



POINT PRICING PRIMER

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Select Your Point Program

Momentmic offers monthly point Programs at four different levels – each is customizable to your business’s unique goals and challenges. As they represent a fixed point of value, points are allocated at the asset or project level based on need and performance.

	Guide \$1,500/month 30 Points \$50/Point	Mid-Market \$3,000/month 60 Points \$50/Point	Pro \$5,000/month 100 Points \$50/Point	Enterprise \$8,000/month 160 Points \$50/Point
Strategy & Reporting				
Monthly Blueprint	✓	✓	✓	✓
Google Analytics Dashboard	✓	✓	✓	✓
Custom Monthly Report	X	✓	✓	✓
Monthly Strategic Review	X	X	✓	✓
Detailed Weekly Report	X	X	X	✓
Communication				
Online Project Management	✓	✓	✓	✓
Calls & Emails	✓	✓	✓	✓
Extras				
Renewal Bonus Points	3 Points	5 Points	8 Points	13 Points
Referral Bonus Points	3 Points	5 Points	8 Points	13 Points
Add-On Bonus Points	✓	✓	✓	✓

Each Program includes the standard services listed in the chart above, but the monthly point allocations are completely customized to your business.

Our Point Pricing Model

Each asset in a campaign or project is assigned a fixed point value – for example, optimizing a web page with fewer than 600 words is 3 points.

Assigning fixed points for each deliverable effectively communicates value, and makes planning and forecasting much easier. After all, as a client the value of the deliverable is what's most important – not the time that it took to produce that deliverable. Points ensure that your company gets the value of every dollar invested.

Each month we work with you to allocate points to the strategies and tactics that will have the biggest impact for your business's organic search visibility and online conversions. Those strategies could include technical SEO improvements, keyword research, content optimization, video SEO, competitor backlink analysis, local landing page optimization, and much more.

Sample Point Values

Here are point values for a selection of Momentic's SEO services; a complete list of all of project types is available to prospects and clients upon request. Note that the point values can vary based on the scope of the project, and are subject to change at any time.

	Project	Points
Content Optimization	Keyword Targeting Review of 5 Competitors	21
	On-Site Video SEO (1 Page)	3
Technical SEO	XML Sitemap Cleanup - Basic	8
	Custom Schema Markup (1 Page)	5
Link Building	5 Outreach Templates	8
	1 Competitor Review	13

Get Your SEO Initiative Rolling Today

Contact us to find out how Momentic's Point Pricing model can move your company's SEO initiatives forward: Info@MomenticMarketing.com or 414-488-9140.