

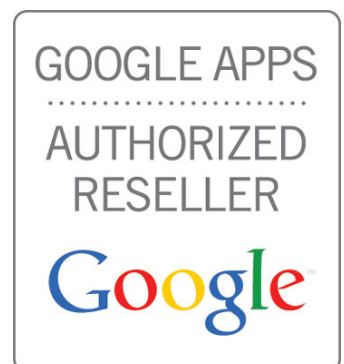
# WINDFALL

COMMUNICATIONS LLC

## Consulting Services Menu

### 2020 Pricing

Windfall Communications LLC  
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## **WINDFALL CONSULTING MENU**

### **GOOGLE BUSINESS PHOTOGRAPHY**

360 Virtual tour of your business that can be embedded on your Facebook page, website etc. 360 panorama photos and still photos are shared and with release so that you can use the images on your website, social media pages, print media etc.

\$350-\$900

### **WORDPRESS WEBSITE MANAGEMENT**

- Business hosting for your WordPress site
- Weekly off-site backups
- Monitor security scans and repair issues
- Monitor Google Analytics for changes and traffic drops
- Monitor website and server downtime
- Track issues and additional security threats with Google Webmaster Tools

\$450 Setup & \$150 monthly

AMP Mobile Addon \$350

### **SSL CERTIFICATES**

Protect your websites users and improve your Google ranking by adding an SSL certificate to your website. Your web address will change from http to https.

1 year certificate - \$60

2 year certificate - \$100

3 year certificate - \$120

### **GOOGLE G-SUITE APPS ACCOUNTS**

yourname@yourdomain.com – all managed by Google. Share calendars, notes, presentations, etc. with all members of your organization.

\$72 per account annually

### **MANAGED GOOGLE PPC CAMPAIGN**

Target customers either via search or their internet interests. If someone is searching for your competition, shouldn't they see an ad for your business? Search phrases are reviewed on a regular bases to add negative keywords, adjust ads, and increase relevance.

\$200 Setup and 25% of monthly spend (\$300 monthly spend minimum)

### **PRINTING SERVICES**

Print setup & graphic design billed at \$80/hour. Stock photos with print releases at additional charge.

### **COMPANY NEWSLETTERS**

\$200 design setup & \$100 per mailing for up to 2000 subscribers.

## **SOCIAL MEDIA MANAGEMENT**

Companies typically won't sell a product because of a Facebook or Twitter post, but scheduled posts that engage the customers will keep your business in the front of their minds. Again, the business owner could do this on their own, but they don't have time. I don't bother the business owner to write the posts and then have me update them, rather I research the news that pertains to their industry and create posts to make them seem like the "Industry expert." Monthly cost starts at \$150/month

## **SEO ARTICLES / BLOG CONTENT**

After working with your business on a keyword strategy we will generate a list of blog/news articles  
\$50 per article for up to 350 words.

## **LOCAL SEO SETUP**

\$450 – Help setting up accounts on Google, Yelp, Facebook, Twitter & submit correct information to data engines like Yext.com

## **IDENTITY MANAGEMENT**

Keep the online image of your company a positive one. Using reviews and digital press releases we brush the negative stuff under the rug and keep the positive information flowing. A few bad reviews about your business can cost you thousands per month.

Management cost starts at \$100/mo.

Add-ons include write your own Google Reviews \$100/per 5 reviews

Digital Press Releases \$250/per

## **SEO SERVICES**

When writing your blog, website, Facebook posts it is important to be consistent with your keywords, and verbiage. Everyone knows your website needs to use certain keywords, but so do your images, videos, blogs, etc. and they all have to be the same. Windfall uses Google Analytics to track our progress and growth.

\$200 monthly & 3 month minimum

## **SIGNS & GRAPHICS**

Banners, vehicle lettering, magnetic signs, hand-held signs, store front lettering, promotional materials etc. Design and print charges vary depending on the scale of the project.

## **CALL TRACKING & RECORDING**

Custom phone numbers that ring directly into your business. Are you on the fence about putting a print ad in the local paper or on the radio? Get real results if they call your business or not.

\$5 per line per month

5 cents per minute purchased in advance in \$50 blocks so they rollover to the next month

## **PBX PHONE SYSTEM**

Virtual attendant answers your phone number then forwards to the appropriate extension (cell phone). Phone tree routing and voicemail included. Puts and end to annoying robot spam calls! \$25/month



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## **VIDEO PRODUCTION**

Add a video to your website, Facebook, YouTube etc. Watching a video on your website increases the amount of time that users are on your site, which helps with your ranking. With your help we will plan your video, create a script, interview owners/managers/customers with proper lighting, shoot b-roll footage, edit the footage, and deliver files that you can upload to Facebook, YouTube, & Google Business Listing

Starting at \$850/project

## **CUSTOMER WI/FI**

Are guests always asking you for your Wi/Fi password? Password protect the Wi/Fi that your staff and systems use and create a guest network for your customers. Customers can log into your guest network with their email, Facebook, or Gmail account which lets you add them to your promotional campaigns.

\$100 Setup and \$30/month