



Vertical Consulting LLC

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Prepared for:

Mercy House Adult Teen Challenge

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Website Management, SEO & Media Services Quote

Service	Description	Cost
Basic Website Maintenance & minor Content Updates	Ongoing content updates, site monitoring, security, plugin updates, and backups.	\$200 / month
SEO Analysis & Monthly Optimization	Keyword research, on-page SEO, analytics reporting, and two blog posts per month.	\$500 / month
Social Media Management (Facebook)	Weekly content posts, engagement, and coordination with website blog updates.	\$250 / month
Media Creation (Photos / Videos)	Professional photo and video capture plus editing for web and social media.	\$400 / project

Service	Description	Cost
New Page Design (e.g., New Location Page)	Includes layout, copywriting, SEO setup, and publishing.	\$250 / page
Google Ads Management	Full campaign management for a \$2,500 monthly ad spend (10% management fee).	\$250 / month

Notes

- All services billed monthly; setup and onboarding included.
- Media creation is billed per project unless part of a larger campaign.
- SEO and Ads strategies are reviewed quarterly for performance optimization.

Thank you for the opportunity to partner with Mercy House Adult Teen Challenge.