



## Agency Services and Pricing Summary

### SEO Performance Guarantee

Our monthly SEO service covers all areas of search engine growth. Following is our monthly Performance Guarantee

- We will capture a minimum of 5 new keyword rankings from relevant search phrases that have generated search-based clicks to your website.
- While individual keyword rankings may increase or decrease, there will be a minimum net ranking gain of 25 positions for all active rankings.
- Ranking Trainer will waive its service fee for SEO services in any month that the above two performance conditions are not met.
- The SEO Performance Guarantee does not apply under the following circumstances:
  - SEO work is removed from the website and/or modified without our express written approval.
  - Website SEO issues that negatively impact SEO are not resolved, including excessive duplicate content or high volumes of low-quality inbound links. A game plan to remedy any website issues identified will be provided to Client.
  - Website hosting issues including excessively slow web page load times, excessive downtime (website cannot be accessed), a website that has been hacked or compromised and is penalized by Google or Bing. A game plan to remedy any issue will be presented to Client.

### Pricing Guidelines and Estimates

Pricing is based on the specific needs and requirements of the client. Because of the custom nature of work performed for each customer, we conduct a thorough analysis of your needs before committing to any price. Having said that, we also realize our potential customers need at least some concept of pricing. Following is a list of average prices paid by our clients. Keep in mind your pricing may be much different from what you see below, either higher OR lower, depending on your requirements.

- |  |                             |
|--|-----------------------------|
| 1. SEO Tasks (Local Small Business Websites)   | \$550/month                 |
| 2. SEO Tasks (National & E-Commerce Websites)  | \$650/month                 |
| 3. SEO Tasks (Corporate & Large Organizations)   | \$1,100/month               |
| 4. PPC Tasks (Minimum monthly commitment)  | \$175/month                 |
| 5. PPC Tasks (Minimum monthly commitment for Google Shopping)  | \$225/month                 |
| 6. Core website design   | \$Variable                  |
| a. Pricing Range   |                             |
| i. \$1,500 to  |                             |
| ii. More than \$10,000 – depends on functions & client requests.   |                             |
| b. A written quote is required for all website design projects to ensure all Client requirements and functionalities are accounted for in the pricing. Call 1-801-810-5506 or email <a href="mailto:info@rankingtrainer.com">info@rankingtrainer.com</a> to request an appointment to evaluate your project. |                             |
| 7. Website Hosting   | \$15/month                  |
| Hosting services may be \$25, \$40 or more per month depending on specialty features such as more storage space, higher number of visitors per month, higher grade SSL, business email and more.   |                             |
| 8. Core website maintenance and security tasks   | \$120/month                 |
| 9. Core Social Media Tasks   | \$120/month per weekly post |
| 10. Paid social media ads (minimum monthly commitment)   | \$225/month                 |
| 11. Content & Blog Writing Standard (300+ words)   | \$150/page or article       |
| 12. Content & Blog Writing Technical (medical, legal, high-tech)   | \$200/page or article       |