

FORGE

DIGITAL PRODUCTS STUDIO

SEO & Performance

Custom SEO strategies tailored to your business goals. Focused on sustainable organic growth, search visibility, qualified traffic, and conversion improvements.

01	Forge SEO **ORIGIN**	Solid SEO foundation for small businesses and local brands	**$550** USD / month
02	Forge SEO **MOMENTUM**	Consistent organic growth and qualified leads	**$1,300** USD / month
03	Forge SEO **BESPOKE**	Accelerated growth for ambitious brands and organizations	**$2,200** USD / month

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PACKAGE 01

Forge SEO **ORIGIN**

Ideal for small businesses, local brands, and websites that need a solid SEO foundation.

PACKAGE PRICE	MINIMUM COMMITMENT	PERFORMANCE ADS ADD-ON
$550 / month Billed monthly	**6 months** then monthly	**Quoted separately** Ad spend paid directly to platforms

ONE-TIME ONBOARDING (FIRST MONTH)

- Full technical SEO audit with a prioritized action plan
- Foundational technical implementation (crawlability, indexation, site structure, redirects, XML sitemap)
- Keyword research and competitor benchmarking (up to 3 core competitors)
- Google Search Console and Google Analytics 4 (GA4) setup, with baseline conversion tracking
- Privacy-compliant tracking setup (GDPR cookie consent, Google Consent Mode) where required
- Core Web Vitals and site speed baseline assessment
- Basic schema markup (structured data) across core page templates

MONTHLY DELIVERABLES

- On-page optimization of up to 5 key pages per month
- Ongoing monitoring and optimization of Search Console, GA4, and conversion tracking
- Local SEO and Google Business Profile optimization (for businesses serving a local area)
- 1 monthly performance report tracking visibility, organic traffic, and conversions, available in the client panel
- 1 strategy call per month (30 minutes)
- Support response within 24 business hours

OPTIONAL ADD-ON: PERFORMANCE ADS ESSENTIAL (GOOGLE ADS)

Optional — available on top of this package. Paid search data shows which keywords convert, which helps guide SEO priorities.

- Google Ads Search campaign setup and management
- Keyword targeting aligned with your SEO strategy
- Conversion tracking setup and verification
- Ad copy guidance
- Monthly ads performance summary

Important: Everything is customized based on the website's current status and business goals. We don't use rigid checklists — the scope is adjusted according to what the site actually needs.

BEST FOR

Local businesses, new websites, small service-based companies

PACKAGE 02

Forge SEO **MOMENTUM**

Best for businesses that want consistent organic growth, higher search visibility, and qualified leads.

PACKAGE PRICE	MINIMUM COMMITMENT	PERFORMANCE ADS ADD-ON
$1,300 / month Billed monthly	**6 months** then monthly	**Quoted separately** Ad spend paid directly to platforms

INCLUDED

- **Everything in Forge SEO ORIGIN**

MONTHLY DELIVERABLES

- Advanced technical SEO monitoring, with implementation of ongoing fixes
- Core Web Vitals and user experience optimization
- Content strategy and on-page optimization of up to 10 existing pages per month
- Up to 4 detailed content briefs per month for new content
- Internal linking strategy built around priority topic clusters (hub and supporting pages)
- Backlink analysis and ethical (white-hat) link building and digital PR support, up to 4 quality placements per month
- Competitor benchmarking, tracking, and opportunity analysis (up to 5 competitors)
- Schema markup expansion beyond core templates (e.g., FAQ, article, product, review)
- AI search visibility: optimizing key content for AI-generated answers and AI Overviews
- International and multilingual SEO (hreflang setup) where applicable
- Conversion tracking and funnel performance monitoring
- 1 detailed monthly report with actionable insights, available in the client panel
- 2 strategy / review calls per month (45 minutes each)
- Support response within 12 business hours

OPTIONAL ADD-ON: PERFORMANCE ADS GROWTH (GOOGLE ADS + META ADS)

Optional — available on top of this package. Paid search data shows which keywords convert, which helps guide SEO priorities.

- Google Ads campaigns (Search + Remarketing) and Meta Ads (Facebook + Instagram)
- Keyword and audience targeting aligned with your SEO strategy
- Audience research and targeting setup
- Ad creative guidance (direction and briefs)
- A/B testing of ad copy, with landing page recommendations
- Continuous optimization for clicks, qualified leads, and conversions
- Budget recommendations and performance tracking

Important: This package is fully tailored. The volume of content work, technical depth, and off-page activities are defined according to the client's goals, competition level, and website condition. Nothing is fixed or one-size-fits-all.

BEST FOR

Growing businesses, competitive niches, companies that want measurable organic traffic growth

PACKAGE 03

Forge SEO **BESPOKE**

For organizations and ambitious brands that want accelerated growth through organic visibility, optionally combined with paid acquisition.

PACKAGE PRICE	MINIMUM COMMITMENT	PERFORMANCE ADS ADD-ON
$2,200 / month Billed monthly	**6 months** then monthly	**Quoted separately** Ad spend paid directly to platforms

INCLUDED

- **Everything in Forge SEO MOMENTUM, plus:**

ADVANCED SEO (MONTHLY DELIVERABLES)

- Comprehensive technical SEO: deep audit, full technical implementation, and continuous optimization
- Continuous Core Web Vitals and site performance engineering
- Full keyword strategy and competitor benchmarking (at least 5 competitors)
- Advanced on-page and content strategy: at least 15 pages optimized per month
- Up to 8 content briefs per month
- Site architecture and internal linking at scale (topic clusters, crawl depth, orphan page cleanup)
- In-depth backlink analysis, ethical link building, and digital PR: at least 5 quality placements per month
- Entity and structured-data optimization (organization, brand, product, and topic entities) to strengthen knowledge graph and AI search visibility

MANAGEMENT & STRATEGY

- End-to-end conversion tracking and cross-channel attribution modeling
- 4 dedicated strategy sessions per month (weekly check-ins)
- Custom live reporting dashboard in the client panel (organic + paid performance)
- 1 comprehensive monthly report + bi-weekly progress snapshots and strategic insights
- Priority support with response within 4 business hours

OPTIONAL ADD-ON: PERFORMANCE ADS ADVANCED (GOOGLE ADS + META ADS)

Optional — available on top of this package. Paid search data shows which keywords convert, which helps guide SEO priorities.

- Google Ads campaigns (Search, Performance Max, Remarketing) and Meta Ads (Facebook + Instagram)
- Keyword-based targeting aligned with SEO strategy, with search-term and conversion data shared across organic and paid
- Audience research and precise targeting setup
- Ad creative guidance (direction and briefs) and campaign structure
- Weekly optimization for clicks, qualified leads, and conversions
- Budget recommendations, performance tracking, and full SEO-paid integration

Important: This package is built around your market, competition level, and growth objectives. The exact depth of SEO deliverables, campaign types, and targets is defined after a detailed consultation.

BEST FOR

Established companies, competitive markets, brands that want long-term organic growth with the option of immediate qualified traffic through paid channels

TERMS & POLICIES

Clear terms, **no surprises**

Applies to all Forge SEO packages and Performance Ads add-ons.

PERFORMANCE PHILOSOPHY & TRANSPARENCY

Because search engine algorithms and auction dynamics evolve continuously, we do not offer artificial ranking guarantees (such as promising a "#1 Google ranking"). Instead, our work is strictly accountable to measurable KPIs: sustainable organic growth, increased search visibility, qualified traffic, and improved conversion rates.

MINIMUM COMMITMENT

SEO results build over time. All Forge SEO packages have a minimum commitment of 6 months, after which the service continues on a rolling monthly basis.

ACCOUNT OWNERSHIP

All accounts (Google Search Console, Google Analytics, Google Ads, Meta Ads, Google Business Profile) are created under the client's ownership. The client keeps full access at all times, and our team works through delegated access.

ETHICAL PRACTICES

We use white-hat methods only, in line with search engine guidelines. We do not use link schemes, private blog networks, or any technique that puts your site at risk.

AD SPEND & SCOPE POLICY

Direct advertising spend paid to platforms (Google Ads and Meta Ads budgets) is strictly separate and is not included in our package or management fees. Ad creative guidance covers direction and briefs; production of design, video, or copy assets is quoted separately. The exact depth of SEO deliverables, campaign types, and targets is customized based on market competition and growth objectives.

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