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Client: Smoof
Industry: F&B
Platform: Carousell

		SEO COPYWRITING PLANS					
		SILVER LITE	SILVER	GOLD	GOLD PREMIUM	PLATINUM	PLATINUM MAX
1	Research Topic & Competitors	✓	✓	✓	✓	✓	✓
	Crafting the Skeleton of Article	✓	✓	✓	✓	✓	✓
	Heading & Subheading	✓	✓	✓	✓	✓	✓
	Relevant Content Curation	✓	✓	✓	✓	✓	✓
	Optimise Meta Title & Meta Description	✓	✓	✓	✓	✓	✓
2	Meeting Keyword Density Criteria	✓	✓	✓	✓	✓	✓
	Review Keyword Relevance	✓	✓	✓	✓	✓	✓
	Content Writing	✓	✓	✓	✓	✓	✓
	Optimise Posts Structure	✓	✓	✓	✓	✓	✓
3	Optimise Heading Hierarchy	✓	✓	✓	✓	✓	✓
	Search & Upload Relevant Media	✓	✓	✓	✓	✓	✓
	Upload Images and Videos	✓	✓	✓	✓	✓	✓
	Creating Image Alt for Images or Videos	✓	✓	✓	✓	✓	✓
	Outbound Link to Related Sites	✓	✓	✓	✓	✓	✓
	Design Featured Image	✓	✓	✓	✓	✓	✓
	Add Post Pages	✓	✓	✓	✓	✓	✓
	Total Available Words (Approx)	2000 Words	4000 Words	6000 Words	8000 Words	12000 Words	18000 Words
	SEO Credits (500 words/credit)	4 Credits	8 Credits	12 Credits	16 Credits	24 Credits	36 Credits
		SAVE \$5 /month	SAVE \$20 /month	SAVE \$55 /month	SAVE \$100 /month	SAVE \$180 /month	SAVE \$325 /month

Additional Information

No. of articles will depend on your industry, your credits available for the month and our SEO strategist. This is to ensure your website have necessary pillar posts and sub-pillar posts for your site structure in order to increase your domain authority and Google rankings.

Example Case Study:

Cassy purchase 12 credits per month for 6 months. Thats 6000 words with of seo content per month. Depending on her industry, our SEO strategist will advice our writers to produce 2 - 10 SEO articles per month based on her 12 available credits. This means that Cassy may have lengthy or short articles that will make up 6000 words at the end of the month in order to achieve the best results for her SEO campaign.

SEO Credits:

1 credit = approx. 500 words for SEO
 12 credits = approx. 6000 words for SEO

All available credits for the month will be used.
 This is to ensure all your credits will be put to use and no credits are wasted.
 Unused credits (if any) will be brought forward to the following month, or can be used as copywriting for a post if needed.
 However, credits that are unused above 90 days (if instructed) after the campaign will be void.