



## ONE TIME DESIGN INVESTMENT PAIRED WITH YOUR MARKETING PACKAGE SELECTION

<b>Secure Web Hosting</b> Cloud-based and redundant web hosting for maximum security of your data with multiple layers of firewalls and load balancers	✓	✓	✓	✓	✓
<b>Professional Client Services Team</b> Designated project manager, onboarding team and ongoing post launch support	✓	✓	✓	✓	✓
<b>Canvas® Toolbox &amp; Platform License</b> Built-in blogging system, page builder with drag and drop widgets, asset manager, pop-up editor, page by page SEO configuration and more!	✓	✓	✓	✓	✓
<b>Domain Services</b> Domain registration / renewal, branded email forwarding, cloud hosting, secure website - SSL certificate	✓	✓	✓	✓	✓
<b>Search Friendly Content Library</b> Specialized content database, site-wide search powered by elastic search (natural language search)	✓	✓	✓	✓	✓
<b>AMP Homepage</b> Accelerated Mobile Page (AMP) is a web framework that empowers mobile first webpages that load lightning fast. Our AMP homepage offers a simplified user funnel, designed based on user feedback, with full access to all active content	✓	✓	✓	✓	✓
<b>Password Protected Content and Member Areas</b> Control content visibility for authenticated / anonymous users, login with Facebook or Google, new user registration and lead capture		✓	✓	✓	✓
<b>MARKETING TOOLS</b>					
<b>Real Time Analytics Dashboard</b> Lead tracking, call tracking, SMS tracking, Google analytics integration and more	✓	✓	✓	✓	✓
<b>Lead Capture Forms</b> Customizable appointment request forms and contact forms	✓	✓	✓	✓	✓
<b>Custom Landing Page Design and Development</b> Configure forms customized for your business, conversion tracking, web leads dashboard		✓	✓	✓	✓
<b>Reputation Tracker</b> Track new reviews and historical ratings across multiple review websites		✓	✓	✓	✓
<b>Call Tracking Technology</b> Provision toll free or local vanity phone number, call reporting dashboard with recorded calls, SMS / text lead capture		✓	✓	✓	✓
<b>Virtual Receptionist</b> Route callers to appropriate departments to streamline their experiences and auto-tag calls based on their selection for improved reporting			✓	✓	✓
<b>Dynamic SEO Library</b> Proprietary search engine friendly content library			✓	✓	✓
<b>Canvas® Studio</b> Proprietary library of specialized social media content and customizable ad graphics			4 credits/mo	8 credits/mo	20 credits/mo
<b>Reputation Builder</b> Proprietary technology to help your business reach current and past clients to help build your reviews. Intelligent filtering and powerful business rules				✓	✓
<b>AI Insight</b> Call intelligence powered by AI speech recognition technology to evaluate and summarize calls with tags that are important to your business.					100 calls/mo
<b>MARKETING SERVICES</b>					
<b>Social Media Integration</b> Link all of your social profiles to your website either embedding a feed or linking to the page directly	✓	✓	✓	✓	✓
<b>Social Media Channel Graphic Creation</b> Custom social media channel graphics designed for your brand to be used as profile and cover photos across social media platforms		✓	✓	✓	✓
<b>Initial SEO Boost</b> Initial URL optimizations, meta tags, title tag and keyword optimizations, map submissions, citation building campaign with up to 25 local directory submissions		✓	✓	✓	✓
<b>Ongoing SEO Optimizations</b> <b>Organic SEO</b> Custom blog post, URL structure optimization, webmaster tools monitoring, search engine ranking monitoring & reporting, content optimizations <b>Local SEO</b> Local directory submission, Google business profile monitoring and customizations, Google map submission, Google business profile page creation / management, citation building and local SEO optimizations <b>Google Business Profile Posts</b> Our team will share the custom blog content we create on your Google business profile.		Quarterly	Monthly	Monthly	Semi-Monthly
<b>Marketing Consultation</b> Strategize with your Roya.com marketing consultant on goals and campaign performance		Quarterly	Monthly	Monthly	Monthly
<b>Monthly Reports</b> Detailed PDF reports including Aggregate data from Google Analytics, Google Search Console, Google Ads and more!			✓	✓	✓
<b>Custom Banner Ad Graphics and Campaigns</b> Geo targeted performance network ad campaigns targeting impressions for increased visibility				10,000 Impressions	25,000 Impressions
<b>Custom Social Media Content Creation</b> Work with a marketing expert to develop a monthly social media content calendar with custom designed, branded graphics for the services or products you'd like to promote. We'll post these on your social media accounts like Meta's Facebook, Instagram & even Google business profile!				3 Custom Graphics	6 Custom Graphics
<b>Display Ad Network Management</b> Work with one of our marketing experts to create or manage a Google ads account that you own and our team will manage your custom ad budget				Ad Management up to \$1,000 budget	Ad Management up to \$1,000 budget
<b>PPC Ad Management</b> Professionally managed Google ads campaign in an account that you own, managed by our team of experts	Add-On	Add-On	Add-On	Add-On	Ad Management up to \$3,000 budget
<b>Youtube or Additional Display Advertising</b> Optimize an existing video for Youtube advertising or create an additional display ad campaign				Add-On	2,500 Impressions