

# PRICE LIST

**DIGITAL MARKETING CONSULTATION**  
**BRANDING CONSULTATION & STRATEGY**  
**MARKETING STRATEGY SESSIONS**  
**DESIGN AUDITS AND RECOMMENDATIONS**  
**COPYWRITING**

INITIAL CONSULTATION €145  
RECOUPABLE FROM BELOW  
STRATEGY & PLANNING €100 PHR  
€45 PHR

## BRAND IDENTITY

FULL 1 HOUR CONSULTATION FROM €145  
RECOUPABLE FROM PACKAGE

### STARTER PACKAGE:

- LOGO DESIGN
- BUSINESS CARD DESIGN €1200
- LETTERHEAD AND ENVELOPE DESIGN

**STANDARD PACKAGE:** €2500

- EVERYTHING IN STARTER PACKAGE
- SOCIAL MEDIA GRAPHICS
- BRAND STYLE GUIDE

**COMPREHENSIVE PACKAGE:** €2500

- EVERYTHING IN STANDARD PACKAGE
- BROCHURE AND FLYER DESIGN
- EMAIL TEMPLATE DESIGN
- WEBSITE DESIGN MOCKUPS (UP TO 5 PAGES)
- BRAND GUIDELINES

## LOGO

**LOGO BASIC PACKAGE:** €300

- 2 INITIAL CONCEPTS
- 2 REVISIONS
- FINAL FILES IN JPG AND PNG

**LOGO STANDARD PACKAGE:** €500

- 3 INITIAL CONCEPTS
- 3 REVISIONS
- FINAL FILES IN JPG, PNG, AND VECTOR FORMATS (AI, EPS)

**LOGO PREMIUM PACKAGE:** €1200

- 5 INITIAL CONCEPTS
- UNLIMITED REVISIONS
- FINAL FILES IN JPG, PNG, VECTOR FORMATS (AI, EPS), AND BRANDING GUIDELINES

## WEBSITE DESIGN

**LANDING PAGE DESIGN:** €500

- 1 INITIAL CONCEPT
- 2 REVISIONS
- RESPONSIVE DESIGN

**STANDARD WEBSITE DESIGN:** €850

- UP TO 5 PAGES
- 2 INITIAL CONCEPTS
- 3 REVISIONS
- RESPONSIVE DESIGN
- BASIC SEO OPTIMIZATION

**E-COMMERCE WEBSITE DESIGN:** €1250

- UP TO 10 PAGES
- 3 INITIAL CONCEPTS
- 3 REVISIONS
- RESPONSIVE DESIGN
- BASIC SEO OPTIMIZATION
- E-COMMERCE FUNCTIONALITY

## PRINT DESIGN

**BUSINESS CARDS:** €250

- 2 INITIAL DESIGNS
- 2 REVISIONS
- PRINT-READY FILES

**BROCHURES:** €420

- 2 INITIAL DESIGNS
- 2 REVISIONS
- PRINT-READY FILES
- BI-FOLD OR TRI-FOLD DESIGN

**FLYERS AND POSTERS:** €450

- 2 INITIAL DESIGNS
- 2 REVISIONS
- PRINT-READY FILES

## DIGITAL DESIGN

**SOCIAL MEDIA GRAPHICS:**

- 1 CUSTOM POST €15
- 12 CUSTOM POSTS €150
- 52 CUSTOM POSTS €500
- 365 CUSTOM POSTS €1750

**EMAIL NEWSLETTER DESIGN:** €250

- 2 INITIAL DESIGNS
- 2 REVISIONS
- HTML AND GRAPHIC FILES

**WEB BANNER ADS:** €250

- 3 SIZES
- 2 REVISIONS
- WEB-OPTIMIZED FILES

ANDREABRITTON

# WEBSITE & SEO MAINTENANCE

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## WEB & SEO CONSULTATION

INITIAL CONSULTATION €145  
RECOUPABLE FROM BELOW

## WEB & SEO STRATEGY

STRATEGY & PLANNING €100 PHR

## COPYWRITING

€45 PHR

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## BASIC MAINTENANCE PACKAGE - £250/MONTH

### 1. WEBSITE BACKUPS & BACK END UPDATES – ENSURING THE WEBSITE IS LIVE, SAFE AND SECURE

- 3 MONTHLY BACKUP:
- MONTHLY PLUGIN / SECURITY UPDATES
- UPTIME MONITORING: ENSURE YOUR SITE IS AVAILABLE TO VISITORS.

### 2. CONTENT UPDATES – KEEPING YOUR WEBSITE CONTENT FRESH & RELEVANT INCLUDING MINOR CHANGES.

- MINOR CONTENT UPDATES: UP TO 1 HOUR PER MONTH FOR TEXT AND IMAGE CHANGES.

### 3. SEO - MONITOR, MAINTAIN, AND TROUBLESHOOT YOUR WEB PRESENCE IN GOOGLE SEARCH

- BASIC SITE AUDIT: IDENTIFY, ADDRESS AND REVIEW ESSENTIAL TECHNICAL SEO ISSUES.
  - INSPECT URLS: REMOVE /UPDATE UNWANTED URLS:
  - MOBILE OPTIMIZATION CHECK: ENSURE THE SITE IS RESPONSIVE AND MOBILE-FRIENDLY.
  - XML SITEMAP: GENERATE AND SUBMIT AN XML SITEMAP TO HELP GOOGLE UNDERSTAND THE STRUCTURE OF YOUR SITE. UPDATE THE SITEMAP WHENEVER SIGNIFICANT CHANGES ARE MADE TO THE WEBSITE STRUCTURE OR CONTENT.
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## STANDARD MAINTENANCE PACKAGE - £350/MONTH

### INCLUDES EVERYTHING IN THE BASIC PACKAGE, PLUS:

- EXTENDED CONTENT UPDATES: UP TO 3 HOURS PER MONTH OF CONTENT CHANGES.
  - ON-SITE SEO: BASIC SEO ADJUSTMENTS ON YOUR WEB PAGES
  - DEEPER GOOGLE SEARCH CONSOLE MANAGEMENT: INCLUDING; INSPECT URLS / URL INSPECTION TOOL / CHECK THE INDEX STATUS OF SPECIFIC PAGES. REQUEST INDEXING FOR NEW OR UPDATED PAGES TO ENSURE THEY ARE QUICKLY CRAWLED BY GOOGLE.
  - MOBILE OPTIMIZATION CHECK: ENSURE THE SITE IS RESPONSIVE AND MOBILE-FRIENDLY.
  - FIX INDEXING ISSUES: USE THE COVERAGE REPORT TO IDENTIFY AND RESOLVE ISSUES THAT PREVENT PAGES FROM BEING INDEXED. MONITOR FOR ANY ERRORS SUCH AS “404 NOT FOUND” AND “SOFT 404” AND FIX THEM PROMPTLY.
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# WEBSITE & SEO MAINTENANCE

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## PREMIUM MAINTENANCE PACKAGE - £500/MONTH

### INCLUDES EVERYTHING IN THE STANDARD PACKAGE, PLUS:

- UNLIMITED CONTENT UPDATES: KEEP YOUR SITE UP-TO-DATE WITH NO HOURLY LIMITS.
- ADVANCED SEO SERVICES: IN-DEPTH SEO ANALYSIS AND OPTIMIZATION.
- ON-PAGE OPTIMIZATION: IMPLEMENT KEYWORDS INTO META TAGS, TITLES, AND DESCRIPTIONS.
- KEYWORD RESEARCH & OPTIMIZATION: IDENTIFY KEY TERMS RELEVANT TO YOUR BUSINESS. INCORPORATE KEYWORDS INTO META TAGS, TITLES, AND DESCRIPTIONS. SUGGESTIONS FOR BLOG POSTS AND CONTENT UPDATES.
- LOCAL SEO: LOCAL CITATIONS: ENSURE ACCURATE BUSINESS LISTINGS ON MAJOR DIRECTORIES.
- CUSTOMER REVIEWS STRATEGY: GUIDANCE ON MANAGING AND ENCOURAGING ONLINE REVIEWS.
- CONTENT OPTIMIZATION: REVISE EXISTING CONTENT TO BE SEO-FRIENDLY.
- REVIEW LINKS TO YOUR SITE: USE THE LINKS REPORT TO MONITOR BACKLINKS AND INTERNAL LINKS. IDENTIFY AND DISAVOW ANY SPAMMY OR HARMFUL BACKLINKS THAT COULD NEGATIVELY IMPACT YOUR SEO.
- ENHANCE PAGE EXPERIENCE: CHECK THE CORE WEB VITALS REPORT TO ENSURE YOUR SITE MEETS GOOGLE'S PERFORMANCE METRICS FOR LOADING, INTERACTIVITY, AND VISUAL STABILITY.
- OPTIMIZE PAGES TO IMPROVE USER EXPERIENCE AND SEO RANKINGS.
- INTERNAL LINKING STRATEGY: DEVELOP A STRATEGY FOR LINKING WITHIN YOUR SITE TO IMPROVE NAVIGATION AND SEO.
- BASIC LINK BUILDING: SECURE HIGH-QUALITY BACKLINKS FROM REPUTABLE SITES.

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## TERMS

### CONSULTATION FEE

ALL CONSULTATION FEES ARE RECOUPABLE AGAINST FURTHER PACKAGES AND WILL BE REMOVED FROM PACKAGE BILL.

### REVISIONS:

THE NUMBER OF REVISIONS INCLUDES FEEDBACK ROUNDS PROVIDED WITHIN THE AGREED SCOPE. ADDITIONAL REVISIONS MIGHT INCUR EXTRA CHARGES.

### TURNAROUND TIME:

STANDARD TURNAROUND TIMES ARE 5-7 BUSINESS DAYS FOR INITIAL CONCEPTS. RUSH ORDERS CAN BE ACCOMMODATED FOR AN ADDITIONAL FEE.

### PACKAGES:

CUSTOM PACKAGES CAN BE TAILORED TO SPECIFIC CLIENT NEEDS.

### RETAINER PACKAGES:

MONTHLY RETAINER PACKAGES FOR ONGOING DESIGN SERVICES START AT €500/MONTH.

### BULK DISCOUNTS:

DISCOUNTS ARE AVAILABLE FOR BULK ORDERS AND LONG-TERM CONTRACTS.

### PAYMENT:

DEPOSIT: 50% DEPOSIT REQUIRED UPFRONT FOR ALL PROJECTS.

MONTHLY FEES INVOICED AT THE END OF THE MONTH.

FINAL PAYMENTS: REMAINING BALANCE DUE UPON PROJECT COMPLETION AND BEFORE FINAL FILES ARE DELIVERED.

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