

Digital Marketing

Pricing Guide



AS FEATURED IN

Forbes

30 Under 30 Asia

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

Google

★★★★★ 5.0 Rating

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

2023

Web Design & Development

	COMPANY/BROCHURE	E-COMMERCE	ENTERPRISE
Team			
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	₱100,000 one-time	₱120,000 one-time	₱180,000 one-time

Digital Advertising

	ADVANCED	AGGRESSIVE	ENTERPRISE
Reporting			
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	₱40,000/month	₱50,000/month	₱70,000/month

Social Media Marketing (SMM)

	ADVANCED	AGGRESSIVE	ENTERPRISE
Reporting			
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
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	₱50,000/month	₱60,000/month	₱80,000/month

Search Engine Optimization (SEO)

	ADVANCED	AGGRESSIVE	ENTERPRISE
Reporting			
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	✓	✓	✓
Yeast 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	3/month	7/month	10/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	₱60,000/month	₱70,000/month	₱90,000/month

Make Your Brand **Bigger** in the Digital World

START TODAY:

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

