



## SEO Blog Packages 2026

### **Initial – £75 (one time only) \***

- Zoom, Teams, or telephone discovery call to cover:
  - Getting to know you, your ideal client(s), and identifying your USP
  - A check on what goals you're trying to hit and by when
  - Topic suggestions, examples of content, or general guideline of content you'd like to see
  - Brief content audit to identify any keyword and topic gaps
  - Summary of organisation, brand guide, media kit, promotional materials, videos, iconography – ie, any existing materials that show your brand voice
  - Summary of your intended audience or ideal client and their pain points

### **Bronze – £300 (one blog per month) \***

- Well researched, original, article of up to 1,000 words optimised for SEO and for your reader (user intent)
- Written in language that empathises with and talks directly to your clients
- Referencing as much data as possible (facts)
- Citing your expert opinion (thought leadership)
- Customer testimonials/links to personal case studies (results)
- At least one high authority external outbound link and/or expert quote
- A call to action
- Meta data suggestions
- A Google Doc that's open for you to fact check for accuracy
- One round of minor amendments, either pre-publication or up to 30 days post publication
- Email correspondence

### **Silver – £550 (two blogs per month) \***

- As above, for each blog.

### **Gold – £1100 (four blogs per month) \***

- As above, for each blog.

### **Add-on packages also available at £50 hourly rate \***

- Full blog audit - updating/editing existing blog(s) for better SEO and with higher ranking keywords
- WordPress website set up/plugin and/or copy updates/editing
- Image sourcing/editing
- Creation of graphics using Canva, eg, for Pinterest or other social media channels
- Advising how and where to repurpose your blogs to maximise their effectiveness and engagement

\* Excludes any travel fees or time spent travelling.