



## **Real Wisconsin Website Design (RealWis.com) Subscription Plans for Website Maintenance and SEO**

Here are our four Subscription Plans for Website Maintenance and SEO. Each plan has a fixed number of hours per month to work on your website. If you need more time or additional features, you can upgrade to a larger plan or pay for overage hours. Overage hours are the extra time spent working on your website beyond the allocated hours. This information is provided to support our agreement with clients.

### **Tier 1 Basic Site Maintenance and SEO.**

The "Tier 1 Site Maintenance and SEO" plan costs \$75/month with a 12-month commitment and may also be paid via PayPal.

This plan includes 2 hours of site maintenance and SEO per month, such as simple edits, on-page SEO improvements, control panel issues, backups, and client communication.

However, major site revisions, artwork, and custom code development are not included and will be estimated separately at \$80 per hour. Any additional hours beyond the plan's 2 hours or approved hours will be billed at \$80/hour as overages.

### **Tier 2 Dynamic Rank Improvement.**

The "Tier 2 Dynamic Rank Improvement" plan costs \$150/month with a 12-month commitment and may be paid via PayPal.

This plan includes 4 hours of site maintenance and SEO per month, such as simple edits, on-page SEO improvements, control panel issues, backups, and client communication.

Additionally, advanced reports on site performance and SEO with achievable plans to improve performance and SEO are included if time permits. If fee-based recommendations are suggested from an outside vendor, such as Synup Directory Management or Yelp Ads, they will be estimated and completed upon approval and payment.

New site features using PHP scripts may also be included upon approval.

However, major site revisions, custom artwork, and custom code development are not included and will be estimated separately at \$80 per hour. Social media is also not included. Any additional hours beyond the plan's 4 hours or approved hours will be billed at \$80/hour as overages.



### **Tier3 SEO Extended Coverage.**

The "Tier3 SEO Extended Coverage" plan costs \$299/month with a 12-month commitment and may be paid via PayPal.

This plan includes 6 hours of site work and SEO per month, such as edits of site pages, creation of new pages, additions of new site functions, on-page SEO improvements, control panel issues, backups, and client communication.

Additionally, advanced reports on site performance and SEO with actionable plans to improve performance and SEO are included if time permits.

If fee-based recommendations are suggested from an outside vendor, such as Synup Directory Management or Yelp Ads, they will be estimated and completed upon approval and payment.

New site features using PHP scripts may also be included upon approval. However, custom artwork, custom code development, and social media are not included and will be estimated separately at \$80 per hour. Any additional hours beyond the plan's 6 hours or approved hours will be billed at \$80/hour as overages.

### **On-Call Site Maintenance and SEO**

The On-Call Site Maintenance and SEO plan requires a \$500 retainer and bills at a rate of \$120 per hour, charged in 6-minute (\$12) increments. (Cost per min is \$2.00)

The plan can include any of the services listed in the other three SEO plans and includes monthly reports of time spent on the site and time remaining on the retainer. Custom artwork, custom code development, and professional writing for blogs can be completed with vendor fees paid through the retainer.

There is no multiple-month agreement, and the retainer fees are valid until used or for 12 months from the time of purchase.

Clients may purchase additional time blocks in 60-minute increments for \$120 per hour.

There are no refunds for subscriptions or retainer payments, and plans are subject to change without notice.