

Roamlii's Digital Strategy & SEO Service Packages

Starter SEO Service Package

A focused monthly plan for businesses ready to grow their visibility with strategic, data-informed SEO. Built for impact, without the overwhelm.

Price - \$750/month

What's Included:

Keyword Strategy

- Track and manage **up to 10 target keywords**
- Monthly updates based on Google Search Console insights and search trends

Backlink Building

- **2 curated backlinks/month** from a relevant, trustworthy source
- Manual outreach or reputable directory placement (no spam or PBNs)

Monthly Audit + Fix Recommendations

Using Google Search Console, Analytics, and technical tools, we identify key performance and SEO health indicators.

- **Technical Scan (up to 50 pages)**
 - Broken links, crawl issues, and mobile usability (via GSC & Screaming Frog)
 - Page speed overview (via PageSpeed Insights or GTmetrix)
- **On-Page SEO Health**
 - Spot checks for missing/duplicate meta titles and H1s
 - Review top 5–10 pages for keyword alignment (via GSC + manual review)
- **Keyword Movement Summary**
 - Track 5–10 keywords using GSC and basic rank tracking tools
 - Highlight ranking changes with plain-language context
- **Fix Recommendations**
 - Prioritised, actionable list of what to address
 - Implementation available as an add-on or through upgraded plans

Reporting & Support

- Monthly summary report with data from **Google Analytics, Search Console**, and SEO tools

Email-based support for quick questions or clarification industries into something even more spectacular!

Need help setting up Google Analytics, Search Console, or Tag Manager? We'll take care of it during onboarding—no extra cost.

Growth SEO Service Package

Designed for businesses ready to scale their visibility, build authority, and make smarter SEO decisions using real-time data and expert insights.

Price - \$1,450/month

What's Included:

Keyword Strategy & Content Guidance

- Manage and monitor **up to 25 target keywords**
- Ongoing optimisation using **Google Search Console** trends and performance
- Monthly content suggestions to support keyword goals (no writing included)

Backlink Building & Link Profile Health

- **3 curated backlinks/month** from quality blogs, directories, or local sites
- Backlink profile review using **Google Search Console** and third-party tools
- Monitor for toxic/spammy links and suggest disavow action if needed

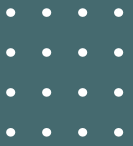
Monthly Audit + Fix Recommendations

A more in-depth SEO audit using **Google Analytics (GA4), Search Console, and Tag Manager** to pinpoint opportunities and roadblocks.

- **Technical Audit (up to 150 pages)**
 - Crawl errors, broken links, mobile usability, indexation issues
 - Speed insights (via PageSpeed Insights + GA4 behaviour metrics)
- **SEO Health & Structure Review**
 - Meta title/description optimisation
 - Header structure and keyword alignment on top 15–20 pages
 - Review of schema markup opportunities
- **Keyword Performance Deep Dive**
 - Compare ranking trends in **Search Console** + third-party rank tracking
 - Light competitor keyword monitoring
- **Fix Recommendations**
 - Actionable prioritised list with traffic and SEO impact estimates
 - Minor fixes may be implemented; complex work quoted separately or covered in higher-tier plan

Local SEO Support

- **Google Business Profile (GBP)** audit and monthly maintenance
 - Basic posting guidance and image updates
 - Local citation cleanup and monitoring (top 10 directories)
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GA4, GSC & GTM Oversight

- Ensure **tracking is active and healthy**
- Light audit of **events, goals, and conversions** set via **GA4 and GTM**
- Monthly data insights to inform keyword and content direction

Reporting & Strategy Support

- Monthly visual performance report blending GA4, GSC, backlink data, and rankings
- **20–30 min strategy call** or recorded walkthrough
- Priority email support (response within 1–2 business days)

Need help setting up Google Analytics, Search Console, or Tag Manager? We'll take care of it during onboarding—no extra cost.

Authority SEO Service Package

For brands ready to dominate their niche. This package blends high-level strategy, premium backlinking, advanced technical SEO, and conversion-focused analytics to fuel serious growth.

Price - \$2,750/month

What's Included:

Strategic Keyword & Content Management

- Manage and optimise **50+ target keywords**, across priority pages and topic clusters
- Identify new opportunities using **Search Console, GA4, and competitor intel**
- Monthly **content briefs** or outlines to support keyword growth (optional content writing add-on)

Advanced Backlink Strategy

- **4+ curated backlinks/month**, including outreach to high-authority publications and niche sites
- Ongoing backlink profile management + disavow monitoring
- Anchor text strategy + competitor link gap analysis

In-Depth Monthly SEO Audit & Technical Fix Recommendations

Using a blend of **GA4, Google Search Console, Tag Manager**, and third-party SEO tools:

- **Full-Site Technical Audit (up to 500 pages)**
 - Crawl, indexing, Core Web Vitals, mobile usability
 - JavaScript rendering issues, orphan pages, internal link optimisation
 - Speed and UX analysis using **GA4 behaviour metrics**
- **Structured Data & Schema Review**
 - Identify markup gaps for enhanced search features (FAQ, local business, products, etc.)



- **Keyword & Content Performance Review**
 - Cross-reference performance using **GA4 landing page insights** and **Search Console data**
 - Multi-channel attribution insights where relevant
- **Fix Implementation**
 - Minor on-site changes implemented monthly
 - Complex items flagged for dev teams or scoped as part of roadmap

Comprehensive Local SEO

- Monthly **Google Business Profile management**, including posting and review strategy
- Ongoing citation management and expansion across 20+ directories
- Support for **multi-location SEO** if applicable

Analytics, Tag Manager & Conversion Tracking

- Full audit of **GA4, GSC, and GTM** setup
- Custom events, goal tracking, and conversion insights via **GA4 & GTM**
- Tag firing issues resolved and explained clearly
- Insights to inform landing page strategy and user experience enhancements

Reporting, Strategy & Support

- **Executive-level monthly report** with rankings, traffic, conversions, backlinks, and trend analysis
- Custom dashboards available upon request
- **45–60 min strategy call** or video walk-through with action items
- Priority email support + Slack/phone communication available

Need help setting up Google Analytics, Search Console, or Tag Manager? We'll take care of it during onboarding—no extra cost.

