

TotalWeb Partners

A Division of Strategic Market Solutions, LLC
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TotalWeb Partners

“TotalWeb” Website with SEO Packages

Strategic Value	Deliverables	Silver Site +Bronze SEO	Silver Site +Silver SEO	Silver Site +Gold SEO
<i>Improved Online Image Better User Experience</i>	Design & Build a New Custom Site or; Update and Add Custom Content to Existing Site. <i>New Homepage, New Navigation, New Content, & New Graphic design</i>	10 Pages Total	15 Pages Total	20 Pages Total
	Copy-writing Included; Informational and Technical <i>(Copy writing pages are included in the page totals above)</i>	5 Pages	8 Pages	12 Pages
<i>Measurement & Tools</i>	Detailed Tracking, Reporting, Helpdesk, and CMS Access	X	X	X
	Site hosting <i>(optional)</i>	X	X	X
<i>Advanced Technology Attract & Engage Users</i>	Mobile; Responsive Web Design (RWD)	RWD +Any One	RWD +Any Two	RWD +Any Two
	Customer Service Module; <i>Google Translator, Live Chat, and FAQ pg.</i>			
	Blog			
	Interactive & Custom Technology Pages; <i>Choice of Custom Portal, Gallery, Press Room, Library, or Locator</i>			
<i>Site Updating & Guidance Evolving Content to Engage Users Attract New Users</i>	Client directed changes <i>(Site & Catalog)</i>	Monthly	Monthly	Monthly
	Site Analysis & Update <i>(Site & Catalog)</i>	Quarterly	Semi-Monthly	Semi-Monthly
	New or upgraded content pages; <i>New Product, New Service, or Case Study</i>	4 / yr.	4 / yr.	4 / yr.
	SEO <i>(5-12 Keyword packages; Details in SEO Offers)</i>	5 Keywords & Permutations	8 Keywords & Permutations	12 Keywords & Permutations
<i>Costs “10% Discount if bundled with any other offer”</i>	Setup	\$750	\$1,000	\$2,000
	Monthly Cost	\$700	\$900	\$1,100
	Additional Pages	\$10	\$10	\$10
	New or Refreshed Logo Design	Included	Included	Included
TWP Works	Includes: <i>TWP Intel, TWP Discovery, TWP E-Cast, and TWP CRM</i>	\$200/mth		
	TWP Works+ (includes campaign management)	\$600/mth		

* Excludes Configurator. If product configuration is required click here for TotalWeb Partners Advanced Catalog Solutions.

Minimum commitment required ~ Pricing valid through Dec 31, 2018

<https://totalwebpartners.com/totalweb-partners-website-design-build/>

www.TotalWebPartners.com

“TotalWeb” SEO Elements

Strategic Value	Standard & Local Package Deliverables	Bronze	Silver	Gold
Targeting Your Customer Base <i>Google, Yahoo, Bing, Directories, and more...</i>	Keyword phrases with related permutations	5	8	12
	Keyword & competitive research	X	X	X
	Directory Optimization	Bi-annual	Quarterly	Quarterly
Maximizing Site Exposure	On-Page Optimization; <i>Build, Refine, & Update Landing Pages, Meta Data, Mobile, Geo, and Sitemap</i>	Quarterly	Semi-Mthly	Semi-Mthly
	Off-Page Optimization; <i>Link, Bookmarking, Forums, & Search Engine Submission Campaigns</i>	Quarterly	Semi-Mthly	Semi-Mthly
Measurement, Analysis, & Adjustment	Detailed Reporting & Helpdesk	<ul style="list-style-type: none"> Position Activity 	<ul style="list-style-type: none"> Position Activity User ID 	<ul style="list-style-type: none"> Position Activity User ID
	Keyword & link strategy analysis & adjustment	Quarterly	Semi-Mthly	Monthly
Content Marketing <i>On Site Off Site Social Media Sites</i>	New content rich Web pages	1 / yr	2 / yr	2 / yr
	SMO, Blog Marketing, & Optimized posts; <i>Blogs & Articles (On & off site)</i>	2 / Month (Site Only - No SM)	4 / Month	6 / Month
	Video and/or Press Release Creation & Optimization		2 / yr	4/ yr
Costs included in TWP Website / SEO Combo Service Packages				

“TotalWeb” WebSite Add Ons

Add On	Specs	One Time Cost*	Monthly Cost
New Page; Product, Informational, or Form	Html – Content provided	\$125	\$10
New Page + Content; Product, Informational, or Form	Html – Includes Copywriting	\$300	\$25
Blog / Forum	WordPress Integration w/RSS Feed	\$350	\$25
Customer Service Module	Google Translator, Live Chat, and FAQ pg creation	\$350	\$25
Search Landing Page	Search Term Driven Landing Page	\$350	\$25
Mobile	Mobile or Responsive Web Design (RWD)	\$350	\$25
Interactive Pages	Gallery, Locator, or Press Room	\$350	\$25
Video Production (30-60 second Informational Presentation)	Animated slide format (4 - 10 slides) with background sound or narration	\$350	n/a
Hourly Maintenance Beyond monthly allowance	Content, navigation, & page updates	\$60/hr	X
**E-Commerce Catalog or Searchable Database Platform	On-line Catalog/Database (Includes 100 Sku's or Data Points)	\$1,000 Setup	\$80
	Cost per additional Sku's or Data Points	Up to 1,000 – \$1.50 each Up to 2,500 – \$1.00 each Up to 5,000 – \$.75 each Up to 10,000- \$.50 each Over 10,000 – Quote	
	+ Hosting.	\$20 / month	Included