

**NW SEO:
PRICING
GUIDE**



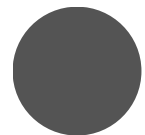
SEO



COPY



CONTENT



PRICING GUIDE.



CONTENTS.

p1. Audit & Strategy Packages

p2. Content Writing Packages

p3. SEO Optimisation Packages

p4. Website Content Packages

p5. Full Retainer Packages

p6-7. My Individual Services

p8. My Standard Rates

p9. Contact Information



NATHAN WATKINS



PRICING & SERVICES GUIDE



AUDIT & STRATEGY PACKAGES

A high-performing website needs a **solid strategy** behind it. My expert SEO analysis, auditing, & strategy services can help you to achieve this, with **3 different package options** to suit your budget:

LITE.

1x: Keyword Research Doc

1x: Lite Technical Audit

1x: On-Page SEO Audit

PRICE - £450

CUSTOM.

Get in touch & we can discuss putting together a **bespoke** audit, analysis, & research package that works best for what **your** business needs.



BASIC.

1x: Keyword Research Doc

1x: Lite Technical Audit:

- *Metadata*
- *Image Alt Attributes*
- *Header Structure*
- *Duplicate Content*
- *Schema Markup*

1x: On-Page SEO Audit:

- *Keyword Optimisation*
- *EAT Content*
- *Page & Site Structure*
- *Duplicate Content*
- *Schema Markup*

3x: Competitor Analysis

PRICE - £600

PREMIUM.

1x: Keyword Research Doc

1x: On-Page SEO Audit

5x: Competitor Analysis

1x: Full Technical Audit

- *Metadata*
- *Image Alt Attributes*
- *Duplicate Content*
- *Schema Markup*
- *Header Structure*
- *Crawl Errors*
- *Insecure Content*
- *Redirect Chains*
- *Sitemap*
- *Site Speed*
- *Robots.txt*
- *Canonicals*

PRICE - £900

NATHAN WATKINS



PRICING & SERVICES GUIDE



CONTENT WRITING PACKAGES

A clearly-defined **content writing strategy** is a great way to **boost** your site's SEO performance. With the following packages, I can provide you with varying content writing & planning **services**.

3 MONTH.

1x: 3 Month Content Plan

- 3 Blogs per month

9x: Blog Article Writing

- SEO optimised
- 2x Redrafts per Blog

PRICE - £1,000 (£330 pm)

6 MONTH.

1x: 6 Month Content Plan

- 3 Blogs per month

18x: Blog Article Writing

- SEO optimised
- 2x Redrafts per Blog

PRICE - £1,900 (£315 pm)

1 YEAR.

1x: 1 Year Content Plan

- 3 Blogs per month

36x: Blog Article Writing

- SEO optimised
- 2x Redrafts per Blog

PRICE - £3,700 (£310 pm)

CUSTOM.

We can discuss a **bespoke retainer** content plan and blog/content writing package for your business, including the following options if your business requires them:

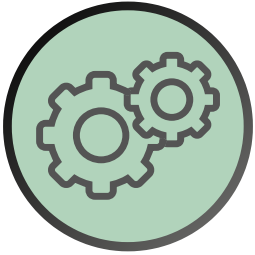
- Adjustable blog content plan lengths.
- Adjustable number of blogs per month (up to 4 per month).
- Adjustable levels of SEO optimisation (content writing without SEO included, if needed).
- **Content skeletons** (to replace content writing; structured, SEO optimised outlines for individual blogs & pieces of content).



NATHAN WATKINS



PRICING & SERVICES GUIDE



SEO OPTIMISATION PACKAGES

Strong SEO requires a clear, direct **strategy** of on-page, off-page, and technical SEO **optimisation tactics**. The following packages provide you with a range of **options** to optimise your site for SEO.

LITE.

1x: On-Page Optimisation

- *3x Pages per month*
- *Lite Optimisation*

1x: Monthly Reporting

- *Keyword Rankings*

PRICE - £250 per month

CUSTOM.

We can discuss putting together a **bespoke** SEO package that works best for what **your** business needs. Get in touch to learn more.



BASIC.

1x: On-Page Optimisation

- *5x Pages per month*
- *Lite Optimisation;*
 - *Keywords*
 - *Content Additions*
 - *Metadata Opt.*

1x: Monthly Reporting

- *Keyword Rankings*
- *Search Console*
- *Technical SEO*

PRICE - £450 per month

PREMIUM.

1x: On-Page Optimisation

- *8x Pages per month*
- *Full Optimisation;*
 - *Keywords*
 - *Content Additions*
 - *Metadata Opt.*
 - *TF*IDF Analysis*
 - *Internal Links*

1x: Monthly Reporting

- *Keyword Rankings*
- *Search Console*
- *Technical SEO*

PRICE - £800 per month

NATHAN WATKINS



PRICING & SERVICES GUIDE



WEBSITE CONTENT PACKAGES

A brand-new website not only needs a striking **design** & clear **branding**, but **content** to match. The following packages will bring your website carefully-constructed **content** to **match your brand**.

LITE.

- 1x:** SEO Website Wireframe
- 5x:** Webpage Writing
- 1x:** Keyword Research

PRICE - £700

BASIC.

- 1x:** SEO Website Wireframe
- 10x:** Webpage Writing
- 1x:** Keyword Research

PRICE - £1,300

PREMIUM.

- 1x:** SEO Website Wireframe
- 20x:** Webpage Writing
- 1x:** Keyword Research

PRICE - £2,500

CUSTOM.

Get in touch & I can put together a **bespoke** package for you to bring your new website a clearly-defined structure & plan. You can also **adjust** the number of pages you need writing for your project, with **flexible pricing**, as well as having the choice to add in (or remove) options like **competitor content research, keyword research, & blog writing**.



NATHAN WATKINS



PRICING & SERVICES GUIDE



FULL RETAINER PACKAGES

With the following options, I can provide you with elements from some of my **core services** to bring you a single, complete, holistic SEO retainer – all in one complete **package** at a **discounted rate**.

LITE.

1x: Lite Audit Package

1x: Lite SEO Optimisation Package

1x: 1 Year Content Plan
Consultation & Support

PRICE - £600 per month

BASIC.

1x: Basic Audit Package

1x: Basic SEO Optimisation Package

1x: 1 Year Content Plan
Consultation & Support

PRICE - £800 per month

PREMIUM.

1x: Premium Audit Package

1x: Premium SEO Optimisation Package

1x: 1 Year Content Plan
Consultation & Support

PRICE - £1,150 per month

CUSTOM.

We can discuss a **bespoke retainer** plan for your business that can include **any** of the elements already discussed, including:

- Adjustable blog **content plans**.
- Adjustable **SEO optimisation packages**.
- Adjustable **Audit Packages**.
- Any additional, **one-off services** that you wish to include.



Refer back to the previous pages for more info on what's included in each package.

NATHAN WATKINS



PRICING & SERVICES GUIDE



INDIVIDUAL SERVICES

On the following pages, I'll be covering the prices of **some** popular, **individual services**. All of my services can be bought as **one-offs**, so please **get in touch** to learn about any that **aren't** covered here.

KW RESEARCH.

My standard keyword research offering includes a minimum of **100** terms, with search volume, keyword relevance, & CPC bid **metrics**. Can be upgraded to include things like **competitor KW gap** analysis, & more.

PRICE - from £90

CONTENT PLAN.

I can offer you a **bespoke** content plan service, covering anywhere from **3 months** to a **year**. My content plans can include blog topics, KW research, metadata, blog tag structure, & more. Pricing depends on the chosen plan.

PRICE - £200-£800

COMPETITORS.

My competitor analysis service takes a look at **any number** of your competitors, analysing several **key SEO metrics** in comparison to your own site's performance. Total price is dependent on the **no.** of competitors.

PRICE - from £150

BLOG WRITING.

I can offer **one-off** blog / content / article writing services to provide your site with content support. The pure content writing service costs **£60 per blog**, blog writing with SEO support will cost you **£100 per blog**.

PRICE - £60-£100

NATHAN WATKINS



PRICING & SERVICES GUIDE

INDIVIDUAL SERVICES CONT.



OPTIMISATION.

My standard on-page optimisation process can be used to look at **one or more** individual pages on your site, with the view of improving **rankings**. I will look at keywords, internal links, TF*IDF terms, EAT Content, & more.

PRICE - £90 per page

TECH AUDIT.

I can offer you one of my **technical SEO** audits as an **individual** service, & can provide you with either a **lite** or **premium** version depending on your budget. You can learn more about what's included in the **above** sections.

PRICE - £300-£800

ON-PAGE AUDIT.

I can also offer you one of my sitewide **on-page SEO** audits as an **individual** service; a **lite**, **premium**, & **bespoke** version. You can also learn what's included here by **revisiting** the section on audits & strategy.

PRICE - £150-£300

C. SKELETONS.

I can also offer your business **content skeletons**; a service which provides a detailed **SEO outline & guide** for **individual pages** of content. Great for those that want to write content **themselves** but need a bit of support.

PRICE - £30 per page

NATHAN WATKINS



PRICING & SERVICES GUIDE



MY STANDARD RATES

For any additional, bespoke, or individual pieces of SEO work you'd like me to look at, I charge a **standard hourly rate**, as well as a standard **word count rate** for writing projects.

HOURLY RATE £30 PER HOUR

Perfect for:

- SEO Consultations
- Bespoke SEO projects
- One-off SEO projects

FOR CONTENT £0.06 PER WORD

Perfect for:

- One-off blog articles
- Website content & pages
- Whitepapers & larger pieces



CONTACT INFO.

If you had any **further questions** regarding any of the services listed in this document, or are interested in working on a marketing project together, be sure to **get in touch** with me through any of the following:



07711 285282



hello@nathanwatkins.co.uk



www.nathanwatkins.co.uk