

Sophie Porter

Content Specialist

Content marketing, digital marketing & SEO



SEO Packages & Prices for 2022

Why invest in SEO?

Search Engine Optimisation (SEO) is a way of creating and curating your [online] content to rank for relevant search terms on popular search engines such as Google.

Predominantly referring to the content on your website, SEO is one of the most powerful and effective ways to generate leads & sales online; driving traffic to your website from users actively searching for what you're offering - in a non-intrusive way.

Inbound leads

Structured, informative and helpful - written specifically to capture statements & questions users are actively searching for online - SEO generates inbound leads - users primed and [almost] ready to purchase from or enquire with you.

A long term solution

Unlike PPC or print advertising; marketing campaigns or email marketing - other forms of content creation & distribution that can quickly become expensive and whose effectiveness inevitably plateaus as quickly as it rises - SEO is a long term, consistent and ongoing solution to long term business growth.

When used as a foundation for any and all other online activity, SEO content quietly gains momentum; elevating your marketing campaigns AND keeping your business front-of-mind when you're not campaigning.

Working for you 24/7

And the best part? Once an elegantly optimised piece of content is published on your site - be it an engaging & informative product page, a unique & quirky landing page or a well-researched & enlightening blog post - it works hard for you 24/7! It's there, ever present in the wonderful world of the web; proudly displayed for all to see - enticing traffic from users who really want to read it.

Why work with me?

I've spent almost a decade developing my skills and experience in PR, digital marketing, content marketing & SEO; from my humble beginnings as a scriptwriter for a startup video production company to Head of Content for a successful web design & digital marketing agency in Andover, Hampshire.

During my career, I've been fortunate enough to work closely with national and international charities; local, regional, and national [and trade] media outlets, and local & regional councils; as well as start ups, SMEs, and well-established international brands.

Content SEO

With over 7 years' experience in content creation, content SEO and content marketing, I'm well versed in, not only how to create thoughtful and informative optimised content – including rich content such as blogs, eBooks and downloadable content – but also how to plan and promote it; using content as a way to help businesses generate leads & sales.

Data analysis

What's more, I have a baseline - and rapidly developing - knowledge of technical SEO and data analysis to help you keep your website in good working order; elevating any SEO content I write for you even further, whilst remaining confident in my ability to astutely monitor, tweak and amend content according to the way users are (or are not!) engaging with it.

Personality & originality

Creating helpful and informative content specifically tailored to relevant search terms is all well and good but, realistically, tending to specific search terms will only take your content so far.

Users need personality & originality! Especially if you expect them to read a 500 - 1000 word blog post or a lengthy eBook of intimidating proportions and enjoy it enough to send you an email, pick up the phone to you or purchase from your online store.

By its very nature, SEO content can often feel dry and hard to read, and today's savvy internet users can spot a piece of content written specifically for search within 100 paces!

Rip up the rule book (within reason, of course!), and provide users with search engine tailored content that's helpful, informative & optimised, yet interesting, engaging, human and maybe even a little bit funny - all of which I can certainly provide...

Basic package

- Initial content audit

Followed by monthly, ongoing work:

- Monthly website 'health check'
- Keyword research (identify up to 10 keywords for page optimisation + 2 for blog ideas)
- Add/optimize meta descriptions
- Creation of 2 optimised blog posts per month
- Monthly report

Price: £195 per month + £100 one off payment

Intermediate package

- Initial content audit

Followed by monthly, ongoing work:

- Monthly website 'health check'
- Keyword research (identify up to 15 keywords for page optimisation + 3 for blog ideas)
- Add/optimize meta descriptions using keywords identified
- Update/optimize alt tags
- Optimize 2 landing pages/product pages per month
- Creation of 1 new landing page/product page per month
- Creation of 3 optimized blog posts per month
- Monthly report, including content recommendations for following month + monthly meeting

Price: £420 per month + £100 one off payment

Premium package

- Initial content audit

Followed by monthly, ongoing work

- Monthly 'health check'
- Keyword research (identify up to 20 keywords + 4 for blog ideas)
- Add/optimize meta descriptions
- Update/optimize alt tags
- Add Analytics (if appropriate) and update/add conversion goals
- Optimize 3 landing pages/product pages per month
- Creation of 2 new landing page/product page per month
- Creation of 4 optimized blog posts per month
- Monthly report, including content recommendations for following month + monthly meeting

Price: £500 per month + £100 one off payment

NB: Packages can be customised, and bespoke packages created based on business needs. Please contact me to discuss custom & bespoke work + prices.



sophie.porter88@icloud.com



www.linkedin.com/in/sophie-porter-98407560



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