

Straight Up.

# SERVICE PRICELIST

GET STARTED

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# TABLE OF CONTENTS

Page 3 - About Us

Page 4 - Our Services & Prices

Pages 5 to 7 - Local SEO

Pages 8 to 10 - National SEO

Pages 11 to 13 - Link Building

Pages 14 to 16 - Organic Social Media Management

Pages 17 to 19 - Social Media Ads

Pages 20 to 23 - Website Design & Development

Pages 24 to 26 - Email Marketing

Pages 27 to 28 - How it works: Processes

Page 29 - Contact Us



# Straight Up.

## ABOUT US

Welcome to Straight Up Digital. We provide results-focused SEO services based on the sunny Gold Coast in Queensland. SEO is constantly changing and growing, and so are we. We follow the trends and updates from the source Google. As our clients and the industry take new heights, we change and adapt with them. We believe that businesses should never compromise on their brand to suit their marketing agency.

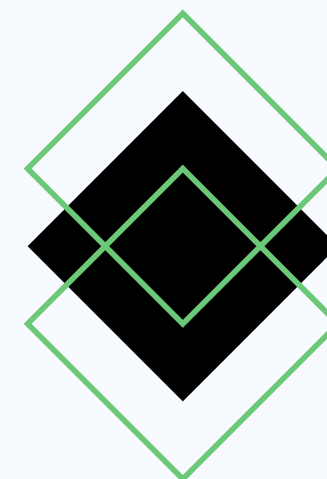
At Straight Up Digital, we do not hide behind buzzwords. We are invested in our clients and like our name suggests, we will be honest and authentic in pushing our clients through to every milestone and achievement. You can trust us to tell you the hard truths, to ensure you get the value your business deserves. From functional websites to innovative video marketing and everything in between, we believe in customer-centric and customisable marketing. Our in-house and authentic approach to our clients is what sets us apart. We are the marketing team that will be straight up with you, we will celebrate your wins, we will give you the guidance you need and will be your business's support network through the entire process.



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# OUR SERVICES & PRICES

At Straight Up Digital, we don't believe in fluff or vanity metrics. We focus on the only thing that matters: results. Whether you need to dominate Google, refresh your website, or scale with paid ads, we provide clear strategies with no hidden agendas.



Plan your project

# Local SEO

## Become more visible to customers in your neighbourhood.

Optimisation of your website and online presence to attract local customers in a specific geographic area.

Straight Up Digital enhances your visibility in local search results by optimising your Google Business Profile, managing local citations, creating location-based content, and implementing technical SEO strategies to help your business appear in searches like “near me” or “[service] in [location].”

**Price: \$450/month - Custom pricing also available**



# Local SEO Service Inclusion

## 1. Initial Setup & Audit

- Google logins Required
  - Google Analytics
  - Google Search Console
  - Google My Business
- Website logins required (Wordpress, Wix, S/S, e.t.c)
- Keyword suggestions report (usually 2-4 at a time)

## 2. On-Page Optimisation

- Report optimising title tags, meta descriptions & headers
- Local landing page creation (service area/location pages) where relevant
- Internal linking with local keyword relevance

## 3. Google Business Profile (GBP) Management

- Optimisation of profile
- Post regular updates/offers (when relevant)
- Adding products/services (when relevant)
- Uploading photos & videos (when relevant)
- Review notification to client

# Local SEO Service Inclusion

## 4. Content & Engagement

- Blog creation with a local focus. Typically 2 per month
- City/region-based service pages (when relevant)
- FAQs targeting local search queries (when relevant)
- Social media integration for local reach (when relevant)

## 5. Technical SEO

- Crawlability & indexation optimisation
- XML sitemap & robots.txt management
- Structured data implementation (Organisation, Products, FAQ)
- Duplicate content & canonicalisation management

## 6. Authority & Link Building

- Guest posting on relevant sites
- Link building on relevant sites
- Tracking of links submitted on a monthly basis

## 7. Tracking & Reporting

- Weekly keyword ranking reports
- Monthly Traffic & lead reporting (Google Analytics/GA4)
- Conversion tracking setup (calls, form fills)

Plan your project

# National SEO

## Expand your reach and get discovered nationwide.

SEO strategy focused on improving visibility across a country, not tied to a specific city or region.

Ideal for businesses targeting customers nationwide, National SEO involves keyword targeting, competitive analysis, technical site optimization, and high-quality content creation to improve rankings in broader searches.

**Price: \$550/month - Custom pricing also available**



# National SEO Service Inclusions

## 1. Initial Setup & Audit

- Google logins Required
  - Google Analytics
  - Google Search Console
  - Google My Business
- Website logins required (Wordpress, Wix, S/S, e.t.c)
- Keyword suggestions report (usually 2-4 at a time)

## 2. On-Page Optimisation

- Report optimising title tags, meta descriptions & headers
- Local landing page creation (service area/location pages) where relevant
- Internal linking with local keyword relevance

## 3. Content & Engagement

- Blog creation with a local focus. Typically 2 per month
- City/region-based service pages (when relevant)
- FAQs targeting local search queries (when relevant)
- Social media integration for local reach (when relevant)

# National SEO Service Inclusions

## 4. Authority & Link Building

- Guest posting on high-authority, industry-relevant sites
- Outreach for higher-quality backlinks (national focus)
- Tracking of links submitted on a monthly basis

## 5. Technical SEO

- Crawlability & indexation optimisation
- XML sitemap & robots.txt management
- Structured data implementation (Organisation, Products, FAQ)
- Duplicate content & canonicalisation management

## 6. Tracking & Reporting

- Weekly keyword ranking reports (national focus)
- Monthly traffic & lead reporting (Google Analytics/GA4)
- Conversion tracking setup (calls, form fills, enquiries)



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# Link Building

## Boost your credibility with powerful, high-authority backlinks.

The process of acquiring high-quality backlinks from reputable websites to boost your site's authority.

Straight Up Digital builds contextual, niche-relevant backlinks that increase your domain authority, improve SEO rankings, and drive referral traffic. We use white-hat methods to ensure long-term SEO gains.

**Price: \$200/month - Custom pricing also available**



# Link Building Service Inclusions



## 1. Initial Setup

- Agreed monthly link submissions target

## 2. Outreach & Prospecting

- Research and identification of relevant websites for placement
- Outreach to high-authority, niche-relevant sites

## 3. Content for Link Acquisition

- Guest post content creation (SEO-optimised)
- Link insertions in existing relevant content (when available)

## 4. Link Types & Diversity

- Guest posting on relevant industry sites (when relevant)
- Editorial mentions & PR links (when relevant)
- Niche directory submissions (when relevant)
- Resource page & “best of” link opportunities

# Link Building Service Inclusions



## 5. Quality Assurance

- Ensuring contextual and dofollow links (when applicable)
- Avoidance of link farms and low-quality placements (when relevant)

## 6. Tracking & Reporting

- Tracking of all submitted links
- Monthly reporting on link performance



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# Organic Social Media Management

**Stay active, on-brand, and  
connected with your audience.**

End-to-end management of your social media accounts to build brand presence and engagement.

Straight Up Digital creates and schedules engaging content, monitors performance, and manages interactions across platforms like Facebook, Instagram, and LinkedIn, ensuring your brand stays consistent and relevant.

**Price: \$450/month - Custom pricing also available**





# Organic Social Media Management Service Inclusions

**Straight Up.**

## **1. Initial Setup & Audit**

- Social media logins required (FB, Insta, LinkedIn e.t.c)
- Social media account audit (profile health, content performance, competitors)
- Profile optimisation (bio, contact info, branding elements)
- Hashtag and keyword research

## **2. Content Creation**

- Monthly content calendar planning
- Creation of branded graphics, posts, and captions
- Short-form video content (Reels, Stories, LinkedIn video posts – when relevant)
- Schedule created and sent for approval
- Content repurposing from blogs, articles, or other assets

## **3. Publishing & Scheduling**

- Scheduling of posts in advance for consistent activity
- Optimal posting times research & implementation
- Platform-specific formatting (Facebook, Instagram, LinkedIn best practices)



# Organic Social Media Management Service Inclusions

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## 4. Engagement & Community Management

- Monitoring comments & direct messages and reporting to client if action needed
- Responding to follower interactions (when approved/required)
- Basic community engagement (liking, commenting, sharing relevant posts)

## 5. Reporting & Insights

- Monthly performance reporting (reach, engagement, follower growth)
- Content performance breakdown (top posts, best times, audience insights)
- Recommendations for ongoing improvements
- Competitor tracking (when relevant)

Plan your project

# Social Media Advertising

**Drive results with targeted campaigns that convert.**

Running paid campaigns on platforms like Facebook, Instagram, and LinkedIn to reach targeted audiences.

We strategise, create, and manage ad campaigns focused on conversions, reach, or engagement. Includes audience targeting, A/B testing, and performance tracking to maximise ROI.

**Price: \$450/month - Custom pricing also available**



# Social Media Ads Service Inclusions

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## 1. Initial Setup & Audit

- Social media logins required (FB, Insta, LinkedIn e.t.c)
- Ad account setup (or audit of existing account)
- Pixel/Conversion API setup and integration with website
- Campaign strategy development (objectives, funnels, targeting)

## 2. Campaign Creation

- Ad campaign build-out (awareness, consideration, conversion)
- Audience segmentation (demographics, interests, behaviours, lookalikes) where relevant
- Ad creative design (images, graphics, or short-form video where relevant)
- Copywriting for multiple ad variations
- Ad placement optimisation (feeds, stories, reels, in-stream, etc.)

## 3. Ongoing Optimisation

- Test and measure of creatives, copy, and audiences
- Budget allocation and optimisation for ROI
- Audience refinement and exclusion list updates
- Retargeting campaigns (website visitors, engaged users, CRM lists)
- Lookalike audience expansion for scaling successful campaigns (when relevant)



# Social Media Ads Service Inclusions



## 4. Tracking & Conversion Optimisation

- Conversion tracking setup for leads, sales, or sign-ups
- Monitoring of key events (purchases, calls, form submissions)

## 5. Reporting & Insights

- Weekly performance snapshots (impressions, clicks, conversions, cost per lead/sale)
- Monthly detailed reporting with analysis and recommendations
- ROI and cost-per-acquisition breakdown
- Competitor ad activity monitoring (when relevant)

Plan your project

# Web Design & Development

## Create stunning, user-friendly websites that convert.

Creation of professional, responsive websites tailored to your brand and business goals.

From simple brochure sites to advanced service pages, we design clean, conversion-focused websites using WordPress or Shopify. All websites are mobile-friendly, SEO-optimised, and easy to update.

- **Up to 5 pages: \$1000**
- **6–10 pages: \$1200**
- **11-15 pages: \$1500**
- **Custom pricing also available**





# Web Design & Development Service Inclusions

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## 1. Initial Planning & Strategy

- Consultation on goals, branding, and functionality needs
- Competitor and industry analysis
- Discuss timeline and business needs

## 2. Design & Branding

- Custom website design aligned with brand guidelines
- Responsive design (mobile, tablet, desktop optimisation)
- Incorporation of brand colours, fonts, and imagery
- Wireframe/mock-up design home page then internal
- Approval to move to the development stage

## 3. Development

- CMS setup (WordPress or other preferred platform)
- Page build-out (home, about, services/products, contact, etc.)
- Blog setup (if required)
- E-commerce functionality (shopping cart, checkout, product pages – when relevant)
- Custom forms for enquiries, bookings, or lead capture
- Integration with CRM, email marketing, or third-party tools (when required)



# Web Design & Development Service Inclusions

## 4. Technical Setup

- Domain & hosting setup support (if required)
- SSL certificate setup for site security
- Basic SEO setup (meta titles, descriptions, headings, image alt tags) when relevant
- Site speed optimisation (caching, image compression, lazy load) when relevant
- Google Analytics/GA4 and Search Console integration

## 5. Content & Media

- Content migration from old website (if applicable)
- Uploading of client-provided content (text, images, video)
- Stock image sourcing (if required)
- On-brand graphics/icons where relevant

## 6. Testing & Launch

- Browser and device compatibility testing
- Functionality testing (forms, checkout, links, responsiveness)
- Pre-launch client review & feedback rounds
- Website launch & handover

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# Web Design & Development Service Inclusions

## 7. Training & Support

- Client loom video on CMS (adding content, editing pages)
- Website management guide (when required)
- Optional ongoing maintenance package (updates, backups, monitoring) or technical support





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# Email Marketing



**Keep your audience engaged and your brand top of mind.**

The use of email campaigns to nurture leads, promote offers, and build customer loyalty.

Straight Up Digital designs branded email templates, sets up automation flows, and crafts engaging copy to keep your audience informed and interested, driving conversions and repeat business.

**Price: \$450/month - Custom pricing also available**



# Email Marketing Service Inclusions



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## 1. Initial Setup & Audit

- Audit of existing email platform, list health, and automations, or
- Set up of email marketing platform (Mailchimp, Brevo, Klaviyo, etc.)
- Domain authentication (SPF, DKIM, DMARC) for deliverability
- Import & organisation of contact lists (segmentation by demographics, behaviour, etc.)

## 2. Campaign Creation

- Agree on strategy for campaigns (promotional, educational, nurturing)
- Branded email template design (mobile-responsive)
- Copywriting completed with compelling CTAs
- Graphic design or stock image sourcing (where required)
- Test and measure for subject lines, content, and CTAs
- Send for approval. Implement when approved

## 3. Automation & Funnels

- Set up of automated workflows (welcome series, abandoned cart, re-engagement, lead nurturing)
- Personalisation of emails based on contact metrics



# Email Marketing Service Inclusions



## 4. List Growth & Management

- Lead capture forms and pop-ups (website integration)
- Landing page creation for email opt-ins (when relevant)
- List cleaning and suppression of inactive contacts
- GDPR/Privacy compliance best practices

## 5. Reporting & Optimisation

- Campaign performance tracking (open rates, click rates, conversions, revenue attribution)
- Deliverability monitoring and improvement strategies
- Insights on best-performing subject lines and content
- Monthly reporting with recommendations for improvement

## 6. Optional Add-Ons

- SMS marketing integration (where the platform supports)
- CRM integration for advanced targeting



# How It Works: Our 8 Step Process - Part 1

1 Select Services	You choose the services you need: SEO, social media, web design, ads, or more. Would you need any help deciding? We're happy to review your brief and recommend a strategy.
2 Proposal & Quotation	We'll provide a service quote based on your selected products and quantity-based pricing.
3 Agreement & Contract	Once you're ready, we'll issue a simple service agreement (NDA included if needed) that defines responsibilities, deliverables, and timelines .
4 Payment & Activation	We issue an invoice for the agreed service(s). Work begins upon payment confirmation. All pricing is in your local currency and billed monthly, with no hidden fees or lock-in contracts.
5 Client Onboarding	We'll collect relevant information, access credentials (e.g., website, social media, ad accounts), and any client-specific brand assets.

# How It Works:

## Our 8 Step Process - Part 2

6 Service Execution	We execute every deliverable. You get full access to custom dashboards and transparent reporting, ensuring you stay in control while we drive the results.
7 Review & Reporting	We deliver clear, fluff-free reports every month (or on your schedule) so you always know exactly where your ROI stands.
8 Ongoing Support	Business moves fast, so we stay flexible. Scale your services up, pivot your strategy, or dial back anytime, no rigid lock-ins. Whether you're adding new growth tools at preferred rates or need one-off expert support, we adapt our output to match your current business goals.

### Summary Flow (Quick Visual)

Select Services → Quote & Contract → Payment → Onboarding → Delivery → Reporting & Support

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# CONTACT US



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