

# HML (UK)

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National SEO Guide Pricing	Essential	Pro	Pro+	Premium
Primary Keywords	4	8	10	15
Keyword Analysis	✓	✓	✓	✓
Competitor Analysis	✓	✓	✓	✓
<b>Onsite Optimisation (max pages)</b>	5	10	15	20
HTML Sitemap	✓	✓	✓	✓
Code Structure Survey	✓	✓	✓	✓
Validation	✓	✓	✓	✓
<b>Internet Marketing (hrs / month)</b>	4	8	10	15
<b>Google Maps</b>				
Creation of Google map account	✓	✓	✓	✓
Citations	✓	✓	✓	✓
Google reviews	✓	✓	✓	✓
Local directory submissions	✓	✓	✓	✓
<b>Off Site Optimisation</b>				
One way backlinks	✓	✓	✓	✓

Creation of unique articles				
Submission of unique articles				
Unique blog articles				
Blog comments				
Social Media Profiles				
<b>Management (hours per month)</b>	2	2	3	3
<b>Reporting</b>				
Analytics				
Ranking Report				
Set-up fee	£ 300.00	£ 495.00	£ 645.00	£ 895.00
Monthly cost	£ 350.00	£ 495.00	£ 645.00	£ 895.00
Contract months	12	12	12	12