



Digital Marketing Pricelist

2019

Website Marketing Audits & Initial Marketing Setup

Have you witnessed a sudden or gradual drop in website traffic, conversion rate, sales, or another key performance indicator? Are you about to launch an updated version of your website but afraid that it may have unforeseen negative impact on your business? Do you have a new website that needs to perform well from day one?

Build confidence in your website marketing strategy with our professional audit and foundational setup services. With 7 years of successful ongoing marketing campaigns behind us, Sunlight Media knows the fundamentals of good onsite content marketing and how to read offsite popularity indicators. We don't just tell you how to improve your marketing foundation. Our experts can do it for you, too! We'll work closely with your team to ensure that you're ready to go as quickly as possible.

Onsite Marketing Setup	Service Description	Standalone Price	Package Price
Keyword Research	Determining relevant keyword targets with high traffic and low competition	\$325	\$750 (up to 10 pages) +\$30/page (over 10 pages)
SEO Best Practice Audit & Implementation	A deep dive audit & implementation of our recommendations ensure SEO best practices onsite & offsite	\$227.50	
Optimize Meta Tags & URLs	Your target keywords optimized in URLs, title tags, & meta descriptions on their most relevant pages	\$75.00 (up to 10 pages) +\$30/page (over 10 pages)	
Webmaster Tools Setup	Professional setup of Google Webmaster Tools to track your search term data	\$75.00	
Basic Analytics Setup	Professional setup of Google Analytics to track your traffic data and onsite metrics	\$75.00	
Advanced Analytics Setup	Full Google Analytics setup including advanced goal creation, conversion tracking setup, and more.	\$600	N/A

Content Audit & Refresh	We audit the written content on your website, making sure that you are following marketing best practices and providing the most engaging material for your target audience. Our professional content writers refresh your content and update it with your approval so you can always put your best foot forward when it comes to your written content on the web.	Pricing Up to 10 pages:	\$350
		Pricing Per page over 10 pages:	\$40/page

Local Search Essentials	Service Description	Included	Package Price
Apple Maps	We push your updated and accurate listings to all major data aggregators so that search engines can easily find consistent local information about your business easily and quickly. This makes you more visible to customers who are searching for your products or services.	✓	\$350 per location
Bing		✓	
Infogroup		✓	
Neustar Localeze		✓	
Acxiom		✓	
Factual		✓	
Foursquare		✓	
Citysearch		✓	
SuperPages.com		✓	
Best of the Web		✓	
InsiderPages		✓	
Hotfrog	✓		
Google My Business Setup	We make sure that Google has your updated, accurate business information by properly setting up your Google My Business page.	✓	
Google My Business Verification	Once you receive your postcard in the mail from Google, we verify your business online for you.	✓	
Google+ Business Page Setup	We also create a Google+ business page for you so you can harness the power of social media to benefit your local search rankings.	✓	

Google AdWords Management / PPC

Take advantage of our professional and affordable Google AdWords management services that cover search and display networks, remarketing, and YouTube video advertising (call for details on custom video advertising campaigns). Your dedicated, **AdWords certified** account manager will help you increase your click through rate (CTR) and conversion rate while reducing your cost per click (CPC) and bounce rate.

We know how to intelligently target your most qualified prospects within a defined budget and geographic area. Our design team provides simple and effective ad creative that matches your visual branding in all popular banner ad sizes.

AdWords Management	Basic Search	Display Add-on	Remarketing Add-on	Full Management
Text Ads	✓			✓
Display Ads		✓		✓
Remarketing Ads			✓	✓
Ad Creatives (2 variations in all popular sizes)		1	1	2
	\$500 <i>per month</i> (or 15% of ad spend)	\$200 <i>per month</i>	\$250 <i>per month</i>	\$750 <i>per month</i> (or 20% of ad spend)

Setup Cost	\$450	\$595	\$595	\$1,500
	UP TO 50 <i>text ads</i>	UP TO 5 <i>ad creatives</i>	UP TO 5 <i>ad creatives</i>	UP TO 50 <i>text ads</i> 10 <i>ad creatives</i>
	WAIVED W/ 3 mo. term			WAIVED W/ 6 mo. term

Single Ad Creative Set
(2 variations in all popular sizes)

\$199

Ad Creative Bundle
INCLUDES 10 CREATIVE AD SETS

\$950

Text Ad Writing Bundle
INCLUDES 20 TEXT ADS

\$250

AdWords Audits	Need a checkup? Our AdWords certified team will audit up to 5 campaigns in your account and give you an action plan of how to improve performance for every KPI. Need more? Call for custom pricing.	\$550
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Local Citation Building

If you are a local business, you already know how important it is to show up in a prominent position on local searches in Google Maps, Bing, Yelp, Waze, and other location services. The algorithms behind the search engines look at many factors when deciding who should rank highly, but none are as important as the number of trustworthy directories that list your consistent business information, especially your name, address, and phone number.

When search engines see this consistent information across the web, they are more likely to see you as a legitimate local business and are more willing to refer users to your business. Our local citation building services create listings in the local, niche, and national business directories search engines use to make the decision to rank you. There are a finite number of listings. The number varies greatly based on your location and your niche. We will let you know as we near the end of the campaign. Of course, if your business information changes, we must go back and manually update each listing, extending the campaign.

	Basic	Standard	Advanced
NAP Citations (Name, Address, and Phone Number)	10/month local, niche, and national	15/month local, niche, and national	20/month local, niche, and national
Monthly Reporting	☐	☐	☐
Pricing	\$350 <i>per month</i>	\$450 <i>per month</i>	\$550 <i>per month</i>

Written Marketing Content Generation – A la Carte

Content is the core of marketing on the Internet. It is what search engines use to determine who is worthy of ranking, it is what creates engagement with your brand online, and it is what ultimately sells your products and services. Written content is and will always be essential for your business's continued presence on the Internet.

Our expert marketing content writers have the experience, creativity, and passion to make even the most mundane business highly marketable across the Internet.

	Description	# of Words	Pricing
Offsite Content Generation	This relevant and unique written content is designed to be used for offsite publication such as linkbuilding. The price includes the written article with no revisions, posting on an offsite property, such as Tumblr, WordPress, etc., and 4 social bookmarks on services such as Diig & Stumbleupon.	350 – 400	\$250 <i>per article</i>
Blog Article Creation	This premium written content is designed to be used on your onsite website blog. We have both technical and creative writers, as well as editors to make sure your professional blog is as engaging as possible while matching your brand. Includes 1 revision.	600 – 800	\$250 <i>per article</i>
Press Release Creation	This premium written content is designed to be used as a press release, published on and off your website. This price includes an initial 30-minute meeting to understand what you want to release, along with 3 revisions to ensure maximum effectiveness.	400 – 600	\$550 <i>per release</i>
Press Release Syndication	If you would like us to handle syndication of your press release, we work with you to determine the best syndication network and syndication options. We charge \$150.00 for syndication management, in addition to the price of syndication. We do not mark up the syndication network's cost.	N/A	TBD <i>\$250 syndication management fee applies</i>
Optimized Web Content	This written web content is optimized for uses such as ecommerce listings, social media, webpages, image captions, and more. You can also use this price if you need one of the above content types with more words than we include in the a la carte pricing.	Unlimited	\$0.25 <i>per word</i>

Marketing Packages

	Basic	Standard	Advanced
Offsite Content Generation	5	7	10
Social Bookmarks	20	35	50
Press Releases (including syndication)	-	Quarterly	Monthly
SEO Audit	-	2 /year	Quarterly
Onsite SEO Active Maintenance	-	2 /year	Quarterly
Monthly Phone Consulting	-	-	1 hour /month
Monthly Reporting	✓	✓	✓
Pricing	\$650 <i>per month</i>	\$1250 <i>per month</i>	\$1,850 <i>per month</i>
<i>3 month term required for all marketing packages</i>			

Blogging Packages

	Basic	Standard	Advanced
Blogs	1	2	4
Social Bookmarks	4	10	20
Publish to Social Media (WordPress sites only)	✓	✓	✓
Monthly Reporting	✓	✓	✓
Pricing	\$250 <i>per month</i>	\$450 <i>per month</i>	\$850 <i>per month</i>
LinkedIn Add-on (Publish blog to LinkedIn)	+ \$50 <i>per month</i>		Included

Bundle Discounts

Want to get better marketing results and save more money at the same time? We offer bundle discounts to reduce your cost. How can we do this? Generally, when we are providing multiple services for the same client, we can save time when switching from one activity to another, and we can often use the same graphic assets, with minor tweaks, on multiple online platforms. Check out our discounts below!

Bundle 2 recurring monthly services	5% OFF
Bundle 3+ recurring monthly services	10% OFF
Any bundle with a minimum 1 year commitment	5% OFF
Pay for any bundle for 1 year up front	5% OFF
<i>Discounts can be combined!</i>	

Request a quote today: [323.868.3581](tel:323.868.3581)

