



SEO Services Rate Sheet

Local SEO

Google Business Profile: Service & Maintenance - \$250/month

- Includes one-time *Setup & Optimization* and *Citation Builder* in first month
- Position tracking for top 5 keywords
- Monitor for user-generated edits, photos, and GBP spam
- Publish client-provided updates (e.g. holiday hours), photos, and product/event posts
- Monthly audit reports and review calls

Google Business Profile: Setup & Optimization - \$200 (one-time)

- Full local SEO audit and review call
- Fill in all static content under GBP info tab
- Advise website developer on optimizing primary website for local SEO
- Assistance with claiming and verifying Google Business Profile
- Recommend apps and workflow for ongoing maintenance and insights

Reputation Management - \$29/month (or \$75/quarter)

Monitor and respond to all your reviews from a private dashboard and display them on your website with a customizable widget. An affordable alternative that includes personal support and resources.

Citation Builder: Local Business Directories - \$50 (one-time) + \$3 per citation

Create an initial campaign to list your business in online business directories (e.g. Citysearch, Ziplocal, Yellow Pages).

Personal Training: Google Business Profile, Reputation Management, Citations - \$100/hour

For the DIY-er: Personalized instruction on setting up and optimizing your Google Business Profile, listing your business in online local directories, and managing your reviews.

On-page SEO | Content Marketing

Writing & Editing - \$80/hour

Writing and editing of search-optimized texts for blog posts, website pages, and other organic content. (I specialize in informational content writing, not sales *copywriting*.)

Keyword Research & Content Strategy - \$100/hour

Coaching and consulting on your blog and content. My keyword research process consists of two stages to develop a seed keyword list and then a final list of the client's desired length, with review calls at each stage.

Competitor Research - \$120/hour

I use Semrush and other tools to research and report on competitor organic keywords and traffic, keyword and backlink gaps, and content quality and performance.

Coaching Call - \$100/hour

Ask questions or talk about what's on your mind related to SEO, by Zoom or phone. For information about my group and private coaching programs, visit randylyman.biz/services.