

**Initial Report** Campaign **IR Presentation** 3 Weeks → 12 Months → Monthly Market Intelligence Report Agree/Revise **Keyword Research** (Inc Ranking Reports) Market Intelligence **Prioritise WIP Items Technical Evaluation** Monthly -On-Page **WIP Roadmap** WIP & Strategy -Linking Strategy Meetings In-House vs Outsource **WIP Report** Monthly **ROI** Model Agree KPI's Analytics/KPI SEO/SEM Reporting T&M campaign costing \$TBA based on work ≈\$TBA Fixed Monthly Cost outsourced to Primacy