20 Keywords	30 Keywords
Structural website edits (heading tags, image compression, etc.)	-	4 Pages	10 Pages
Website copy edits	1 Pages	3 Pages	7 Pages
New landing pages created monthly	1 - 5 Pages	5 - 10 Pages	10 - 15 Pages
Canonicalization Check	✓	✓	✓
SCHEMA.org Check	✓	✓	✓
404 Error Check	✓	✓	✓
Robots.txt & Sitemap.xml Review	✓	✓	✓
Monthly submission to Google for indexing	✓	✓	✓
CONTENT PUBLISHING			
Complimentary Social Media Service Trial: LinkedIn, Facebook, Instagram, & Twitter posts per month***	-	Up to 4 Posts	Up to 8 Posts
Google My Business posts per month	-	2 Posts	4 Posts
Blog Publishing	-	1 Article	2 Articles
Article Syndication	-	-	✓

NOTES & CONSIDERATIONS

To better understand what our SEO services do and do not include, please take some time to review these Notes & Considerations regarding the overall scope of the work.

Note for Large Websites:

This pricing includes SEO strictly limited to up to 30 keywords, and work on up to 10 web pages during any given month. Clients with larger websites may wish to purchase work on additional keywords and pages, the rate for which is \$100/page. This pricing is only relevant for pages which require optimization work to be completed. For significantly large websites (50 pages or more), we do offer enterprise pricing upon request.

Content Creation & Copywriting:

Our SEO service does not include content creation or copywriting, although these services can be provided upon request at an additional cost based on your needs. All SEO services described are strictly limited to the optimization and publishing of content supplied by the client.

It is important to note that clients who are unable to supply enough content to support their campaign may experience slower growth, and clients with aggressive or highly active competitors may experience no growth at all. We do not recommend beginning an SEO campaign without a plan to provide an adequate supply of content. Furthermore, we cannot guarantee consistent results for poorly prepared clients, as this is service is content dependent.

Graphic Design & Video Editing Related Tasks:

The services and pricing outlined in this proposal do not include brand identity development or graphic design work including but not limited to logo design, photo manipulation, video editing or similar tasks. Pricing for such activities will be quoted on a case by case basis.

Additional Work:

Client agrees to pay our standard rate of up to \$150/hr for additional work, outside of the original scope of this document, as well as for any 3rd party software or services that are recommended or required according to the needs of your specific law firm. All services will be reviewed by and approved by the client prior to billing. When possible, third party services will be billed directly to the client by the service provider – e.g. Facebook ads billed by Facebook.

*****Complimentary Social Media Service Trial**

Oxford Pierpont offers an optional add-on Social Media Maintenance Service that gives new clients access to our premium social media content. These uniquely designed posts are customized to your branding and messaging, and have consistently proven to boost engagement when combined with SEO. The duration of your trial will vary based on the package you have selected. Once the trial has ended, you will be expected to supply the social media posts needed to maintain your activity level online. Alternatively, you may also wish to have our teams continue posting on your behalf, at which point we will simply begin billing for the service. Oxford Pierpont does not bill automatically for add-on services, and the Social Media Service Trial will now renew without your prior consent.

Note for Social Media:

This SEO service does not include the creation or active maintenance of Social Media accounts. At times, it may be necessary to share weekly content to your social media profiles for the purpose of link building, but this in no way implies that Social Media services will be included as part of your overall Link Building Strategy. Clients wishing to include Social Media in their Digital Marketing Strategy may consider purchasing additional Social Media services.

Search Engine Policies:

Client acknowledges that Oxford Pierpont has no control over changes to search engine policies or algorithms. At any time, your website may lose rankings or be excluded from search results at the sole discretion of the search engine due to a change in policy. Whenever possible, we will always monitor changes in the industry and adjust our SEO activities to be in compliance with these changes.

Contract Renewal:

Client agrees that the SEO contract will be in effect for the agreed upon minimum duration of 90-days, and from month-to-month immediately following the completion of the 90-day period. After the initial 90-day period, contract renewal is optional and can be canceled at any time with a written 30-day notice.

Automatic Billing:

Client agrees that billing will be processed automatically on either the first or fifteenth day of every month until the contract expires or is canceled.