



Mark Kendrick

(909) 443-2260

kendrickmountainconsulting.com/pricing

RATE SHEET

Website management, SEO, AEO, and GEO

Our services combine website care, technical improvements, original content, and search strategy to help potential customers find, understand, and contact your business.

Each plan has its own Includes list, on the next page. From Plan 2 up, the list shows everything in the plan before it, plus what is new. Phone care is on every plan.

PLAN	NEW PAGES PER MONTH	MONTHLY INVESTMENT	IN-PERSON CONSULTING REVIEW
Plan 1	1	\$159	\$200 per session
Plan 2	2	\$229	\$200 per session
Plan 3	3	\$299	\$200 per session
Plan 4	4	\$369	\$200 per session
Plan 5	5	\$439	\$200 per session
Plan 6	6	\$509	One per year included
Plan 7	7	\$579	One per year included
Plan 8	8	\$649	One per year included
Plan 9	9	\$799	One per year included
Plan 10	10	\$949	One per year included

Plans 1–5: an in-person website review is \$200 per session. Plans 6–10 include one in-person website review each year.

HOW TO READ THE CARDS

Three bands, one Includes list each

Website Care is Plans 1–3. Growth is Plans 4–6, where Google Business Profile setup and 2 posts per month begin. Full Care is Plans 7–10, with ongoing Google Business Profile management and 4 posts per month. Phone care is on every plan.

Phone care

On every plan. Call in with knowledge-base questions. No writing needed.

Google Business Profile

Off on Plans 1–3. Setup and 2 posts per month on Plans 4–6. Ongoing management and 4 posts per month on Plans 7–10.

In-person review

Plans 1–5 are \$200 per session. Plans 6–10 include one per year.

INCLUDES

What each plan includes

From Plan 2 up, the card shows everything in the plan before it, plus what is new. The page count on each card is that plan's monthly allowance.

WEBSITE CARE

Plan 1 • \$159

1 new page each month · In-person review \$200 per session

INCLUDES

- Reliable website hosting
- Security updates and ongoing maintenance
- Speed and performance checks
- Technical SEO health checks
- On-page SEO for every new page
- 1 new page written and added each month
- Phone care: answer knowledge-base questions by calling in (no writing needed)
- A plain-English monthly report

WEBSITE CARE

Plan 2 • \$229

2 new pages each month · In-person review \$200 per session

INCLUDES

Everything in Plan 1, plus:

- 2 new pages each month
- Touch-ups to existing pages
- On-page SEO improvements to existing pages

WEBSITE CARE

Plan 3 • \$299

3 new pages each month · In-person review \$200 per session

INCLUDES

Everything in Plan 2, plus:

- 3 new pages each month
- A monthly look at visitor numbers with simple next steps
- Photo recommendations

GROWTH

Plan 4 • \$369

4 new pages each month · In-person review \$200 per session

INCLUDES

Everything in Plan 3, plus:

- 4 new pages each month
- Google Business Profile setup and 2 posts per month
- A search and content plan
- Answer-ready content (AEO and GEO, in plain words)
- Lead-generation improvements: clearer calls, forms, and booking paths

GROWTH

Plan 5 • \$439

5 new pages each month · In-person review \$200 per session

INCLUDES

Everything in Plan 4, plus:

- 5 new pages each month
- Stronger product and service pages
- More depth in the phone knowledge base

GROWTH

Plan 6 • \$509

6 new pages each month · One per year included

INCLUDES

Everything in Plan 5, plus:

- 6 new pages each month
- One in-person website review each year included
- Ongoing product and service page improvements
- A deeper analytics review in the monthly report

FULL CARE

Plan 7 • \$579

7 new pages each month · One per year included

INCLUDES

Everything in Plan 6, plus:

- 7 new pages each month
- Ongoing Google Business Profile management with 4 posts per month
- Knowledge base fully built out and kept up to date
- Ongoing lead-generation tuning

FULL CARE

Plan 8 • \$649

8 new pages each month · One per year included

INCLUDES

Everything in Plan 7, plus:

- 8 new pages each month
- A full review of existing pages
- Content planning across the whole site

FULL CARE

Plan 9 • \$799

9 new pages each month · One per year included

INCLUDES

Everything in Plan 8, plus:

- 9 new pages each month
- Expanded product and service coverage

FULL CARE

Plan 10 • \$949

10 new pages each month · One per year included

INCLUDES

Everything in Plan 9, plus:

- 10 new pages each month
- The most complete care for the website and Google Business Profile

What's behind every plan

The Includes list on each card is the short version. These notes explain the same services, and the plan where each one starts. Google Business Profile is included here because it begins at Plan 4.

STARTS AT PLAN 1 · WEBSITE CARE

Website hosting

Reliable website hosting for the site named in the agreement. Included on every plan.

STARTS AT PLAN 1 · WEBSITE CARE

Website performance

Speed and performance checks, including practical loading and mobile usability issues.

STARTS AT PLAN 1 · WEBSITE CARE

On-page SEO

On-page SEO for every new page starts at Plan 1. Improvements to existing pages start at Plan 2.

STARTS AT PLAN 1 · WEBSITE CARE

Phone care

On every plan. Answer knowledge-base questions by calling in. No writing needed. More depth starts at Plan 5. Fully built out from Plan 7.

STARTS AT PLAN 2 · WEBSITE CARE

Existing-page enhancement

Touch-ups to existing pages start at Plan 2. A full review of existing pages starts at Plan 8.

STARTS AT PLAN 3 · WEBSITE CARE

Image-gap recommendations

Photo recommendations start at Plan 3.

STARTS AT PLAN 4 · GROWTH

Search and content strategy

A search and content plan starts at Plan 4. Content planning across the whole site starts at Plan 8.

STARTS AT PLAN 4 · GROWTH

Lead-generation improvements

Clearer calls, forms, and booking paths start at Plan 4. Ongoing tuning starts at Plan 7.

STARTS AT PLAN 1 · WEBSITE CARE

Security maintenance

Security updates and ongoing maintenance, including HTTPS checks and a review of website access settings.

STARTS AT PLAN 1 · WEBSITE CARE

Technical SEO

Technical SEO health checks: crawlability, indexing, sitemaps, redirects, broken links, and canonical URLs.

STARTS AT PLAN 1 · WEBSITE CARE

New pages

Written and added each month. The count follows the plan, from 1 page on Plan 1 to 10 pages on Plan 10.

STARTS AT PLAN 1 · WEBSITE CARE

Monthly client reporting

A plain-English monthly report on every plan. A deeper analytics review in that report starts at Plan 6.

STARTS AT PLAN 3 · WEBSITE CARE

Analytics review

A monthly look at visitor numbers starts at Plan 3. A deeper analytics review starts at Plan 6.

STARTS AT PLAN 4 · GROWTH

Google Business Profile

Not on Plans 1–3. Setup and 2 posts per month on Plans 4–6. Ongoing management with 4 posts per month on Plans 7–10.

STARTS AT PLAN 4 · GROWTH

AEO and GEO

Answer-ready content, written in plain words, starts at Plan 4.

STARTS AT PLAN 5 · GROWTH

Product and service enhancement

Stronger product and service pages start at Plan 5. Ongoing improvements start at Plan 6. Expanded coverage starts at Plan 9.

Website and content roadmap

Each client receives a written roadmap based on the business's services, target customers, service area, seasonal demand, and growth goals. The roadmap identifies recommended new pages, improvements to existing pages, technical priorities, missing images, and information needed from the owner. Each recommendation has a purpose, priority, and status.

We review the strategy weekly and adjust priorities as information becomes available. New-page production follows the selected monthly allowance.

Monthly report

Every plan includes a plain-English monthly report of the work. A monthly look at visitor numbers starts at Plan 3. A deeper analytics review starts at Plan 6. The report has four parts.

1

Completed-work log

The log identifies the work actually performed, including new pages, existing-page revisions, technical fixes, security maintenance, image changes, and other included improvements. Each entry includes the affected page URL or website component, a description of the change, its purpose, and completion status. Where practical, entries link directly to the completed work. Completed work is clearly distinguished from recommendations, work in progress, and items awaiting client approval.

2

Analytics and performance summary

A monthly look at visitor numbers, with simple next steps, starts at Plan 3. A deeper analytics review starts at Plan 6. Where access and tracking permit, we review Google Search Console and website analytics to understand which topics attract visitors and which pages support customer actions. The summary explains notable changes and recommended responses. Seasonal patterns and incomplete tracking are identified where relevant. A tracked button click is not presented as a confirmed lead or sale.

3

Knowledge-base gap recommendations

The report identifies information missing from the client's knowledge base that could improve current or planned website pages. Recommendations may request service details, customer questions, project examples, first-hand experiences, process explanations, product specifications, policies, or local knowledge. Each recommendation explains what is missing, why it matters, which page or topic it supports, and what the owner should provide. Targeted questions make it easier for the owner to respond by voice or in writing. Responses are organized for future content development. Unverified information remains pending until confirmed.

4

Updated action roadmap

The report identifies the next recommended pages, existing-page improvements, technical priorities, image needs, and client decisions. Actions are connected to business goals and prioritized. Work covered by the package is distinguished from optional projects requiring a separate quote.

New-page production

A standard page may be a service page, useful location page, product-information page, FAQ page, or article built within the existing website design. Each page includes topic research, writing based on confirmed business information, formatting, relevant internal links, page titles and descriptions, approved image placement, and one consolidated revision round.

Location pages must contain useful information relevant to the area and the client's actual service coverage. Page count alone does not determine the content strategy. Custom designs, interactive features, extensive research projects, and major changes to an approved topic require a separate scope.

Knowledge-base collaboration

The client's experience is a central source of website content. Questions are sent to uncover details that general research may miss, including real examples, customer concerns, lessons learned, and what makes the business different. The client confirms business facts and provides necessary materials, permissions, access, and approvals. Missing information may affect delivery of the related pages.

Phone care is on every plan. When we need your input for a new page or one we are improving, we email a short set of questions and a number to call. No writing needed. Talk the way you would to a customer. Nothing is published until Mark reviews and approves it.

SCOPE

How the work is delivered

Image and visual-content review

Photo recommendations start at Plan 3. We identify where current photos fail to explain the business, its products, services, work quality, or customer experience. Recommendations specify the images needed and where they would be used. Existing approved images may be placed and optimized within the agreed scope.

New photography, purchased images, extensive editing, and 360-degree virtual tours are separately priced unless included in writing.

In-person consulting reviews

Plans 1–5: an in-person website review is \$200 per session. Plans 6–10 include one in-person website review each year, within the agreed service area.

Each review includes a thorough discussion of business goals, completed work, available analytics, website performance, content opportunities, and customer inquiries. The client receives a written roadmap covering recommended improvements, priorities, knowledge gaps, and next steps. Recommendations outside the selected package are identified separately.

Website maintenance and security

Routine hosting administration, security maintenance, and minor technical fixes are included within the agreed scope. Issues are prioritized according to their effect on website availability, security, usability, and search accessibility.

Major repairs, incident recovery, infrastructure changes, and custom development are separately assessed. Security maintenance reduces risk but does not guarantee uninterrupted service or protection from every security incident.

Separately priced

Off-site campaigns remain separately scoped and priced. Any included activities will be documented in the agreement. Clients receive an explanation of the agreed services and relevant progress. Proprietary methods and internal implementation processes remain confidential.

Google Ads campaigns are separately scoped. The ad budget is not included in any monthly plan.

Initial website development or rebuilding receives a separate scope and price. Development uses Cursor and appropriate modern technology, with attention to performance, mobile usability, maintainability, and search accessibility.

- Google Ads campaigns (the ad budget is not included in any monthly plan)
- Domain registration and renewal
- Other paid advertising and third-party subscriptions
- Custom integrations, booking systems, and e-commerce
- Photography and virtual tours, unless expressly included

Each plan covers the agreed website and service scope. Included service categories are addressed according to need and priority; they do not represent unlimited revisions, development, or consulting. The objective is to improve relevant visibility and make it easier for potential customers to take action.

Rankings, indexing, AI recommendations, traffic, leads, bookings, and sales are not guaranteed.

NEXT STEP

Choose a plan with Mark Kendrick

Tell him about the business, the website, and how many new pages you want each month. The scope is confirmed in writing. (909) 443-2260 · kendrickmountainconsulting.com/contact