

uMarket start™	uMarket grow™	uMarket offer™	uMarket sell™
Basic keyword list	Segmented keyword lists	Segmented keyword lists	Segmented keyword lists
SEO best practices document	Site-specific SEO recommendations	SEO analysis, recommendations and implementation Thorough analysis of existing site Detailed recommendation Incorporation of keywords and key-phrases into website 6-month SEO checkup Inbound link recommendations	SEO analysis, recommendations and implementation Thorough analysis of existing site Detailed recommendation Incorporation of keywords and key-phrases into website Monthly SEO progress reports Inbound link campaign implementation
PPC basic campaign Google Adwords Up to 3 separate ad groups	PPC plus campaign Google Adwords + selected additional online media outlets Up to 5 ad groups Quarterly performance reports Quarterly campaign adjustments	PPC pro campaign Google + additional outlets Up to 10 ad groups Monthly performance reports Monthly campaign adjustments	PPC ultima campaign Google + additional outlets Up to 20 ad groups Monthly performance reports Monthly campaign adjustments Detailed funnel and conversion tracking Up to 5 landing pages
		Email newsletter template	Email newsletter template 5 hours of email newsletter consultation
		Hosted Blog	Hosted Blog 30 hours consultation on emerging techniques including: Business blogging strategies Podcasts, Videocasts and RSS
\$1,500 setup	\$3,000 setup	\$5,000 setup	\$7,000 setup
\$100/month	\$500/month	\$1,000/month	\$3,000/month

All estimated monthly charges include ad spend and YVOD's fees.