MONTHLY PLANS

Website Care & SEO Plans

Website maintenance and SEO under one roof. Start with reliable care, then scale into research, local SEO, content, technical improvements and authority building. Every SEO tier includes everything in the plans beneath it.

CARE

Website Maintenance — £25/mo

Reliable maintenance, monitoring and small ongoing fixes.

- CMS, plugin & framework updates
- Security patches & broken-link checks
- Weekly automated backups
- Uptime monitoring
- Minor monthly content tweaks
- Priority support

TRACK

SEO Monitoring — £50/mo

The care plan plus the data and search foundations kept in order.

- GA4 analytics setup & monitoring
- Google Search Console setup & management
- Metadata & alt-text maintenance
- Google Business Profile health checks
- Basic technical & indexation checks
- Monthly performance snapshot

INCLUDES EVERYTHING IN CARE

FOUNDATION

SEO Foundation — £100/mo

Research and on-site optimisation become an active monthly process.

- Keyword research & search-intent mapping
- Competitor SEO research
- Backlink profile & competitor link research
- On-page optimisation of priority pages
- Technical SEO, schema & internal linking
- Monthly ranking & performance report

INCLUDES EVERYTHING IN SEO MONITORING

MOST POPULAR

LOCAL

Local SEO Growth — £200/mo

A strong local-growth package for service businesess that need more enquiries.

- Full Google Business Profile management
- 4 Google Business Profile posts / week
- Local citation & NAP consistency work
- Review strategy & profile optimisation
- Active backlink outreach & acquisition
- 1 new SEO landing/service/location page / month

INCLUDES EVERYTHING IN FOUNDATION

GROWTH

SEO Growth Partner — £350/mo

More content, stronger authority building and a more proactive technical programme.

- 8 Google Business Profile posts / week
- 2 SEO landing pages or articles / month
- Expanded keyword & topic-cluster strategy
- Stronger backlink acquisition & digital PR outreach
- Monthly technical crawl & improvement work
- CRO recommendations + monthly strategy call

INCLUDES EVERYTHING IN LOCAL SEO GROWTH

AUTHORITY

SEO Authority — £650/mo

Full-service organic growth with content, technical SEO and authority managed end-to-end.

- 4 SEO landing pages or articles / month
- High-authority link acquisition + digital PR
- Advanced technical SEO, schema & Core Web Vitals
- Advanced competitor/content/backlink gap analysis
- Multi-location or service-area SEO where required
- Custom dashboard, ongoing CRO & fortnightly strategy

INCLUDES EVERYTHING IN SEO GROWTH PARTNER

BESPOKE

Custom Scope — Price on Application

Multi-site, ecommerce, large content programmes or specialist campaigns built around your goals.

COMPARE

Full plan comparison

Feature	£25	£50	£100	£200	£350	£650
CARE & MAINTENANCE						
CMS / plugin / framework updates	✓	✓	✓	✓	✓	✓
Security patches & link checks	✓	✓	✓	✓	✓	✓
Weekly automated backups	✓	✓	✓	✓	✓	✓
Uptime monitoring	✓	✓	✓	✓	✓	✓
Minor content tweaks	✓	✓	✓	✓	✓	✓
SETUP, DATA & REPORTING						
GA4 analytics	—	✓	✓	✓	✓	✓
Google Search Console	—	✓	✓	✓	✓	✓
Performance reporting	—	Snapshot	Rankings	In-depth	Dashboard	Dashboard
RESEARCH & ON-SITE SEO						
Keyword research	—	—	Active	Expanded	Topic clusters	Full strategy
Competitor research	—	—	✓	✓	Advanced	Advanced
Backlink / link-gap research	—	—	✓	✓	Advanced	Advanced
On-page optimisation	—	—	✓	✓	✓	✓
Technical SEO / schema / internal links	—	Checks	✓	✓	Monthly	Advanced
New SEO pages / month	—	—	—	1	2	4
LOCAL SEO						
Google Business Profile	—	Health check	Check-ins	Managed	Managed	Managed
Google Business Profile posts / week	—	—	—	4	8	8+
Local citations / NAP consistency	—	—	—	✓	✓	✓
AUTHORITY & GROWTH						
Backlink acquisition	—	—	Research	Active	Strong	High-authority
Digital PR outreach	—	—	—	—	✓	✓
Conversion tracking / CRO	—	—	—	Tracking	Recommendations	Ongoing
Strategy / roadmap	—	—	—	—	Monthly	Fortnightly
Support level	Priority	Priority	Priority	Priority	Same-day	Priority SLA

A note on SEO delivery.

New-page counts are starting points. Backlink acquisition means outreach, citations and earned placements; any third-party placement or PR fees are agreed separately. Paid media and ad spend are separate from these SEO plans.

Not sure which plan fits?

Tell us about your site, market and goals and we will recommend the right starting point.

0161 399 4659 · enquiries@jw-digital.co.uk · jw-digital.co.uk