

# BRANDIGNITY

DIGITAL MARKETING AGENCY

## PARTNER PROGRAM

### CONTACT

Email: [mfita@brandignity.com](mailto:mfita@brandignity.com)

Phone or Text: 617-959-3144

# ONPAGE SEO OPTIONS

## TIME FRAME

Onsite SEO up to 35 pages usually requires 20-30 business days.

First 10 business days for keyword research  
Second 10 business days for onpage SEO document outlining all recommended changes.

## DELIVERABLE

The final product comes in the form of a report outlining all website changes. These prices do not include installation of changes. Installation is case by case cost.

## QUESTIONS TO START

- What is the URL we are working with?
- What are the goals of the website?
- What audience(s) are we targeting?
- List of competitors.
- Regionally or national business?

Brandignity provides white label partners with expertly crafted on-page SEO solutions. With a keen focus on enhancing website visibility and performance, Brandignity's team conducts thorough keyword research, implements strategic meta tag optimization, and creates compelling, user-friendly content. This white-label on-page SEO service equips partners with a powerful tool to offer clients, enabling them to rank higher in search results and achieve sustainable online success.

Our onsite SEO process includes the following items to be completed by us.

- Keyword Research & page mapping
- Content optimization
- URL structure optimization
- H1 – H5 tag optimization
- Image alt tag optimization
- XML sitemap creation for entire site
- Site speed audit
- Conversion recommendations
- Baseline ranking report
- Install Google Search Console (If needed)
- Install Google analytics (If needed)

0-10 Pages

**\$499**

10-20 Pages

**\$750**

20-25 Pages

**\$899**

25-30 Pages

**\$999**

# OFFPAGE SEO

## #1 - BEGINNER PACKAGE

### ONBOARDING PROCESS

1. Contact [mfita@brandignity.com](mailto:mfita@brandignity.com) to start
2. Finalize billing process
3. Project enters our project plan
4. We start work and communicate

### TIME FRAME

Every 30 days

### DELIVERABLE

Every month you will receive an Excel document (basecamp) where we record what we are doing (and done) each month. We catalog all new links, user name and passwords etc... The client will also get a ranking report each month showing movement for keywords we are targeting.

The beginner package is designed for a client that just wants to get things moving but is most likely on a budget and can't afford to not doing anything by sitting idle.

\*Monthly marketing cost covers time spent for all writing, acquiring links, strategy, and distribution costs.

Our beginner offsite SEO package includes:

- Business directory submissions
- Local business listings
- Niche business listings
- 1 Press release writing & distribution
- 1 3rd party article written and distributed
- 2 pages of onpage SEO
- 2 SEO driven blogs (500 - 1500 words)
- Document sharing
- Social profile links
- Monthly ranking reports
- Monthly activity reports

**\$399**  
PER MONTH

# OFFPAGE SEO

## #2 - ADVANCED PACKAGE

### PROCESS

1. Contact [mfita@brandignity.com](mailto:mfita@brandignity.com) to start
2. Finalize billing process
3. Project enters our project plan
4. We start work and communicate

### TIME FRAME

Every 30 days

### DELIVERABLE

Every month you will receive an Excel document (basecamp) where we record what we are doing (and done) each month. We catalog all new links, user name and passwords etc... The client will also get a ranking report each month showing movement for keywords we are targeting.

The advanced package is designed for a client that has a little bit more of budget and really wants something a slightly more potent and aggressive than the beginner package.

\*Monthly marketing cost covers time spent for all writing, acquiring links, strategy, and distribution costs.

Our advanced offsite SEO package includes:

- Business directory submissions
- Local business listings
- Niche business listings
- High domain authority links
- 1 Press release (Paid PR)
- 1 3rd party article
- 4 SEO driven blogs (500 - 1500 words)
- Document sharing
- Social profile links
- Monthly ranking reports
- Monthly activity reports
- 3 pages on page SEO

**\$550**  
PER MONTH

# OFFPAGE SEO

## #3 - ENTERPRISE PACKAGE

### PROCESS

1. Contact mfit@brandignity.com to start
2. Finalize billing process
3. Project enters our project plan
4. We start work and communicate

### TIME FRAME

Every 30 days

### DELIVERABLE

Every month you will receive an Excel document (basecamp) where we record what we are doing (and done) each month. We catalog all new links, user name and passwords etc... The client will also get a ranking report each month showing movement for keywords we are targeting.

The enterprise package is designed for a client that has a much stronger budget and realizes that certain paid SEO activities are crucial to get a stronger edge over their competitors.

\*Monthly marketing cost covers time spent for all writing, acquiring links, strategy, and distribution costs.

Our enterprise offsite SEO package includes:

- 1 Guest blog post
- 1 infographics per/quarter
- 6 SEO driven blog posts (1-2k words)
- High domain authority links
- Business directory submissions
- Local business listings
- Niche business listings
- 1 Press release – Advanced PR
- Document sharing
- 10 pages of onpage SEO
- Social profile links
- Monthly ranking reports
- Monthly activity reports
- Free ongoing consulting

\*\* This package has a starting price because sometimes we get

STARTS AT  
**\$750**  
PER MONTH

# PPC ADVERTISING

## PROCESS

1. Contact [mfit@brandignity.com](mailto:mfit@brandignity.com) to start
2. Finalize billing process
3. Project enters our project plan
4. We start work and communicate
5. You provide us user access to existing account. If no account exists we will build out a new one.

PPC advertising is ideal for a client that needs quicker visibility or wants to offset the time required to get SEO going.

### Setup Includes:

- Keyword Research (if needed)
- Landing page consultation
- Call tracking
- Ad copywriting
- Google Analytics account set up, if applicable
- PPC Conversion tracking set up (generating code for developer to install)

### Management Includes:

- Campaign Optimization
- Daily Account Maintenance
- Deliverable- Month End Performance Report
- Phone call to review Month End Performance Report
- Email support

## LEAD GENERATION

SETUP UNDER 15K

**\$499**

MGMT UNDER 2K

**\$299**

SETUP OVER 15K

**\$699**

MGMT OVER 2K

**\$399** OR 10%

## ECOMMERCE

SETUP UNDER 15K

**\$750**

MGMT UNDER 2K

**\$399**

SETUP OVER 15K

**\$1500**

MGMT OVER 2K

**\$499** OR 10%

# SOCIAL MEDIA

## #1 - STARTER PACKAGE

### PROCESS

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1. Contact [mfit@brandignity.com](mailto:mfit@brandignity.com) to start
2. Finalize billing process
3. Project enters our project plan
4. You provide us access to social accounts
5. We discuss social asset goals
6. We start work and communicate

### TIME FRAME

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Every 30 days

### DELIVERABLE

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Monthly social reporting showing all activity.

The starter social media package will allow a business to initially gain some traction in the social space. This package is ideal for businesses that want to maintain some sort of presence in their social channels but still be within budget.

Our starter social media includes the following:

- Set up/clean up and optimize social profiles – if needed
- 1 SEO driven blog post
- 2 custom created weekly status updates
- Ongoing email support
- Ongoing consulting
- [Click here for social media example](#)

**\$299**  
PER MONTH

# SOCIAL MEDIA

## #2 - ADVANCED PACKAGE

### PROCESS

1. Contact [mfit@brandignity.com](mailto:mfit@brandignity.com) to start
2. Finalize billing process
3. Project enters our project plan
4. You provide us access to social accounts
5. We discuss social asset goals
6. We start work and communicate

### TIME FRAME

Every 30 days

### DELIVERABLE

Monthly social reporting showing all activity.

The advanced social media package will allow a business to gain more visibility than the starter package but still have a slightly more aggressive social presence.

Our advanced social media includes the following:

- Set up/clean up and optimize social profiles – if needed
- 2 SEO driven blog post
- 3 custom created weekly status updates
- Ongoing email support
- Ongoing consulting
- [Click here for social media example](#)

**\$375**  
PER MONTH



# SOCIAL MEDIA

## #3 - ENTERPRISE PACKAGE

### PROCESS

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1. Contact [mfit@brandignity.com](mailto:mfit@brandignity.com) to start
2. Finalize billing process
3. Project enters our project plan
4. You provide us access to social accounts
5. We discuss social asset goals
6. We start work and communicate

### TIME FRAME

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Every 30 days.

### DELIVERABLE

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Monthly social reporting showing all activity.

The enterprise social media package is our most advanced social management solution. With daily postings and constant management and monitoring this is ideal for clients that want a really aggressive social media marketing approach.

Our advanced social media includes the following:

- Set up/clean up and optimize social profiles – if needed
- 5 SEO driven blog post
- 5 custom created weekly status updates
- \$50 in FB advertising boosting
- Ongoing email support
- Ongoing consulting
- [Click here for social media example](#)

**\$650**  
PER MONTH

# BLOGGING

## BLOG WRITING PACKAGE

### DELIVERABLE

Blog posts delivered in seaprte word docs or a Google Drive

- Post are 1k - 2k words
- SEO optimized blogs
- Image included

These blogs are written with a heavy focus on SEO and user experience. They are crafted specifically to position you or your client as an industry thought leader and an expert in their field.

4 PER MONTH

**\$275**  
PER MONTH

8 PER MONTH

**\$499**  
PER MONTH

20 PER MONTH

**\$750**  
PER MONTH

# WORDPRESS WEBSITE DESIGN

## DESIGN PRICING TIERS

### PROCESS & TIMELINE

#### TIMELINE

1-4 weeks: Design & SEO  
4-6 weeks: Development  
7th - 8th week: Go live!

#### Website Build Process

##### 1 - Design Interview

This is when we get a full understanding on the goals of the site, audience, conversion goals, branding requirements and post launch goals.

##### 2 - Initial Design Mockups

At this stage we design mockups and go through design revisions until colors and layouts are agreed upon.

##### 3 - Website Content & Internal Design

At this stage we starting planing and designing the internal components of the website.

##### 4 - Website Staging URL

Using everything we have gathered, we will start building your website on a staging URL.

##### 5 - Go Live & Launch

Ensure hosting is ready and design/development has gone through the final stages of the life cycle it's go live time!

These are 100% custom designed WordPress sites which include SEO, premium plugins, copy and much more.

#### WordPress Non-eCommerce

1 Page - \$850 (Your sell range \$1,500 - 2k)  
0 - 10 Pages - \$1,950 (Your sell range \$2,750 - \$3,500)  
10 - 20 Pages - \$2,500 (Your sell range \$3,500 - \$4,500)  
20 - 30 Pages - \$3,250 (Your sell range \$4,500 - \$5,500)

#### WordPress eCommerce

1 Page - \$1,350 (Your sell range 2k - \$2,500)  
0 - 10 Pages - \$2,500 (Your sell range \$3,250 - \$4,250)  
10 - 20 Pages - \$3,250 (Your sell range 4k - 5k)  
20 - 30 Pages - \$4,500 (Your sell range \$5,500 - 7k)

#### Monthly Site Maintenance

Available on a case by case option depending on client needs and project scope.

BRANDIGNITY.COM

# THANK FOR CONSIDERING US!

Thank you very much for taking the time to read through our proposal. We are honored that you would even consider working with us. If you have any questions please contact Maciej (ma-chi) at [mfta@brandignity.com](mailto:mfta@brandignity.com).