



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 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 Copywriting - Imagery - Content Upload - SEO Optimisation	100€
Standard Backlinking 500 Words - English - DA -50	100€
Expert Backlinking 500 Words - English) - DA 50+	200€
Foreign Backlinking 500 Words - Other Languages	250€

### GOOGLE ADS

GoogleAds Management	75€/h
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### EMAILING

Templating 1 round of amends	300€
Scheduling 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

## DIGITAL MARKETING - PACKAGES

## STARTER

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

## STANDARD

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

## EXPERT

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

## SOCIAL MEDIA MANAGEMENT - PACKAGES

STARTER	STANDARD	EXPERT	ONE-OFF & OPTION	
<p>2 Posts / Week Instagram - LinkedIn - Facebook One round of Amends</p>	<p>3 Posts / Week Instagram - LinkedIn - Facebook One round of Amends</p>	<p>4 Posts / Week Instagram - LinkedIn - Facebook One round of Amends</p>	<p>Simple Editorial Guidelines (Profile Creation, Schedule, Basic Hashtags, Highlights, Tone of Voice)</p>	<p>500€</p>
<p>1 Reel / Week One round of Amends</p>	<p>2 Reel / Week One round of Amends</p>	<p>3 Reel / Week One round of Amends</p>	<p>Full Editorial Guidelines (Profile Creation, Schedule, Basic Hashtags, Highlights, Tone of Voice, Designed Posts, Stories, Reel Cover,)</p>	<p>1,500€</p>
<p>1 Story / Week One round of Amends</p>	<p>2 Story / Week One round of Amends</p>	<p>3 Story / Week One round of Amends</p>	<p>Animated Stories</p>	<p>POA</p>
<p>Reporting</p>	<p>Reporting</p>	<p>Reporting</p>	<p>Content Creation</p>	<p>POA</p>
<p>PACKAGE - 600€</p>	<p>PACKAGE - 1,000€</p>	<p>PACKAGE - 1,500€</p>	<p>Ai Community Management</p>	<p>50€/Month</p>

## STRATEGY, DESIGN &amp; DEVELOPMENT

## WEBSITE BUILD

## DESIGN

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

## DEVELOPMENT

CMS IMPLEMENTATION	500€
Elementor Design	375€ / 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€

## 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 Including: Logo - Typo - Digital Assets - Brand Guideline - Stationary - Palette	1750€
PosterAd / Website Page	225€
Brochure / Magazine Page	35€
Digital AdWord Banners	40€

## PHOTOGRAPHY

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

## PR

Press Release	600€
PR Management	600€ per Month

THE AGENCY

+33 6 40 37 00 33  
NICOLAS@T-AGENCY.FR  
SOUTH OF FRANCE & MONACO

