

Feature Breakdown (SEO & Content Marketing)

Here is the breakdown of Owen Mantz Copywriting LLC's SEO & Content Marketing services, categorized into Starter, Standard, and Premium packages:

Feature	Starter Package (\$400)	Standard Package (\$900)	Premium Package (\$1,200)
1. SEO Strategy & Audit			
SEO Audit	✓	✓	✓
Competitor Analysis	✗	✓	✓
Keyword Research	✓	✓	✓
SEO Roadmap	✗	✓	✓
2. On-Page SEO Optimization			
Meta Tags Optimization	✓	✓	✓
URL Structure	✗	✓	✓
Internal Linking	✗	✓	✓
Content Optimization	✓	✓	✓
Page Speed Optimization	✗	✓	✓
Schema Markup	✗	✓	✓
3. Technical SEO			
Site Architecture Optimization	✗	✓	✓
Mobile SEO	✗	✓	✓
Crawlability & Indexability	✓	✓	✓
Fixing Broken Links & Errors	✗	✓	✓
HTTPS/SSL Setup	✓	✓	✓
4. Off-Page SEO			

Backlink Building	✓	✓	✓
Outreach Campaigns	✗	✗	✓
Local SEO	✗	✓	✓
Online Reputation Management	✗	✗	✓
5. Content Marketing Strategy			
Content Plan Development	✗	✓	✓
Content Creation	✓	✓	✓
Long-Form Content	✓	✓	✓
SEO Copywriting	✓	✓	✓
Content Optimization	✗	✓	✓
6. Analytics & Reporting			
Google Analytics Setup & Monitoring	✓	✓	✓
SEO Performance Reports	✗	✓	✓
Content Performance Reports	✗	✓	✓
Conversion Rate Optimization (CRO)	✗	✗	✓
7. Consulting & Ongoing Support			
SEO Consulting	✗	✓	✓
Content Marketing Consulting	✗	✓	✓
Ongoing Maintenance	✗	✗	✓
8. Additional Services			
Link Detox & Penalty Recovery	✗	✗	✓
SEO for E-commerce	✓	✓	✓