

Features	Professional	Performance	Premium
Keywords			
Number of Core Keywords Optimized	30	45	60
Keyword Research	✓	✓	✓
Keyword Implementation	✓	✓	✓
Keyword Mapping	✓	✓	✓
Off-Page			
Number of Link Building Campaigns/Backlinks (per month)	4	8	12
Domain Authority	10-30	31-50	51-70
Link Building Outreach	✓	✓	✓
Guest Posting	✓	✓	✓
Anchor Text Optimization	✓	✓	✓
Content			
Number of Content Assets/Blog Posts (per month)	4	8	12
Research/Strategy	✓	✓	✓

Features	Professional	Performance	Premium
Audits & Analytics			
Frequency of Website Audits & Inspections	Quarterly	Monthly	Weekly
Technical SEO	✓	✓	✓
Custom Report Dashboard	✓	✓	✓
KPI Tracking	✓	✓	✓
On-Page			
Site Content Optimization	✓	✓	✓
Page Titles	✓	✓	✓
Page Descriptions	✓	✓	✓
Header Tags (H1 - H6)	✓	✓	✓
Internal/External Linking	✓	✓	✓
Image Optimization	✓	✓	✓
URL Structure	✓	✓	✓
Technical SEO (Sitemaps, Robots.txt, Page Speed)	✓	✓	✓