



 OUR FOCUS

# Understanding SEO Programs

# The Challenge

Building a stronger online presence requires addressing many components simultaneously. The primary focus is improving page ranking so your website appears early in search results when users search on Google, Bing, and Yahoo.

## The Solution

Achieving this goal requires several separate but related activities that we call the SEO Program. Our comprehensive approach ensures all facets work together for optimal results.



# PLANET REACH MEDIA

# Our Comprehensive Approach

This proposal covers a comprehensive SEO program. Some clients may choose to perform aspects in-house, but an ineffective performance in just one area can lead to poor results. Allowing us to manage all phases ensures professional efforts and positive outcomes.

01

## Foundation Building

Redesigning web pages and reworking content establishes the groundwork for SEO success.

02

## Ongoing Optimization

Truly building SEO power takes consistent effort over months, involving proven practices and adaptation.

03

## Continuous Evolution

The SEO landscape constantly changes, requiring trial and error alongside established methods.



# How Search Has Changed

People Don't Just 'Google' Anymore

Today, customers find businesses by:



Google & Bing search



Maps & local listings



Voice assistants



AI tools that answer questions instead of showing links

AI tools don't guess — they pull information from websites they understand and trust.

- If your website isn't clear, structured, and up to date, AI and search engines won't confidently show your business.

## Our Job:

Make sure search engines and AI tools clearly understand:

→ Who you are

→ What you offer

→ Where you operate

→ Why you're trustworthy

# What We Do to Make You Show Up Everywhere

We Prepare Your Website for All Search Engines — Including AI

In simple terms, we:



Structure your website properly so search engines and AI can read it easily



Optimise your content so it answers real customer questions



Improve technical performance (speed, mobile, security)



Set up tracking and signals that build trust and authority



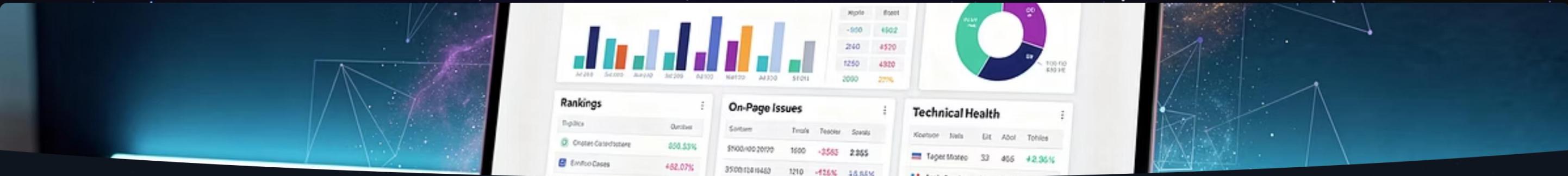
Keep your content accurate and updated over time

This ensures your business:

- Appears in traditional search results
- Shows up in voice and local searches
- Is recommended by AI tools
- Stays visible as search technology evolves

Bottom line:

We don't chase trends — we build strong foundations so your business is discoverable everywhere people search, now and in the future.



## What Makes Us Different?



### Revenue-Focused SEO (Not Vanity Metrics)

We don't optimise for traffic alone — we optimise for leads, bookings, and revenue, tying SEO performance directly to business outcomes.



### Data-Driven Strategy With Live Reporting

Every recommendation is backed by data, and clients receive clear dashboards showing rankings, conversions, and ROI — not confusing spreadsheets.



### Technical SEO Expertise (Most Agencies Avoid This)

From Core Web Vitals and crawl efficiency to indexation, structured data, and site migrations, we handle the complex technical work others outsource.



### Industry-Specific SEO Strategies

We tailor SEO strategies based on your industry, competition, and customer journey — not one-size-fits-all packages.



### Dedicated SEO Partner, Not a Vendor

Clients get a real strategist, regular check-ins, and proactive recommendations, not a faceless account queue or automated reports.



### Technical & Marketing Experts

We combine SEO expertise with genuine interest in your business—the perfect combination for thinking big and delivering results.



### Organized & Methodical

We establish clear processes shared through work schedules, so you always know what we're doing and when.



### Audit-First Approach

Every engagement begins with an SEO Audit, revealing your website's real situation before creating a bespoke monthly plan.

# Our Commitment to Quality



## Comprehensive Optimization

We fix general SEO issues while optimizing the appropriate number of pages monthly, ensuring each page is fully optimized and ready to rank.



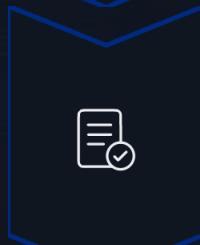
## Client Control

We request approval before making any changes, keeping you in control of your website at all times.



## Professional Copywriting

Our professional copywriters immerse themselves in your industry, proposing quality content that naturally incorporates your keywords.



## Integrated Services

Internal synchronization between Business Strategy, Paid Advertising, Social Media, and SEO improves rankings and reduces cost per click.

# Sustainable SEO Practices



We practice ethical SEO and follow best practices. Websites that hired shady SEO companies to buy bad backlinks and lost rankings often turn to us for proper analysis and solutions.

We deliver monthly detailed SEO reports to keep you informed of progress. Our approach focuses on sustainable, long-term results rather than quick fixes that can damage your online presence.

## 3-Month Review

We conduct page reviews after 3 months to make important changes that improve performance.

## Clear SEO Roadmaps With Defined Deliverables

We provide clients with a documented SEO roadmap outlining what will be done, why it matters, and when it will happen. This removes guesswork and ensures clients always know what work is in progress, what's completed, and what's coming next.

## Regular, Plain-English Reporting (No Jargon)

Our reports focus on what changed, why it changed, and what it means for the business, not just rankings. We explain performance in clear, non-technical language, tying SEO activity directly to traffic, leads, and conversions.

## Transparent Reporting

Monthly detailed reports keep you informed every step of the way.

## Live Access to Analytics & Dashboards

Clients are given direct access to tools like Google Analytics, Search Console, and custom dashboards. This ensures full visibility into performance at any time — no hidden data, no filtered views, no surprises.

## Ethical, White-Hat SEO Aligned With Search Engine Guidelines

We follow sustainable, guideline-compliant SEO practices that protect clients from penalties or long-term risk. All optimisations are documented and explainable — nothing is done that we can't confidently justify.



INITIAL SERVICES

# What Can We Do for You?

We evaluate your website's health and apply the appropriate SEO strategy to rank in search engines and give the best user experience to your clients.

**\$750**

**Manual SEO Audit**

Based on ranking factors

**\$300**

**Link Profile Analysis**

Comprehensive backlink evaluation

**Free**

**Initial SEO Report**

No obligation assessment

- Important:** Before suggesting an SEO Pack, we always perform a formal audit to properly identify problems and issues. We then recommend the most suitable package based on these audits. Audit costs are fully refundable if you sign up for any SEO Pack.

# SEO Maintenance Packages



## SEO Monitoring & Maintenance

\$750 / month · No contract

Best for small sites that need stability, health checks & visibility tracking

**Focus:** Website health, monitoring, and issue prevention

- Monthly website crawl & SEO health check
- Resolution of general SEO issues (errors, warnings, indexation basics)
- Up to 40 tracked keywords (primary + variations)
- Monthly competitor visibility snapshot (1 competitor)
- Backlink monitoring & monthly backlink profile analysis
- Monthly SEO performance report (plain-English summary)

**Best for:** Businesses that already rank and want to maintain performance safely



## SEO Maintenance + Content

\$1,500 / month · No contract

Best for brands that want consistency + light growth through content

**Focus:** Keeping the site healthy while feeding search engines & AI fresh content

Everything in Package 1, plus:

- Monthly SEO-driven blog content (1-2 posts)
- Keyword research & topic selection for blogs
- Content optimisation for search intent
- Blog performance tracking & recommendations

**Best for:** Service businesses, local brands, and tourism operators

Note: We will advise a change of pack if rankings start going down or if we find negative SEO signals on your website.

PREMIUM

# SEO Driven Packages

## Essential SEO Growth

\$2,000 / month · No contract

Best for businesses ready to actively grow organic visibility

Focus: Strategic SEO execution & ranking growth

- Comprehensive SEO audit (technical, on-page, off-page)
- 6-month SEO roadmap & keyword strategy
- Keyword mapping (primary + up to 2 variations per page)
- 4 pages fully optimised per month
- On-page SEO + foundational off-page analysis
- Up to 200 tracked keywords (desktop & mobile)
- Competitor monitoring (2 competitors)
- Monthly UX & SEO improvement recommendations
- SEO performance dashboard + monthly report

Best for: Growing businesses that want measurable ranking improvements

If your website needs a more bespoke SEO service, contact us to discuss custom solutions.

MANAGED

# Managed SEO

\$2,500 / month · 6-month contract

Best for competitive industries & authority building

Everything in Essential SEO, plus:

- Fully managed SEO execution
- 6-month SEO-driven blog & content plan
- Monthly blog copywriting
- Advanced link building & link reclamation campaigns
- Monthly competitor backlink analysis
- Expanded keyword focus (primary + 2–3 variations per page)

**Focus:** Authority, trust, and AI-ready content depth

**Best for:** Brands competing in crowded search results

PREMIUM

# Premium Managed SEO

\$3,500 per month - 6 months contract

Fully Managed SEO Solution

- All Premium SEO features
- Conversion Rate Optimisation
- Landing Page Mapping
- Monthly Focus Keyword Analysis
- Monthly Backlink Profile Analysis

If your website needs a more bespoke SEO service, contact us to discuss custom solutions.

# Advanced / E-Commerce SEO

\$5,000 / month · 6-month contract

Best for e-commerce, marketplaces & revenue-driven platforms

Focus: Revenue, scale, and competitive dominance

## Includes:

- Dedicated Account Manager
- Advanced SEO audit aligned with ranking factors & AI visibility
- Keyword & category-level strategy
- Clicks vs impressions (CTR) optimisation
- Monthly SEO-driven blog content
- 5 SEO competitors analysed & monitored monthly
- Advanced link building & reclamation campaigns
- Product, category & key page optimisation (priority-based)
- Conversion-focused SEO insights
- E-commerce SEO dashboard & reporting

Best for: Online stores, booking platforms, and high-value digital products

# Ready to Get Started?

Prices valid until June 30, 2026

01

## Accept Proposal

Accept as-is or discuss changes with Liam at Planet Reach

02

## Finalize Contract

Sign the contract and make initial payment

03

## Provide Access

Share web analytics, Webmaster tools, CMS/FTP access, target locations, and top 3 competitors

04

## Launch Meeting

We'll schedule introductions and gather information before beginning work



PLANET REACH  
MEDIA

## Get In Touch

We're excited to connect with you! Whether you have questions, need a custom quote, or are ready to transform your social media presence, our team is here to help. Reach out through any of the methods below, and let's start building something amazing together.



Email Us

[liam.missick@planetreachmedia.com](mailto:liam.missick@planetreachmedia.com)



Call Us

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Visit Our Website

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