

Turning local visibility into calls and leads.

Local SEO, Google Business Profile, Google Ads, Meta Ads, websites, and AI automation, built as **one system** instead of four disconnected services. Every price on this sheet is what you actually pay. No quote games, no surprises on the call.

STARTING POINTS

Local Visibility Audit, one time	\$199
Google Business Profile management	from \$249/mo
Profile + website SEO	\$749/mo
Google Ads or Meta Ads management	\$299/mo each
Website build, up to 10 pages	\$300
Content, per page	from \$20
1 to 1 consultation, 60 min	\$50
Everything as one system	\$1,699/mo

1 How I work

Why the pricing is structured this way

Most local businesses buy SEO from one person, ads from another, and a website from a third. Then nobody owns the number that actually matters, which is how many people call.

I treat your Google Business Profile, your website, your ads, and your reviews as **four parts of one system**. I run that system with AI agents I built and use on my own business every day before recommending anything to you.

STEP 1

Diagnose

Paid audit with real measurements, not a sales PDF

STEP 2

Foundation

One-time fix and build so the base is right

STEP 3

System

Monthly work that compounds instead of resetting

STEP 4

Add on

Ads, content, or automation when you are ready

START HERE · THE PAID DIAGNOSTIC

ONE TIME · 3 BUSINESS DAYS

Local Visibility Audit

\$199 credited back in full if you start within 14 days

I check your Google Business Profile, your website, your ads, and whether AI search engines mention you at all. You get measured evidence, not opinions, plus a prioritised fix list with the cost of each fix. **You own the report either way.**

What you get:

- Google Business Profile audit: categories, services, photos, reviews, ranking grid across your service area
- Website audit with real measurements: page speed and Core Web Vitals, indexing, schema, security headers, full crawl
- Google Ads account audit, if you are already running ads, including wasted spend
- AI visibility check: whether ChatGPT, Gemini, Perplexity, and Google AI Overviews mention your business
- Competitor snapshot: who is showing up instead of you, and what they have that you do not
- Prioritised fix list, ranked by impact, with the cost of each fix

WHY I CHARGE FOR THE AUDIT

A free audit is a sales pitch with a spreadsheet attached. A paid audit is real work, so I do it properly and you get something useful whether or not you hire me. If you do go ahead, the \$199 comes straight off your first invoice.

STEP ONE · FOUNDATION (ONE TIME)

Every ongoing plan starts here. Month one is the heavy month, so it is priced separately instead of being spread thin across a year of retainer.

FOUNDATION	PRICE	WHAT GETS DONE
Google Business Profile Foundation	\$299	Category and service rebuild, attributes, description, hours, service areas, 20+ optimised photos, service cards prepared for you, business listing and NAP audit with core directory fixes, review reply templates and a review request system, local ranking grid baseline
Website SEO Foundation	\$499	Technical fix pass (indexing, canonicals, Core Web Vitals, mobile), title and heading rewrite across key pages, LocalBusiness and Service and FAQ schema, internal linking, conversion audit of your contact path, keyword map with one clear intent per page, analytics and conversion tracking verified
Both together	\$699	Everything above, saves \$99

Timeline: 5 to 12 business days depending on package. One revision round included.

STEP TWO · MONTHLY SYSTEM

Maps Essentials

\$249/mo

Maps only, one location

- Full profile management
- 4 profile posts per month
- Review reply templates and request system
- Photos, Q&A, categories monthly
- Monthly ranking grid
- Monthly report

MOST CHOSEN

Local Visibility System

\$749/mo

Profile plus website, one location

- Everything in Maps Essentials
- 6 profile posts per month
- Managed review replies
- Website on-page SEO
- Monthly technical monitoring
- 2 new content pieces per month
- Ongoing citation building
- AI search visibility tracking
- Monthly report and 30 min call

Local Growth System

\$1,299/mo

Competitive markets, up to 3 locations

- Everything in Local Visibility
- 8 profile posts per month
- 4 new content pieces per month
- Bi-weekly technical monitoring
- AI search optimisation, not just tracking
- Conversion optimisation
- Competitor monitoring
- Reputation strategy
- Bi-weekly report and 2 calls per month

Minimum term 3 months, then month to month with 30 days notice. Extra location on any tier, \$149/mo.

ON RESULTS

I will not promise you a ranking position or a number of leads, because anyone who does is guessing. What I commit to is the process: what gets fixed, when it gets fixed, and what gets reported. You see the ranking grid, the calls, and the enquiries every month and judge me on real data.

Google Ads & Meta Ads

Add either one, or both, to any local plan

Ads work best on top of a system that already converts, which is why they are an add-on rather than a starting point.

Management is one flat monthly fee, the same at any budget, so you always know the number before the month starts and it never goes up just because you spend more. Your ad spend stays on your own account and your own card, so the account is always your asset.

BOTH PLATFORMS, PRICED THE SAME

PLATFORM	ONE-TIME BUILD	MONTHLY MANAGEMENT	MINIMUM AD SPEND
Google Ads	\$299	\$299/mo	\$750/mo
Meta Ads (Facebook + Instagram)	\$299	\$299/mo	\$750/mo
Added to any Local plan above: management is \$249/mo per platform			

Google Ads build includes

Account build or restructure, conversion and call tracking, campaign and ad group structure, keyword and negative keyword sets, ad copy, extensions, geo and schedule setup, landing page brief.

Meta Ads build includes

Business Manager and ad account setup, Pixel and Conversions API install, custom and lookalike audiences, 3-stage funnel structure, lead form or click-to-WhatsApp setup, 3 creative concepts.

Ad budgets above \$5,000 a month are quoted separately, because a larger account needs more hands-on management than a flat fee covers.

Management includes: weekly optimisation, search term and negative keyword review, bid and budget governance, ad copy and creative refresh, monthly report and call, plus agent-run daily monitoring. Meta plans include **4 static creatives per month**. Extra creatives \$35 each, short video edits from \$75, full creative pack \$249/mo.

BEFORE WE START ADS, THREE THINGS ARE NON-NEGOTIABLE

1. Minimum \$750/mo ad spend. Below that there is not enough data to optimise honestly.
2. Spend goes on your own ad account and payment method, never through me.
3. Minimum 3 months. Month one is build and learning phase, judging results before month three is not fair to either of us.

EVERYTHING AS ONE SYSTEM

LOCAL SEO + GOOGLE ADS + META ADS + WEBSITE + REVIEWS

Complete Local Growth System

\$1,699/mo · one-time foundation \$999

The Local Growth System plus both ad platforms, delivered as one system with one report, one strategy cadence, and one person accountable. Bought separately this is \$1,897 a month and \$1,297 of build. **Ad spend separate, minimum \$1,500/mo combined.**

Website design & development

Built to be found and built to convert, from page one

Page count is the easy part. What actually decides whether a website earns its money is whether it loads fast, whether Google can read it, and whether a visitor can call you in one tap. **All of that is included in every tier**, not sold back to you as an SEO project later.

PACKAGE	PAGES	PRICE	TIMELINE
Starter Site	Up to 10	\$300	7 to 10 business days
Business Site	Up to 20	\$500	2 to 3 weeks
Authority Site	Up to 50	\$800	4 to 6 weeks
Custom or multi-location	50+	Contact me	Priced by page count

Every tier includes:

- Custom design in your brand, no generic templates
- Mobile-first build and a Core Web Vitals pass, so it loads fast on a phone on mobile data
- On-page SEO on every page: titles, descriptions, headings, internal links
- LocalBusiness, Service, and FAQ schema so search engines and AI assistants understand your business
- Analytics, Search Console, and conversion tracking installed and verified
- Google Business Profile integration
- Contact form, click-to-call, and a clear enquiry path on every page
- Sitemap and indexing setup, one revision round, and 30 days of post-launch support

Priced separately: page content writing (page 5), logo and brand design, stock photo licences, third-party subscriptions, hosting and domain fees.

ADD-ONS

Extra page, including the content , on a new or existing site	\$30
Blog setup and templates	\$60
Booking or scheduling integration	\$80
Extra revision round beyond the first	\$50

AFTER LAUNCH · CARE PLANS

Site Care

\$99/mo

Hosting management, core and plugin updates, weekly backups, uptime and security monitoring, monthly speed check, 1 hour of content edits.

Site Care Plus

\$149/mo

Everything in Site Care plus 3 hours of edits, a monthly SEO health check, and priority turnaround.

WEBSITE PLUS SEO

If you start a Local plan within 30 days of your site going live, the one-time Foundation fee is waived, because the technical work is already done as part of your build.

Pages written to rank, to be quoted by AI assistants, and to convert

Every piece includes keyword and entity research, a structure that answers the question in the first paragraph so AI assistants can quote it, an FAQ block with schema, internal links, meta title and description, and one revision.

SINGLE PAGES	PRICE	BUNDLES	PRICE
Service page, 800 to 1,200 words	\$20	4 blog posts per month	\$70/mo
Location page, 600 to 900 words	\$20	8 blog posts per month	\$130/mo
Blog post, 1,200 to 1,800 words	\$20	10-page site content pack	\$180
Pillar or comparison post, 2,500+ words	\$30	20-page site content pack	\$350
Home page, conversion copy	\$50	Bundles are already discounted against the single-page rate	
Google Business Profile post pack, 8 posts	\$20		

WRITTEN FOR TWO READERS AT ONCE

Every page is written to rank in Google and to be quoted directly by ChatGPT, Gemini, Perplexity, and AI Overviews. That means the answer comes first, the structure is clean, and the facts are specific enough to be worth citing. Most local business content fails the second test entirely.

Paid consultation

For business owners, agency owners, freelancers, and people starting out

Three one-hour sessions, one for each thing people actually ask me about. All the same price, so you pick by the problem you have rather than by a package tier. **Every session includes the recording and a written action plan within 24 hours**, so the value does not disappear when the call ends.

ONE HOUR, 1 TO 1	PRICE	WHO IT IS FOR
SEO Automation	\$50	You are doing audits, reporting, keyword research, and on-page work by hand and want it running on agents instead
Google Ads & Meta Ads Automation	\$50	You want campaign builds, negative keywords, budget checks, and reporting handled automatically instead of manually every week
Google Business Profile Automation	\$50	You want posts, review replies, photos, and Maps reporting running on a system instead of your memory

GOING DEEPER	PRICE	WHAT IS INCLUDED
Build Session 90 min screen-share	\$75	I build or fix one real thing live in your own environment: an AI agent, an automation, a profile setup, a campaign structure. You keep the recording and the working asset.
Agentic AI Mentorship Owners, freelancers, people starting out	\$599/mo	2 × 60-minute calls per month, async support with a 1 business day reply, one workflow reviewed or built each month, access to my template and skill library
Agency Automation Advisory Agency owners and teams	\$799/mo	4 × 45-minute calls per month, build and delivery reviews, priority async access, 2 workflows per month, quarterly roadmap
Team workshop, half day	\$499	Live session, up to 10 people, recorded, with a follow-up action pack
Team workshop, full day	\$899	Live session, up to 10 people, recorded, with a follow-up action pack and templates
Ad-hoc hourly	\$50/hr	For work outside any package

Consultations are prepaid. Rescheduling is free with 12 hours notice.

WHAT THESE SESSIONS ARE, AND ARE NOT

What you get

A straight answer on what to fix and in what order. Real screens, real accounts, real tools, not slides. Everything recorded so you can rewatch it. A written plan you can hand to someone else to execute. And an honest answer if the thing you are asking about is not worth doing.

What it is not

Not a disguised sales call. Not a generic training video you could have found for free. Not a promise that I will implement it for you afterwards, though you are welcome to hire me for that separately. If a service package would serve you better than a call, I will say so.

A FREE OPTION FIRST

If you are considering hiring me for a service rather than advice, the 20-minute discovery call is free and always will be. The paid consultations are for people who want the thinking itself, not a proposal.

Pricing here depends on how many systems need to connect, how much data moves, and how much human approval you want in the loop. So it always starts with a map, never with a guess.

SERVICE	PRICE	WHAT YOU GET
Automation Audit + Map	\$299	Every repetitive task documented and ranked by hours saved and revenue impact, with your first three builds specced and priced. Credited back against a build started within 14 days.
Single Workflow Build	From \$499	One trigger to one outcome, for example new lead to CRM to follow-up sequence to owner alert. Includes handover documentation and a 14-day fix window.
AI Agent Build	From \$1,499	A working agent doing real work: replying to reviews, building reports, researching prospects, triaging your inbox.
Automation System	From \$2,999	3 to 5 connected workflows plus an agent plus a dashboard, built as one system.
Care + Iterate	\$299/mo	Monitoring, error handling, fixes, and 2 hours of changes each month.
Build + Iterate	\$699/mo	Everything in Care + Iterate, plus one new workflow built each month.

Platform and API usage costs are billed to you directly or passed through at cost, never marked up.

WHY AUTOMATION IS PRICED FROM A MAP, NOT A MENU

Two businesses can ask for "automate my follow-ups" and one takes an afternoon while the other takes three weeks, because one has a CRM with an API and the other has a shared inbox and a spreadsheet. The \$299 map removes that guesswork for both of us before anyone commits.

8 How we start, and the terms

Everything agreed in writing before any money moves

FOUR STEPS TO GET GOING

- 1 A 20-minute call, free**
You tell me what is not working. I tell you honestly whether I am the right person for it.
- 2 The audit, or straight into a package**
If the problem is clear we skip the audit. If it is not, the \$199 audit finds it, and comes off your first invoice.
- 3 Scope and price in writing**
Before any money moves you get exactly what is included, what is not, the timeline, and the price.
- 4 Access and kickoff**
You grant access, I confirm what I need from you, and work starts. Nothing goes live without your approval.

TERMS, IN PLAIN LANGUAGE

Payment	Projects: 50% to start, 50% on delivery. Over \$2,000: 50/25/25. Monthly plans: in advance. Audits and consultations: prepaid.
Methods	Wise, Payoneer, or direct bank transfer, in USD.
Minimum terms	Monthly plans and ads management: 3 months, then month to month with 30 days notice. No lock-in beyond that.
Prepay discount	3 months 5% off, 6 months 10% off, 12 months 15% off.
Revisions	One round per deliverable unless the package says otherwise. Extra rounds are priced and quoted first.
Response time	1 business day, Monday to Friday.
What I need from you	Admin access to the relevant accounts, your brand assets and real photos, your service list and service areas, and one person who can approve within 3 business days.
Extra requests	Anything outside the agreed scope gets a written change request with a price before it starts. No surprise invoices, ever.
On guarantees	I do not guarantee rankings, lead volume, or revenue. I commit to the process, the cadence, and the reporting, and you judge the results from real data every month.

ONE LAST THING

I run every one of these systems on my own business before I sell it to yours. The SEO, the ads, the reporting, the publishing, all of it runs on AI agents I built myself, and I document the process publicly. If you want to see the work before you buy it, it is all on mshahid.com.