



THE AGENCY STANDARD RATE CARD

SEARCH ENGINE MARKETING (SEM) & DIGITAL MARKETING

## DIGITAL MARKETING

### ONE OFF

|                                  |        |
|----------------------------------|--------|
| SEO Strategy & Architecture      | 500€   |
| Keyword Research                 | 1.000€ |
| Technical Audit                  | 500€   |
| Site Map                         | 1.000€ |
| Content Optimisation<br>10 Pages | 500€   |
| Backlinking Audit & Strategy     | 500€   |
| Google Ads Account Set Up        | 500€   |

### ONGOING SEO

|  |       |
|--|-------|
| Web & SEO Consultancy  | 75€/h |
| Citation Building & Backlinking  | 75€/h |
| Landing Page Creation<br>Copywriting - Imagery - Content Upload - SEO Optimisation | 100€  |
| Standard Backlinking<br>500 Words - English - DA -50                               | 100€  |
| Expert Backlinking<br>500 Words - English) - DA 50+                                | 200€  |
| Foreign Backlinking<br>500 Words - Other Languages                                 | 250€  |

### GOOGLE ADS

|                      |       |
|----------------------|-------|
| GoogleAds Management | 75€/h |
|----------------------|-------|

### EMAILING

|                                   |       |
|-----------------------------------|-------|
| Templating<br>1 round of amends   | 300€  |
| Scheduling<br>1 round of amends   | 50€   |
| AB Testing                        | 200€  |
| Pop Up Creation                   | 200€  |
| Subscription Management           | 75€/h |
| Emailing Operations               | 75€/h |
| Use of Proprietary Email Database | POA   |

SEARCH ENGINE MARKETING (SEM) & DIGITAL MARKETING

## DIGITAL MARKETING - PACKAGES

### STARTER

|  |             |
|--|-------------|
| 2X Landing Page Creation<br>Copywriting - Imagery - Content Upload - SEO<br>Optimisation | 200€        |
| 2h GoogleAds Management  | 150€        |
| 2h Web & SEO Consultancy   | 150€        |
| 1X Standard Backlinking<br>500 Words - English - DA - 50                                 | 100€        |
| Reporting  | -           |
| <b>PACKAGE</b>   | <b>600€</b> |

### STANDARD

|  |               |
|--|---------------|
| 6X Landing Page Creation<br>Copywriting - Imagery - Content Upload - SEO<br>Optimisation | 600€          |
| 4h GoogleAds Management  | 300€          |
| 4h Web & SEO Consultancy   | 300€          |
| 3X Standard Backlinking<br>500 Words - English - DA - 50                                 | 300€          |
| Reporting  | -             |
| <b>PACKAGE</b>   | <b>1,250€</b> |

### EXPERT

|   |               |
|---|---------------|
| 12X Landing Page Creation<br>Copywriting - Imagery - Content Upload - SEO<br>Optimisation | 1200€         |
| 6h GoogleAds Management   | 450€          |
| 6h Web & SEO Consultancy  | 450€          |
| 6X Standard Backlinking<br>500 Words - English - DA - 50                                  | 600€          |
| Reporting   | -             |
| <b>PACKAGE</b>  | <b>2,500€</b> |

## SOCIAL MEDIA MANAGEMENT - PACKAGES

| STARTER   | STANDARD  | EXPERT  | ONE-OFF                 |            |
|---|---|---|-------------------------|------------|
| <p>2 Posts / Week<br/>Instagram - LinkedIn - Facebook<br/>One round of Amends</p> | <p>3 Posts / Week<br/>Instagram - LinkedIn - Facebook<br/>One round of Amends</p> | <p>4 Posts / Week<br/>Instagram - LinkedIn - Facebook<br/>One round of Amends</p> | <p>Animated Stories</p> | <p>POA</p> |
| <p>1 Reel / Week<br/>One round of Amends</p>                                      | <p>2 Reel / Week<br/>One round of Amends</p>                                      | <p>3 Reel / Week<br/>One round of Amends</p>                                      | <p>Content Creation</p> | <p>POA</p> |
| <p>1 Story / Week<br/>One round of Amends</p>                                     | <p>2 Story / Week<br/>One round of Amends</p>                                     | <p>3 Story / Week<br/>One round of Amends</p>                                     |                         |            |
| <p>Reporting</p>  | <p>Reporting</p>  | <p>Reporting</p>  |                         |            |
| <p><b>PACKAGE - 600€</b></p>  | <p><b>PACKAGE - 1,000€</b></p>  | <p><b>PACKAGE - 1,500€</b></p>  |                         |            |

## STRATEGY, DESIGN &amp; DEVELOPMENT

## WEBSITE BUILD

## DESIGN

|   |                                       |
|---|---------------------------------------|
| Specifications & Architecture                   | 1000€                                 |
| Graphic Charter                                 | 1000€                                 |
| Wireframe                                       | 375€                                  |
| Prototyping                                     | 750€                                  |
| Content Copywriting<br><small>500 Words</small> | 75€ / Page                            |
| Imagery   | 50€ / Photo<br><small>Approx.</small> |

## DEVELOPMENT

|                        |                     |
|------------------------|---------------------|
| CMS IMPLEMENTATION     | 500€                |
| Elementor Design       | 375€ /<br>Wireframe |
| Header & Footer        | 400€                |
| Wordpress Custom Code  | 75€ / Hour          |
| Complex Languages Code | 100€ / Hour         |
| Content Upload         | 75€ / Hour          |
| Testing                | 75€ / Hour          |

## REPORTING

|                       |      |
|-----------------------|------|
| Google Analytics      | 100€ |
| Google Search Console | 100€ |
| Google Tag Manager    | 250€ |
| Google Data Studio    | 500€ |

STRATEGY, DESIGN & DEVELOPMENT

## WEBSITE BUILD - PACKAGES

| ONE PAGER                  |             |
|----------------------------|-------------|
| Elementor Design           | 375€        |
| Simplified Header & Footer | 200€        |
| Content Upload             | 250€        |
| Testing                    | 75€         |
| <b>PACKAGE</b>             | <b>750€</b> |

| SIMPLE              |               |
|---------------------|---------------|
| Elementor Design    | 1,125€        |
| Header & Footer     | 400€          |
| Content Copywriting | 400€          |
| Content Upload      | 125€          |
| Testing             | 75€           |
| <b>PACKAGE</b>      | <b>2,000€</b> |

| STANDARD                         |               |
|----------------------------------|---------------|
| SEO Strategy and Architecture    | 500€          |
| Elementor Design                 | 1,125€        |
| Elementor Design - Menu & Footer | 400€          |
| Content Copywriting              | 400€          |
| Content Upload                   | 125€          |
| Testing                          | 75€           |
| <b>PACKAGE</b>                   | <b>2,500€</b> |

| FULL                             |               |
|----------------------------------|---------------|
| Graphic Chart                    | 1.000€        |
| SEO Strategy and Architecture    | 500€          |
| Keyword Research                 | 1.000€        |
| Elementor Design                 | 1,875€        |
| Elementor Design - Menu & Footer | 400€          |
| Content Copywriting              | 1600€         |
| Content Upload                   | 500€          |
| Testing                          | 225€          |
| Reporting                        | 700€          |
| <b>PACKAGE</b>                   | <b>7,500€</b> |

## DESIGN AND VISUALS

## ONE OFF SERVICES

## DESIGN

|   |       |
|---|-------|
| Logo Design   | 500€  |
| Full Branding<br>Including:<br>Logo - Typo - Digital Assets - Brand Guideline -<br>Stationary - Palette | 1750€ |
| PosterAd / Website Page   | 225€  |
| Brochure / Magazine Page  | 35€   |
| Digital AdWord Banners  | 40€   |

## PHOTOGRAPHY

|  |                            |
|--|----------------------------|
| Yacht Shoot<br>Exterior - Interior - Drone - Video | 20€ / Feet of<br>Yacht     |
| Photo Shoot  | 750€ / Day +<br>Expenses   |
| Video Shoot  | 1,000€ / Day +<br>Expenses |
| Social Content Shoot                               | 100€ / Hour +<br>Expenses  |

## PR

|               |                |
|---------------|----------------|
| Press Release | 600€           |
| PR Management | 600€ per Month |

THE AGENCY

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