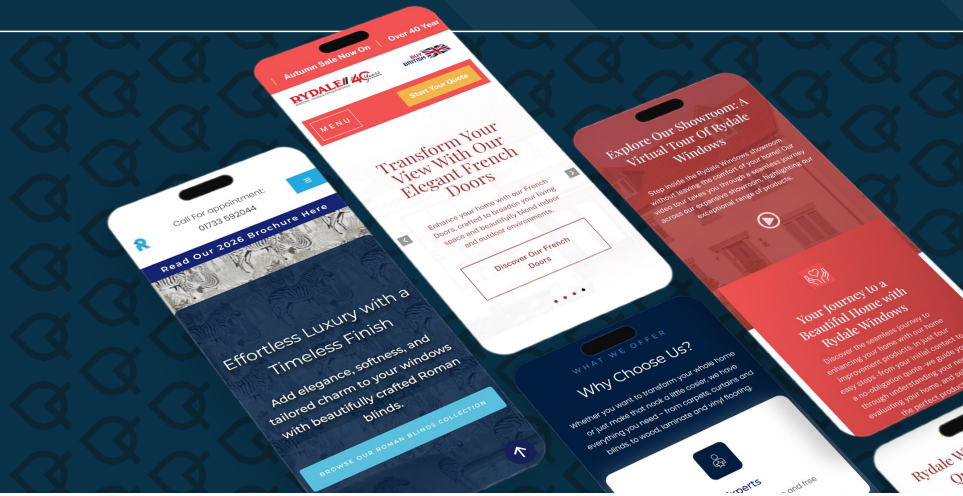
Websites & Benefits

Website development is the process of creating and maintaining an online presence through a professionally designed website.

It involves planning, designing, building, and optimising a site that effectively represents your brand, engages visitors, and achieves your business objectives.



Benefits of Professional Website Development:

Credibility and Trust:
A well-designed website establishes legitimacy and builds consumer confidence.

Flexible Platform Options:
We offer solutions using either Duda (cost effective) or WordPress (for advanced functionality).

Scalable Solutions:
From simple brochure sites to full ecommerce platforms, we build websites that grow with your business.

Mobile Optimisation:
All our websites are responsive across all devices.

Managed Hosting:
We handle all technical aspects, ensuring your site remains secure, fast, and always online.

Integration Capabilities:
Connect your website with CRM systems, email marketing, and other business tools.

Ongoing Support:
Our team manages updates, security, and performance improvements, letting you focus on your core business

Websites & Benefits

Duda Care Packages	Basic Hosting	Web Care Essentials	Web Care Plus	Web Care Premium
Monthly Price	**£30**	**£65**	**£95**	**£160**
Premium Website Hosting	✅	✅	✅	✅
Theme & Plugins Updates	✅	✅	✅	✅
Daily Website Backups & Uptime Monitoring	✅	✅	✅	✅
Website Security + Regular Malware Scans	✅	✅	✅	✅
Dedicated Account Manager	❌	✅	✅	✅
Detailed Monthly Report	❌	❌	✅	✅
Web + Design Updates (Does not rollover)	❌	30 mins	1 hour	2 hours
Turnaround Time For Web + Design Updates	❌	1-3 Business Days	Same Day*	Same Day*
Website Audit	❌	Annually	Quarterly	Monthly
Discounted hourly rate for extra support*	❌	❌	✅	✅
Add or Remove Website Pages	❌	❌	✅	✅

Websites & Benefits

WordPress Care Packages	Basic Hosting	Web Care Essentials	Web Care Plus	Web Care Premium
Monthly Price	**£60**	**£95**	**£195**	**£395**
Premium Website Hosting	✅	✅	✅	✅
WordPress, Theme & Plugins Updates	✅	✅	✅	✅
Daily Website Backups & Uptime Monitoring	✅	✅	✅	✅
Website Security + Regular Malware Scans	✅	✅	✅	✅
Dedicated Account Manager	❌	✅	✅	✅
Detailed Monthly Report	❌	❌	✅	✅
Web + Design Updates (Does not rollover)	❌	1 hour	2 hours	3 hours
Turnaround Time For Web + Design Updates	❌	1-3 Business Days	Same Day*	Same Day*
Website Audit	❌	Annually	Quarterly	Monthly
Discounted hourly rate for extra support*	❌	❌	✅	✅
Woocommerce Support	❌	❌	❌	✅

Local SEO & Benefits

Local SEO is a specialised digital marketing strategy focused on improving your business's visibility in local search results and Google Maps. This service optimises your Google Business Profile and local online presence to help you appear when nearby customers search for your products or services, making it essential for businesses serving specific geographic areas.



Benefits of Local SEO:

Enhanced Local Visibility:
Improve your position in Google Maps and local search results. Top 3 positions appear on Page 1.

Google Business Profile Optimisation:
Professional management of your business listing, including regular updates, posts, and optimisation of all profile elements.

Performance Tracking:
Monitor rankings for up to 20 local keywords, with detailed reporting on your local search performance..

Citation Building:
Create consistent business listings across the web to strengthen your local authority.

Regular Content Updates:
Maintain an active profile with regular posts, photos, and updates that keep your listing engaging.

Image Optimisation:
Enhance photo visibility through proper Exif data implementation and geotagging.

Local SEO is crucial for businesses wanting to dominate their local market, driving foot traffic and local customers to your business through improved online visibility.

Local SEO



Designed to help businesses appear in Google for local search terms

Access to Google Business Profile required

Audit current performance locally in Google Maps

Campaign focused on improving client's position in Google Map

Regular posts, Exif data and Citation alistings are included within the package

Up to 10 keywords tracked for each campaign

Packages	LOCAL SEO	LOCAL SEO+
Monthly Price	**£189**	**£450**
Google Profile Set Up/ Optimisation	✅	✅
Local SEO Audit	✅	✅
Weekly posts in Google Profile	✅	✅
Directory/ Citation Listings	✅	✅
Image Tags/ Exif data	✅	✅
Target up to 10 Keywords	✅	✅
Onsite Local Content Creation	❌	✅
Schema for AI Understanding	❌	✅
Optimisation for AI Mode Queries	❌	✅
Local Page Audits & Updates	❌	✅

SEO & Benefits

Search Engine Optimisation (SEO) is the process of improving your website to increase its visibility in search engines like Google. When users search for products or services related to your business, effective SEO helps your website appear prominently in results, driving more relevant traffic.



Benefits of SEO:

Prices start from £499 per month

Increased Organic Traffic:
Attracts visitors actively searching for your offerings

Cost-Effectiveness:
Provides long-term benefits with better ROI than paid advertising

Credibility:
First-page results are perceived as more trustworthy

Improved User Experience:
Optimises website structure and content

Competitive Advantage:
Helps capture market share from competitors

Local Visibility:
Attracts nearby customers through optimised local search results

Measurable Results:
Provides trackable metrics to measure success and refine strategy

SEO is an essential investment for businesses seeking sustainable online growth, connecting you with customers at the exact moment they're looking for what you offer.

SEO Packages

Packages	Essentials	Regional	National / Ecom
Monthly Price	**£499**	**£849**	**£1,399**
Initial SEO Audit & Roadmap	✅	✅	✅
Keyword Research	✅	✅	✅
Basic Link Building	✅	✅	✅
On Site Optimisation	✅	✅	✅
Keyword Monitoring	✅	✅	✅
Monthly Reporting	✅	✅	✅
AI Content	❌	✅	✅
AEO/ GEO	❌	✅	✅
Competitor Analysis	❌	✅	✅
Tailored Link Building	❌	✅	✅
Technical SEO	❌	✅	✅
Competitor Monitoring	❌	❌	✅
Advanced Technical SEO	❌	❌	✅
Keyword Forecasting	❌	❌	✅
Target Keywords	5-10	10-25	30-50
Link Type	DA 10+	DA 20+	DA 30+, DA 10+

All packages are for illustrative purposes only, with individual campaigns created to suit client requirements

AI Content

Packages	Essentials	Professional	Premium
Monthly Price	**£199**	**£299**	**£449**
Initial SEO Audit	✅	✅	✅
Dedicated Account Manager	✅	✅	✅
AI Generated Blog Content	Monthly	Fortnightly	Weekly
Topic & Keyword Research	✅	✅	✅
Blog SEO Optimisation	AI	AI	SEO Expert
Proofreading & Editing	AI	SEO Expert	SEO Expert
Image & Media Sourcing	1	2	3
Content Revisions	1	1	2
Monthly Email Roundup	❌	✅	✅
Monthly Reporting	❌	✅	✅
Dedicated Account Manager	✅	✅	✅

SEO Medic Kit

1ST STAGE -

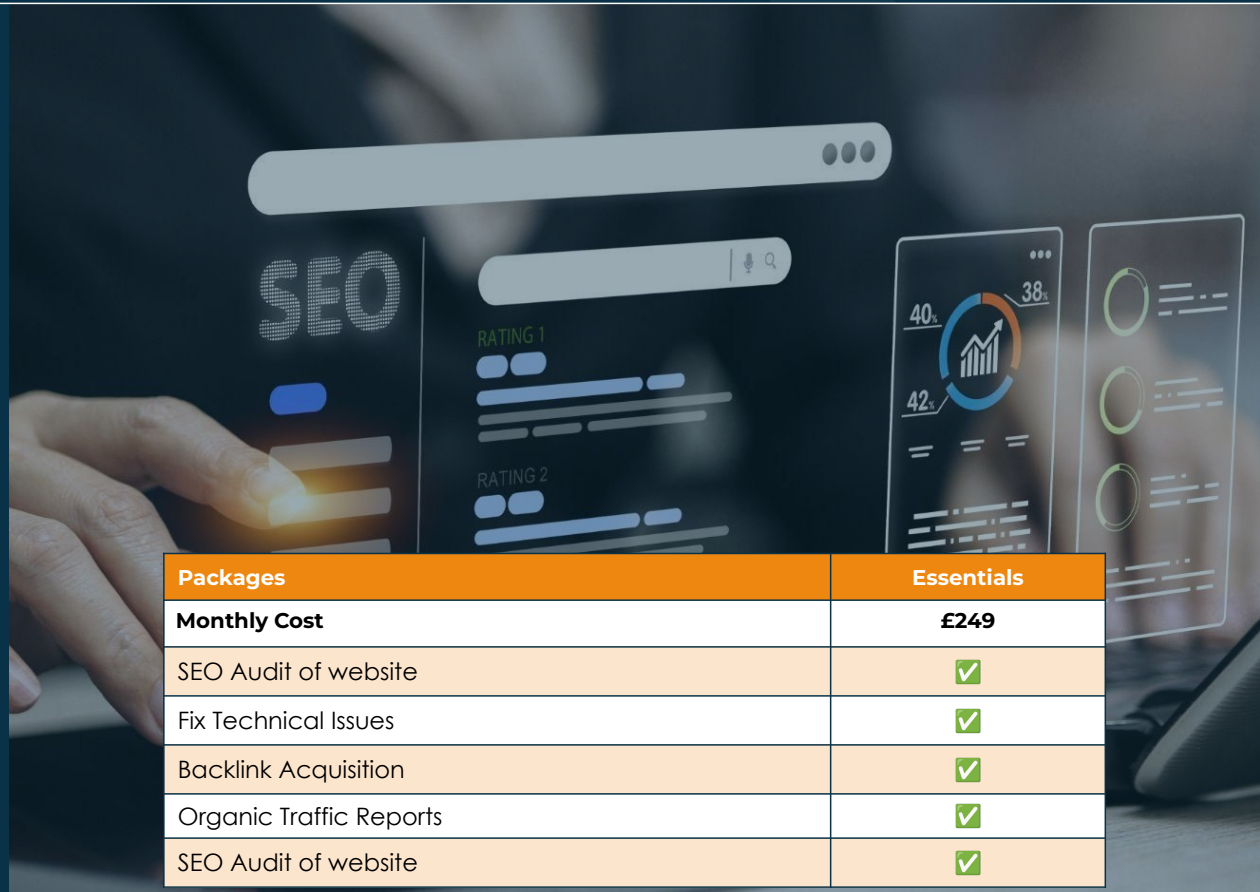
Fix client's technical issues & problems:

- Title tags
- Meta tags
- descriptions etc

1ST STAGE -

After technical issues fixed:

- Backlink acquisition
- organic traffic reports
- Perfect for smaller businesses looking to improve their SEO position



Packages	Essentials
Monthly Cost	**£249**
SEO Audit of website	✅
Fix Technical Issues	✅
Backlink Acquisition	✅
Organic Traffic Reports	✅
SEO Audit of website	✅

SEO Link Add Ons



Digital PR

THE SCOTSMAN · THE YORKSHIRE POST · Express & Star · Shropshire STAR · News Letter · LIMERICK LEADER

130+

Regional & national news titles available in our portfolio.

DA50+

Average domain authority — both packages.

ESSENTIALS **£895/mo**

6–12 backlinks / 6 months
New content every 2 months

PREMIUM **£1,695/mo**

15–30 backlinks / 6 months
New content every month

WHAT IS DIGITAL PR

Earned coverage, not paid placement.

PR storytelling + search marketing to earn backlinks and coverage from trusted publications.

Newsworthy stories, data and expert insight journalists want to publish.

High-quality backlinks signal credibility to Google and improve rankings over time.

WHY IT MATTERS IN 2026

Search is changing. Authority still matters.

Build Vs visibility in AI search — ChatGPT, Google Gemini, voice and AI summaries.

AI systems learn from trusted sources — more credible mentions, more AI visibility.

Long-term search authority, not short-term traffic spikes.

THE MAIN ADVANTAGE

What makes us different.

Access to 130+ regional & national news titles.

No risky link buying, all links provided via our own internal network.

Natural mix of follow & no-follow backlinks.

Competitive pricing — no extra charge for added coverage.

Campaigns built for journalists, not algorithms.

HOW CAMPAIGNS WORK

Five steps. One dedicated team.

Research & strategy
find opportunities & story ideas.

Campaign creation
newsworthy stories & data insights.

Media outreach
pitch to journalists & publications.

Coverage & backlinks
secure editorial links.

Reporting & growth
track coverage & rankings.

6-month minimum term on both packages. No hidden costs

PPC & Benefits

Pay-Per-Click (PPC) advertising is where advertisers pay a fee each time their ad is clicked. It allows businesses to buy visits to their website rather than earning them organically. The most common PPC platform is Google Ads, although Microsoft also offer a platform too.



Benefits of PPC:

Prices start from £500 per month *(inc management & media)*

Immediate Results:
Unlike SEO, PPC campaigns can generate traffic and leads virtually as soon as they go live.

Precise Targeting:
Advertisers can target specific search queries, demographics, locations, interests, and even times of day.

Budget Control:
You decide exactly how much to spend, with the ability to adjust budgets daily.

Measurable ROI:
Advanced analytics make it easy to track conversions and calculate return on investment.

Brand Visibility:
Even without clicks, PPC ads increase brand awareness and recognition.

Testing Capabilities:
A/B testing lets you optimise landing pages, and offers in real-time.

Remarketing Opportunities:
Target users who have previously visited your website but didn't convert.

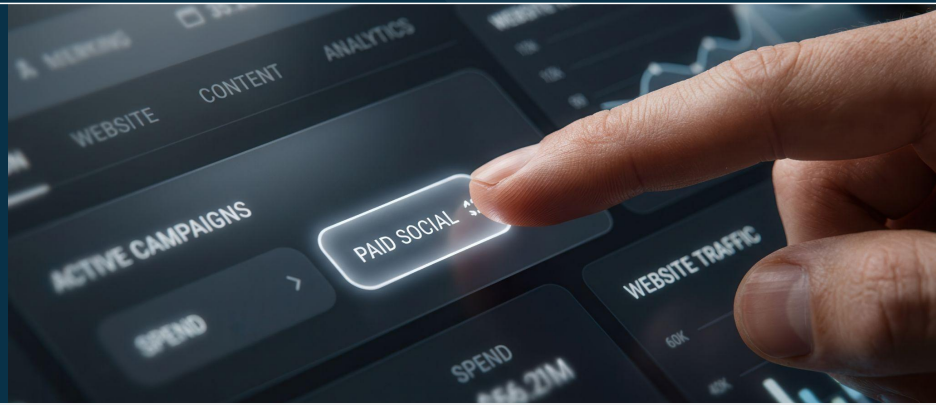
PPC complements SEO strategies by providing immediate visibility while you build long-term organic presence.

PPC Packages

Packages	PPC Auto	Essentials	Plus	Premium
Management Fee	**£195**	**£295**	**£495**	**£795**
Suggested Min Media Spend	**£200**	**£500**	**£1000**	**£1600**
Set Up Fee From	**£95**	**£195**	**£295**	**£395**
24/7 Monitoring	✅	✅	✅	✅
Campaign Optimisation	Auto	Monthly	Fortnightly	Weekly
Monthly Performance Report	✅	✅	✅	✅
Live Reporting Dashboard	✅	✅	✅	✅
Dedicated Account Manager	✅	✅	✅	✅
Account Structure analysis & creation	✅	✅	✅	✅
Conversion Tracking Set Up	✅	✅	✅	✅
Ad Copy Creation	Auto	Bespoke	Bespoke	Bespoke
Google Search Network	✅	✅	✅	✅
Google Display Network	❌	✅	✅	✅
Google Shopping Campaign	❌	❌	✅	✅
Audience Remarketing	❌	❌	✅	✅
Campaign Landing Page Creation	❌	❌	❌	✅
Onsite Conversion Rate Optimisation*	❌	❌	❌	✅

Paid Social & Benefits

Paid social media advertising involves promoting content on social platforms like Facebook, Instagram, X, LinkedIn, and TikTok through targeted, paid placements. Unlike organic social media, which relies on free posting, paid social uses the platforms' sophisticated targeting algorithms to reach specific audiences based on demographics, interests, behaviours, and more.



Benefits of PPC:

Prices start from £500 per month *(inc management & media)*

Precise Audience Targeting:
Reach exactly who you want based on detailed demographic, interest, and behavioral data.

Visual Storytelling:
Leverage images, videos, and interactive formats to engage audiences in ways search ads cannot.

Brand Awareness:
Build recognition even among users not actively searching for your products or services.

Mobile-First Reach:
Connect with the growing audience of mobile users where they spend most of their time.

Retargeting Capabilities:
Re-engage users who have interacted with your brand previously..

Multiple Ad Formats:
Choose from various formats including carousel ads, stories, video ads, and more.

Community Building:
Generate followers, engagement, and social proof while driving conversions.

Paid social works best as part of an integrated digital strategy, complementing SEO and PPC efforts while building valuable social presence.

Paid Social Advertising

Packages	Essentials	Plus	Premium
Management Fee	**£195**	**£295**	**£495**
Suggested Min Media Spend	**£149**	**£500**	**£1,000**
Set Up Fee From	**£95**	**£195**	**£295**
24/7 Monitoring	✅	✅	✅
Optimisation & Advert Updates	Monthly	Fortnightly	Weekly
Dedicated Account Manager	✅	✅	✅
Monthly Performance Report	✅	✅	✅
Live Reporting Dashboard	✅	✅	✅
No. Adverts	1	2	3
Pixel Set Up	❌	✅	✅
Conversion Tracking Set Up	❌	✅	✅
Audience Creation & Set Up	❌	✅	✅

Bolt On			
Additional Advert Set Up*	**£75**		
*Max number of ads	3	5	10

Organic Social & Benefits

Organic social media marketing involves creating and sharing content on social platforms without paid promotion. It focuses on building a brand presence, engaging with followers, and growing an audience naturally through compelling content, consistent posting, and community interaction on platforms like Facebook, Instagram, X, LinkedIn, and TikTok.



Benefits of Organic Social Media Marketing:

Prices start from £495 per month

Authentic Brand Building:
Develop genuine connections with your audience through consistent, value-driven content.

Cost-Effective:
Requires investment of time and creativity rather than direct advertising spend.

Community Development:
Build a loyal following who actively engages with and advocates for your brand.

Trust and Credibility:
Establish authority in your industry through helpful, informative content.

Customer Service Channel:
Provide responsive support and address concerns in a public forum.

Content Testing Ground:
Experiment with different content types to inform paid strategies.

Long-Term Relationships:
Foster ongoing connections that extend beyond single transactions.

Time-Saving:
Our agency manages the entire process—from content creation to scheduling and posting.

While organic reach has declined over time, a strong organic social presence remains essential for brand legitimacy and provides the foundation upon which effective paid campaigns can be built.

Organic Social Media Packages

Video Bolt On:
Stock - £149
Personal - £299

Packages	Essentials	Plus	Premium
Management Fee	**£495**	**£895**	**£1495**
Suggested Minimum Media Spend	**n/a**	**£100**	**£200**
Optimise Social Profiles	✅	✅	✅
Set Up Social Profiles	✅	✅	✅
Access To Scheduling Tool	✅	✅	✅
Pre-Approval Of Social Posts	✅	✅	✅
Monthly Reporting	✅	✅	✅
Copywriting Including	✅	✅	✅
Automated Inbox Responses	✅	✅	✅
Social Media Artwork	✅	✅	✅
Social Platforms	1	2	3
No. Social Posts/Week (Up To)	2	4	Bespoke
Optional Boosted Posts	❌	✅	✅
Social Media Audit	❌	❌	✅
Define Strategy & Goals	❌	❌	✅
Monthly Content Meeting	❌	❌	✅

Social Media Creative Add Ons



Stock
FREE

+



Standard
3 x Artwork
= £295

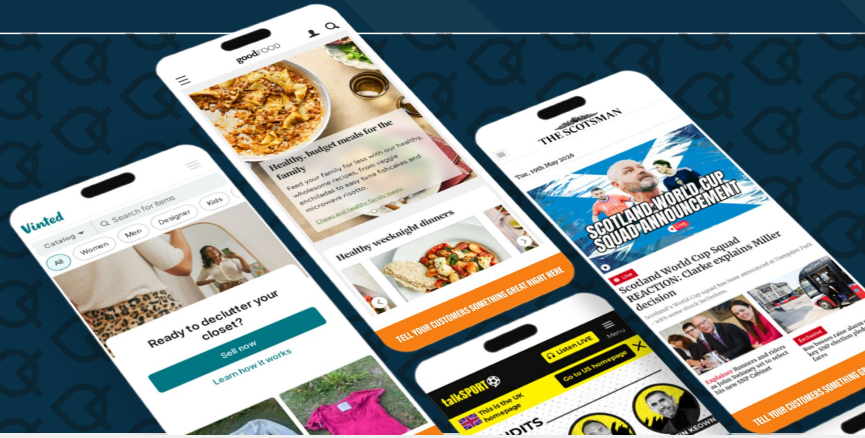
+



Bespoke
POA

Mobile Advertising & Benefits

Our innovative mobile advertising format displays scrolling text ads on phones and tablets across over 500 mobile websites and apps. This dynamic advertising solution combines customisable messaging with brand logos and colours to create engaging, eye-catching mobile ads that drive higher engagement than traditional display advertising.



Benefits of Mobile Advertising:

5X

Superior Engagement:
Achieves 5x higher engagement rates compared to standard display campaigns.

Extensive Reach:
Reaches your target audience across hundreds of mobile apps and websites.

Advanced Targeting:
Utilises powerful targeting capabilities including audience data and GPS geo-targeting.

Easy Customisation:
Create and update ads quickly through an intuitive self-service demo tool.

Enhanced Functionality:
Enables taps to any native smartphone function, not just webpage links.

Comprehensive Analytics
Provides detailed performance tracking with hourly and daily impression data/ heat maps.

Real-Time Control:
Update your message (up to 160 characters) anytime, ensuring your advertising stays current and relevant.

Mobile advertising combines the simplicity of text messaging with the engagement of mobile display ads, creating a powerful tool for reaching and engaging mobile audiences.

Mobile Advertising Pricing

Monthly Impressions	Cost	CPM
50,000	£399	£7.98
75,000	£499	£6.65
100,000	£599	£5.99
250,000	£1,497.50	£5.99

- 6 month minimum term commitment on all packages
- Target multiple geographical locations
- Target specific audience types
- Adverts delivered on up to 500 brand safe websites & apps
- Clear monthly reports
- Average x5 more performance than a traditional display campaign



Creative Packages

Packages	Brand Starter	Brand Builder	Brand Pro
One Off Cost	**£1495**	**£2495**	**£3495**
Brand Strategy	✅	✅	✅
Logo Design	✅	✅	✅
Brand Style Guide	✅	✅	✅
Business Card Design	✅	✅	✅
Social Media Branding	❌	✅	✅
Email Signature	❌	✅	✅
Marketing Collateral	❌	✅	✅
Social Media Tiles	❌	✅	✅
Digital Advertising	❌	❌	✅
Print Advertising	❌	❌	✅
Email Marketing Design	❌	❌	✅
Packaging	❌	❌	✅
Signage & Graphics	❌	❌	✅

Creative Package Pick & Mix

Products	Hours	Price	Lead Time	Info
Logo Design	25	£1750	3 - 4 Weeks	3 design concepts
Brand Style Guide	10	£700	1 - 2 Weeks	1 pack
Business Cards	5	£350	1 - 2 Weeks	3 messages/designs up to 25 staff
A4 Leaflet	10	£700	1 - 2 Weeks	Single or Double sided
Letterhead	5	£350	1 - 2 Weeks	3 design concepts
Social Media Tiles/Ads	15	£1050	3 - 4 Weeks	10 editable tiles
Social branding x 5	10	£700	1 - 2 Weeks	5 social profile headers & pic
Display Ads	25	£1750	3 - 4 Weeks	PTO, MPU - 3 messages/designs
Print Ads	25	£1750	3 - 4 Weeks	3 sizes, 3 messages/designs
Vehicle Livery	10	£700	3 - 4 Weeks	1 vehicle size, 1 design
Brochure	25	£1750	3 - 4 Weeks	Up to 20 pages, includes content writing
Email Design	10	£700	1 - 2 Weeks	3 concepts
Logo Design	25	£1750	3 - 4 Weeks	3 design concepts
Brand Style Guide	10	£700	1 - 2 Weeks	1 pack

CRO & Benefits

Conversion Rate Optimisation is the process of increasing the percentage of website visitors who take desired actions—whether making a purchase, filling out a form, or engaging with your content. CRO uses analytics, user feedback, and testing to improve website elements and create more compelling user experiences that drive results.



Benefits of Conversion Rate Optimisation:

Maximised ROI:
Get more value from existing traffic by turning more visitors into customers without increasing ad spend.

Data-Driven Decisions:
Replace guesswork with evidence-based improvements based on real user behavior.

Enhanced User Experience:
Create more intuitive, frictionless journeys that satisfy both users and business goals.

Higher Revenue Per Visitor:
Increase average order values and customer lifetime value through optimised pathways.

Competitive Advantage:
Stay ahead of competitors by continuously refining your digital presence.

Reduced Bounce Rates:
Keep more visitors engaged with your site through targeted improvements.

Scalable Growth:
Establish a system of ongoing optimisation that compounds results over time.

Lower Acquisition Costs:
Decrease the cost of acquiring new customers by improving conversion efficiency.

Our CRO services identify underperforming elements and systematically test improvements, transforming your website into a more effective business tool.

Brochure Sites

Packages	Starter	Growth	Elite
Monthly Price	**£899**	**£1,399**	**£1,799**
User Testing	✅	✅	✅
Page Layout Testing	✅	✅	✅
Tracking recordings review	✅	✅	✅
Set Up Conversion Goals	✅	✅	✅
A/B Split Testing	✅	✅	✅
Task Priority Breakdown	✅	✅	✅
Form Optimisation	✅	✅	✅
Block Creation	✅	✅	✅
CTA Optimisation	✅	✅	✅
Menu Optimisation	❌	✅	✅
Site Search Implementation/Optimisation	❌	✅	✅
Copywriting	❌	✅	✅
Demographic Specific Designs	❌	✅	✅
Micro & Macro Conversion Analysis	❌	❌	✅
Direction Design	❌	❌	✅
Meeting Frequency	Quarterly	Bi-Monthly	Monthly
Number Of Template Tests Per Month	1	2	3

E-Commerce Sites

Packages	Starter	Growth	Elite
Monthly Price	**£1,199**	**£1,599**	**£1,999**
User Testing	✅	✅	✅
Page Layout Testing	✅	✅	✅
Tracking recordings review	✅	✅	✅
Set Up Conversion Goals	✅	✅	✅
A/B Split Testing	✅	✅	✅
Task Priority Breakdown	✅	✅	✅
Product Optimisation	✅	✅	✅
Block Creation	✅	✅	✅
CTA Optimisation	✅	✅	✅
Page Layout Testing	✅	✅	✅
Copywriting	❌	✅	✅
Site Search Implementation/Optimisation	❌	✅	✅
Demographic Specific Designs	❌	✅	✅
Micro & Macro Conversion Analysis	❌	❌	✅
Menu Optimisation	❌	❌	✅
Direction Design	❌	❌	✅
Meeting Frequency	Monthly	Monthly	Monthly
Number Of Template Tests Per Month	1	2	3

Email Marketing & Benefits

Email marketing is a digital strategy that involves sending targeted messages to a group of recipients via email. It's a direct and effective way to communicate with prospects and customers, build relationships, promote products or services, and drive conversions. Email campaigns can include newsletters, promotional offers, event invitations, product updates, and automated sequences.



Benefits of Email Marketing:

High ROI:
Email consistently delivers one of the highest returns on investment of any marketing channel.

Direct Communication:
Reach your audience directly in their inbox, without algorithm restrictions.

Personalisation:
Tailor content based on customer data, behaviors, and preferences.

Measurable Results:
Track open rates, click-throughs, conversions, and other key metrics.

Audience Building:
Develop a valuable owned media asset that doesn't depend on third-party platforms.

Automation:
Set up triggered emails based on specific actions or timeframes.

Segmentation:
Send relevant content to different subscriber groups for improved engagement.

Time-Saving:
Our team handles the entire process—from strategy and content creation to deployment and analysis.

Email marketing remains a cornerstone of digital marketing, allowing businesses to nurture leads, retain customers, and drive revenue through timely, relevant communications.

Email Marketing Packages

Packages	One-Off	Essentials	Plus	Premium
Management Fee	**£595**	**£495**	**£895**	**£2695**
Mailchimp Set Up	✅	✅	✅	✅
Guidance & Training*	✅	✅	✅	✅
Email Template Design	✅	✅	✅	✅
Ongoing Support	✅	✅	✅	✅
Email Curation & Delivery	❌	Monthly	Fortnightly	Weekly
List Management	❌	❌	✅	✅
Analytics Reports	❌	❌	✅	✅
Content Strategy	❌	❌	✅	✅
Professional Copywriting**	❌	❌	1	3
Subject Line Testing	❌	❌	❌	✅
Email Automations/Journeys	❌	❌	❌	✅
Personalisation & Segmentation	❌	❌	❌	✅

** Professional copy written blogs to go on your website, in line with pre-agreed content strategy max. 500 words
* Guidance & Training is a 60-min session, any additional time would be charged at £95/hour

Partner Premium Packages

Available on Express & Star/ Shropshire Star sites only.

Packages	Essentials	Plus
Monthly Cost	**£495**	**£595**
Suggested Min Media Spend	**£100**	**£100**
Set Up Fee From	**£95**	**£95**
Paid Partner Post	✅	✅
Organic Partner Post	✅	✅
Sponsored Article	✅	✅
Artwork Changes	Monthly	N/A
Min Term	6 Months	One-Off