

BILL TO  
**Adventurous Sports**  
Sarah Cooper

sarah@adventurous.com

**Estimate Number:** SEO/Business  
Consulting

**Estimate Date:** October 7, 2020

**Expires On:** November 6, 2020

**Grand Total (USD): \$2,110.00**

Items	Quantity	Price	Amount
<b>Content Optimization</b> Optimize provided articles for strategic keywords, headlines, headers, readability, images, alt tags, etc...	4	\$80.00	\$320.00
<b>Social Media Management</b> Cross-publish original website content to Facebook and Google My Business in strategic posts	4	\$10.00	\$40.00
<b>FB ad management</b> Create ad, ad set, audience, objective, and provide analytics	1	\$125.00	\$125.00
<b>Consulting Retainer</b> Industry research, competitive analysis, market research, strategic development, strategic planning to increase leads, improve customer retention, capitalize on existing customer base, general marketing and brand consulting	12	\$125.00	\$1,500.00
<b>Website Optimization</b> back-end optimization, updates, optimize static content, security and speed updates, general monitoring, basic content updates and edits, Google analytics and reporting	1	\$125.00	\$125.00

**Total:** \$2,110.00

**Grand Total (USD): \$2,110.00**