

Digital Marketing Pricing Guide 2020

AS FEATURED IN
Forbes

30 Under 30 Asia
We've been featured in Forbes Magazine's
Media, Marketing, and Advertising category.



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Our ratings speak for itself. Our clients
consistently rate us 5/5 on all of our services



**WEBSITE DESIGN
AND DEVELOPMENT**

TEAM	Company/Brochure	E-commerce	Enterprise
Designer	✓	✓	✓
Developer	✓	✓	✓
Project Manager	✓	✓	✓
QA	✓	✓	✓
Copywriter	Optional	Optional	Optional
DESIGN			
Design Mockup (PSD)	✓	✓	✓
Revisions	Unlimited	Unlimited	Unlimited
Stock Photos	✓	✓	✓
Logo	Optional	Optional	Optional
DEVELOPMENT			
CMS	✓	✓	✓
Mobile Responsive	✓	✓	✓
E-commerce	✗	✓	Optional
Payment Integration	✗	✓	Optional
FEATURES			
Pages	1-10	11-50	51++
Security	Advanced	Enterprise-Grade	Enterprise-Grade
On-Page SEO	✓	✓	✓
Contact Form	✓	✓	✓
Image Gallery	✓	✓	✓
Newsletter Integration	Optional	Optional	✓
Post-Install Support	30 Days	30 Days	30 Days
Iron-Clad Warranty	6 Months	6 Months	6 Months
Total Price	₱60,000 one-time	₱80,000 one-time	₱100,000 one-time

***All prices are VAT inclusive.*



**SEARCH ENGINE
OPTIMIZATION**

REPORTING	Advanced	Aggressive	Enterprise
Detailed Monthly Reports	✓	✓	✓
Rank Tracking for Keywords	✓	✓	✓
Summarized Google Analytics Figures	✓	✓	✓
Detailed Backlinks Report	✓	✓	✓
SITEWIDE-LEVEL OPTIMIZATION			
Canonical URL Optimization	✓	✓	✓
Targeted Locations	✓	✓	✓
XML & HTML Sitemaps	✓	✓	✓
Permalink Structure Optimization	✓	✓	✓
Site Speed Optimization	✓	✓	✓
Cross-Device Optimization	✓	✓	✓
Google Search Console Optimization	✓	✓	✓
Yoast SEO Plugin Setup (WordPress)	✓	✓	✓
PAGE-LEVEL OPTIMIZATION			
Target Keywords	Up to 10	Up to 20	Up to 30
Title Tag Optimization	5 pages/month	10 pages/month	15 pages/month
Meta Content Creation & Optimization	5 pages/month	10 pages/month	15 pages/month
Schema Integration	5 pages/month	10 pages/month	15 pages/month
Header Tag Creation & Optimization	5 pages/month	10 pages/month	15 pages/month
Image Optimization	All Images	All Images	All Images
Link Juice Preservation	✓	✓	✓
Broken Links Repair	✓	✓	✓
OFF-PAGE OPTIMIZATION			
Guaranteed Backlinks Earned	6-8/month	10-12/month	14-16/month
Content Marketing	2 posts/month	3 posts/month	4 posts/month
Guest Posting	✓	✓	✓
Social Media Marketing Link Acquisition	✓	✓	✓
Unlinked Brand Mentions	✓	✓	✓
On-Page and Off-Page Deep Linking	✓	✓	✓
Link Outreach	✓	✓	✓
Pillar Article Creation & Link Acquisition	1 post/3 months	1 post/2 months	1 post/month
Setup Fee	₱0 (Free)	₱0 (Free)	₱0 (Free)
Monthly	₱50,000/month	₱60,000/month	₱80,000/month

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**SOCIAL MEDIA
MARKETING**

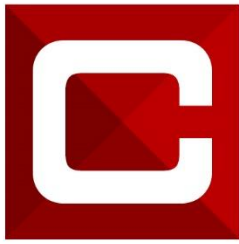
REPORTING	Advanced	Aggressive	Enterprise
Detailed Monthly Reports	✓	✓	✓
Initial Social Media Audit	✓	✓	✓
Social Media Competition Analysis	✓	✓	✓
SOCIAL POSTING			
Custom Posts (Graphics with text)	16/month total	24/month total	32/month total
Stock Photos	✓	✓	✓
INCLUSIONS			
Social Networks	2	3	4
Influencer Marketing	✓	✓	✓
Social Account/Page Setup	✓	✓	✓
Page Optimization	✓	✓	✓
Cover Photo & Profile Photo Uniform Design	✓	✓	✓
Page Verification (Check Mark on Facebook)	✓	✓	✓
Dedicated Social Media Account Manager	✓	✓	✓
Daily Page Spam Maintenance	✓	✓	✓
Chatbot Integration	✓	✓	✓
SOCIAL MEDIA ADS			
Monthly Ad Spend	Up to ₱50,000	Up to ₱100,000	Up to ₱200,000
Geo-Targeting	✓	✓	✓
A/B Split-Testing	✗	✓	✓
Retargeting	✗	✓	✓
Setup Fee	₱0 (Free)	₱0 (Free)	₱0 (Free)
Monthly	₱40,000/month	₱45,000/month	₱60,000/month

The image features a complex, abstract background composed of numerous thin, overlapping lines. A prominent set of lines in a vibrant red color forms a large, flowing, wave-like shape that dominates the center and right side of the frame. This red shape is set against a backdrop of lighter, greyish lines that also form a similar but more subtle, grid-like pattern. The overall effect is one of dynamic movement and digital connectivity. Centered within this composition is the text "DIGITAL ADVERTISING" in a bold, sans-serif font. The word "DIGITAL" is in red, while "ADVERTISING" is in black, creating a strong visual contrast.

**DIGITAL
ADVERTISING**

REPORTING	Advanced	Aggressive	Enterprise
Detailed Monthly Reports	✓	✓	✓
Keyword Research	✓	✓	✓
Competition Analysis	✓	✓	✓
INCLUSIONS			
Negative Keyword List Creation	✓	✓	✓
Keyword Group Segmentation	✓	✓	✓
Geo-Targeting	✓	✓	✓
Quality Score Evaluation	✓	✓	✓
A/B Split-Testing	✓	✓	✓
Landing Page Analysis	✓	✓	✓
Quality Score Evaluation	✓	✓	✓
Bid Strategy Optimization	✓	✓	✓
Retargeting	✓	✓	✓
BUDGET & PLATFORMS			
Platforms (Google Ads, Facebook, etc.)	1	3	4
Monthly Ad Spend	Up to ₱100,000	Up to ₱200,000	Up to ₱400,000
Keywords	Unlimited	Unlimited	Unlimited
Setup Fee	₱0 (Free)	₱0 (Free)	₱0 (Free)
Monthly	₱25,000/month	₱35,000/month	₱50,000/month

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CARLOCAB

DIGITAL MARKETING

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+63 (917) 503-4874 / contact@carlocab.com

