



2017 Price List

– August revision –

What does the client want?

<p>Content Planning</p> <p>To have their website (re)designed using the most most popular relevant search phrases, thereby preparing the site to rank quickly and broadly.</p> <p><i>Solution:</i> 1. Keyword Priority Report</p>	<p>Immediate Visitors</p> <p>To immediately attract website visitors (& presumeably generate sales inquiries) for goods and services being sought within a tightly targetted region.</p> <p><i>Solution:</i> 2. AdWords Search Network Setup</p>	<p>Rival Tracking</p> <p>To identify top-ranked rivals whose design & methods may be worth emulating, plus establish baseline ranks allowing future SEO effects to be evaluated.</p> <p><i>Solution:</i> 3. Market Rankings Report</p>	<p>Website Visibility</p> <p>To actively raise the “organic” rank of their website on Google across a variety of thematically similar & popular search phrases within a loosely targetted region.</p> <p><i>Solution:</i> 4. Organic Ranking Campaign</p>
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All work begins with a Keyword Priority Report. Usually, this is joined by one or both of the remaining “Fundamental” products. There are three “Fundamental” products that can be purchased without needing to enroll in a full multi-month Ranking Campaign. These options are:

- 1. Keyword Priority Report** (\$1,200)
- 2. AdWords Search Network Setup** (\$900 and Keyword Priority Report is a prerequisite.)
- 3. Market Rankings Report** (\$600 and Keyword Priority Report is a prerequisite.)

If a Ranking Campaign is also being undertaken, all three Fundamental options become mandatory: the data from AdWords visitors will help shape the focus of the organic campaign, and the Market Rankings Report uncovers weakly defended areas and provides baseline rankings to measure ongoing results. Significantly, after the cost of all Market Rankings Reports are covered by the the monthly Retainer. Lastly, the client must choose the desired level of effort to be made in raising their website rank: Defensive, Aggressive, or Dominant.

- 4. Organic Ranking Campaign** (Choice of \$1000, \$1800, or \$2500 monthly payments, plus the Retainer. All three Fundamental products are prerequisites.)

A typical payment schedule for a Defensive campaign would look like this over the first eight months (campaigns continue until a client requests a halt):

Month	1	2	3	4	5	6	7	8
Keyword Prioritization.....	\$1200	0	0	0	0	0	0	0
AdWords Setup.....	\$900	0	0	0	0	0	0	0
Market Ranking Report.....	\$0	0	0	0	0	0	0	0
Retainer.....	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600
Organic Campaign.....	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Subtotals	\$3,700	1,600						
GRAND TOTAL	\$14,900							

These prices assume that the client can provide a “point-person” with whom AlterMedia can work – typically an internal or contracted website/social media manager – and that the top decision-maker for the company is also available for monthly consultation. If the top decision-maker is not actively engaged in this process, AlterMedia is not interested in pursuing their company as a client.

Another assumption is that we are dealing with a single campaign for AdWords and organic ranking: this means being focussed on a single website, within a single geographical target, and pursuing a single description of similar products and services. Multiple campaigns are possible, but these would carry additional costs and are generally launched after the first campaign has proven its ROI and achieved a level of stability.

AlterMedia does not generally offer products to the public on a retail basis. Instead, prospective companies are referred to AlterMedia by trusted web developers and related marketing professionals. If the end-client and AlterMedia feel there is a good fit, a proposal will be offered directly to the end-client. AlterMedia does not offer white labelling. Clients are billed month-to-month with no multi-month obligations. All payments are due prior to each 30-day management period. AdWords fees are paid by the client directly to Google (\$10/day rising to whatever amount the market can support and the client feels is appropriate). All Google accounts created on behalf of the client are immediately the property of the client and made accessible to them: AlterMedia believes strongly that all legacy data created by these accounts should be available to the client.

Keyword Priority Report

*This product is a one-time cost of **\$1200**.*

Reporting on thousands of relevant search phrases known to be used within a client-specified geographically boundary (usually provincial or national), prioritized by the gross number of searches made on Google annually for each phrase. The research also reveals seasonal highs and lows with which to plan campaigns for optimal effect.

Details:

All companies should care a great deal about which search phrases generate the most profit. For instance, if you are a travel company in Toronto and decide to specialize around “vacation deals”, you will be accessing an annual “search volume” on Google of roughly 11,420 searches. If your competition up the street does a Keyword Priority Report, they will learn that by altering their description to “cheap vacations”, they will be dipping into an annual search volume that, at roughly 49,400 searches, is over four times as large. This is a simple choice when viewed by the size of the available market, but what if all your rivals are fighting over this bigger slice of the pie: perhaps they should be left to exhaust themselves, while you quietly and more easily dominate the smaller slice? Or perhaps the less popular search phrase brings visitors with a much higher rate of conversion-to-sales? Plainly, companies who employ a Keyword Priority Report will generate better content than rivals who wander through the web’s keyword-based terrain without a map.

Before every campaign, and certainly before any website content is ever written, a review of the search volume available to a company within its target region should be undertaken. From this, the best choices for an Organic Ranking Campaign can be made. If an AdWords Search Network Setup has been commissioned to accompany this research, the most promising “thematic groupings” of search terms will be organized. These can be converted into an AdWords campaign, sharpened by a list of “negative” keywords that – if one of them is present in a person’s search – will halt the ad from appearing (e.g. most dentists don’t wish to pay Google for visitors searching for an “animal dentist”).

If a Market Rankings Report has been commissioned, AlterMedia will distill the thousands of phrases from the Keyword Priority Report into 35-50 search terms that best define the breadth of the client’s market (e.g. “dentists toronto”). These are used to discover the current rank of the client’s site and those of their rivals (as viewed from a city chosen by the client), thereby creating a baseline to detect the changing status of client and rival sites. These reports are critical for monitoring the progress of any Organic Ranking Campaign, since most campaigns have very little detectable impact on sales inquiries until a site arrives among the top ranks for popular search phrases. Since it can take many months of work to raise a site’s rank to top levels, a business that lacks monthly rankings is powerless to track the progress of their SEO efforts.

AdWords Search Network Setup

*This product is a one-time cost of **\$900** with the Keyword Priority Report as a prerequisite purchase.*

The prerequisite Keyword Priority Report is converted into an AdWords campaign, including negative keywords, and at least 2 ads are created for each of 10 AdGroups. If the client has legacy campaigns in an existing AdWords account, these are reviewed for useful “legacy” information, but a clean new campaign is generally installed. If no AdWords account exists, one is created for the client (including any missing Analytics or Search Console accounts).

Details:

AlterMedia only runs Google AdWords campaigns when organic campaigns are also being run concurrently. This is because one campaign tends to support better results for the other. For example, what Google charges the client for each visitor is affected by the quality of the organic content on the website. In turn, AdWords not only brings new visitors to a site, it is also a form of real-time polling within specific geographical areas: it reveals the size of a client’s market around specific keywords, and how “engaged” these visitors appear on the client’s site (especially their willingness to make online purchases or inquiries).

Since AdWords is a “pay-per-click” system, Google will bill the client’s credit card for the cost of each visitor who clicks on an ad. AlterMedia oversees the bidding structure for the keywords triggering these ads, but the daily maximum budget is always set by the client to avoid any unwanted surprises. A typical daily maximum can be as low as \$20 for a small local campaign, or upwards of \$10,000 for a national campaign. The size of Google’s daily budget depends entirely on the size of a target market, the client’s ability to fulfill the resulting sales, and the ratio between the cost of attracting enough visitors to generate an average sale and the amount of profit within that average sale (e.g. if it costs \$100 to generate \$200 in profit, then the daily budget can be raised to whatever it takes to intercept the entire target audience).

Market Rankings Report

*This product is sold for **\$600** apiece with the Keyword Priority Report as a prerequisite purchase. If a Ranking Campaign is being also run, the cost of these reports are included in the monthly cost of the Retainer.*

35-50 search phrases will be selected from the prerequisite Keyword Priority Report and the first 10 pages of Google results will be collected for each phrase. This creates a ranking “baseline” against which all subsequent Market Ranking Reports will be compared. Later Reports will show the changes since these baseline ranks were recorded, thus allowing a client to judge their own ranking efforts (for instance, a client may NOT be employing AlterMedia to actively raise their site’s rank, but may wish to generate quarterly reports on the status of their own internal ranking efforts).

Details:

Without a Market Ranking Report, it is impossible to know if SEO efforts are succeeding, particularly if the client has no online shopping cart to easily demonstrate the Return On Investment. By contrast, being able to refer to a Market Ranking Report not only tracks the progress of SEO efforts across a spread of 35-50 search phrases, but those responsible for executing an effective SEO campaign can see which tactics, including those of their rivals, are working (and which are not). Each Report is typically between 80-200 pages; its tactical information is used to support the analysis offered by independent SEO professionals (or by AlterMedia, when a referral has been accepted).

Benefits include knowing which rivals are running AdWords and for what types of phrases; which of these campaigns are underfunded, unnecessarily expensive, or missing search terms; whether sudden increases or decreases in organic rank are due to SEO efforts or merely industry-wide changes to Google’s algorithm; which sites are competing most strongly for organic and AdWords rank and market penetration; how the ranks of rivals have changed since the previous report, etc. Most helpful to a client is to visually see the changes in rank – organic or AdWords – over many months of effort: this helps to identify whether a campaign is trending up, down, or holding steady.

The report will show Google “Search Engine Results Page” (SERP) rankings as they would appear from a specified city (e.g. Toronto). In addition to custom analysis in the form of an Executive Summary, these supporting appendices are supplied as in PDF format:

- i) A table showing the current ranks, alongside those of up to 12 previous reports (if these exist), in direct comparison to the organic and AdWords ranks of one principal rival selected as a target.
- ii) Side-by-side comparisons of up to 20 rival sites, with each domain showing their current organic and AdWords rank for 35-50 search terms. Where any previous reports exist, these new ranks will be compared to those in the previous report, with visual indications displaying which ranks went up, down, or stayed the same.
 - a) All organic listings appearing on the 1st and 2nd page of Google, showing the search terms that activated each listing and the rank at which it appeared.
 - b) All AdWords listings appearing on the 1st and 2nd page of Google, showing the search terms that activated each listing and the rank at which it appeared.
 - c) Total gross organic listings appearing in the research.
 - d) Total AdWords listings appearing in the research.

Retainer

*This product is a monthly cost. It is sold for **\$600** and mandatory for all Organic Ranking Campaigns.*

The Retainer includes a monthly report delivered by email (as a PDF) analyzing and documenting the client's current rankings, details of the ranks achieved by principal rivals, and any tactical recommendations for that month.

Details:

When an Organic Ranking campaign is run by AlterMedia, this Retainer covers most related costs – apart from the actual Organic Ranking campaign itself and any AdWords click-fees from Google – sufficient for one website operating within a single geographical target (typically a city, province, nation, etc.). If additional geographical targets are needed, such as an additional AdWords or Organic campaign, a separate Retainer may be proposed.

The Retainer includes all reasonable conversations and explanations (via phone or email) requested by the client related to the delivery of these services, such as a review of issues presented in the monthly Market Rankings Report. The Retainer also includes these services:

a) AdWords Search Network Management

The running of an AdWords “Search Network” campaign is a mandatory part of any Organic campaign, because both types of campaigns reinforce and support the effectiveness of the other. The cost of setting up an AdWords campaign is a one-time cost not included in the monthly Retainer fee. After an AdWords campaign is launched and an initial Market Rankings Report delivered, the Retainer will cover the cost of managing the AdWords campaign.

b) Market Rankings Report

Produced monthly and delivered as a PDF, this customized analysis allows clients to monitor the progress of their Organic and AdWords campaigns (and keep track of their rivals). Of equal importance, the gathering of this rankings data is also tactical information applied in the running of campaigns.

Organic Ranking Campaign

This is a monthly cost. The price of an Organic Ranking Campaign depends on the level of effort being made to actively raise a site's rank (see below).

To raise a website's rank within Google requires a constantly changing recipe of on-site content, off-site links, localized citations, and social media engagement. Google's ranking algorithm has evolved to significantly disengage earlier relationships between desirable keywords and the "backlinks" bringing visitors from external sites, while the importance of inserting desirable keywords within on-site content has increased. As a result, while a set of thematically similar keywords is still at the heart of each of these campaigns, these keywords are now being very broadly interpreted by Google. This leaves clients in a far more empowered position: the rising wave of general authority (principally via backlinks and citations) can now be strongly shaped to support the rank of desirable search phrases by weaving similar keywords into the site content.

Choosing the best organic ranking campaign for a website has now simplified to a choice between speed, aggressiveness, and longevity: how fast does the client want to climb to "page one" of Google, how dominant do they wish to be over their rivals, and how long can the resulting rank be maintained after the campaign ends (or is reduced to a maintenance level)? Typically, a campaign ramps up and down their efforts according to the level of competition encountered, usually starting with heavier campaigns to push into top ranks. Most campaigns should be budgetted to run for at least 8 months to create a natural-looking "wave" of signals. With this in mind, campaign choices fall into three packages (remember that the \$600/month Retainer is added to the chosen Campaign):

Defensive: \$1000/month

Ideal for budget-conscious companies who aspire to be a prominent player in a low-competition industry, this campaign will move their Google listing onto page one for many of their most desired search phrases. Its main limitation is that it takes longer to get into strong first page positions than more aggressive campaigns, and that top ranks of 1st-3rd are rarer.

Aggressive: \$1800/month

This creates a more equal fight with top rivals than just a Defensive campaign, delivering more 1st-3rd ranks and more rapidly. It is ideal for companies with enough budget to avoid paying the "opportunity cost" of slower campaigns, since slower campaigns also take longer to generate sales.

Dominant: \$2500/month

This campaign is designed to break through entrenched rival positions at the top of Google's search results in as short a time as possible. Significant resources are expended up-front to capture these high ranks, usually ramping down later to lesser campaigns used to maintain whatever top ranks were gained. For industries with extremely aggressive rivals, this campaign may also be run constantly to maintain dominant rankings. Ideal for companies with enough budget to move forcefully and rapidly into top revenue-generating ranks.