ROBERT CALVIN

Full Stack SEO Specialist

Guide to Services Offered

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2. **Content Creator, Talent & Niche Sites with SEO**

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4. **Graphic Design Services**

Important Note on Pricing
This guide outlines the full range of services I offer, but does not include pricing.

Why? Because no two projects are the same. Every site, brand, and client comes with different goals, timelines, and technical requirements —so I price based on value, complexity, and scope, not guesswork.

If you're interested in any service listed here or want a custom quote tailored to your needs, please don't hesitate to reach out directly.

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Let's talk about what you need—and what we can build together.

One Time SEO Services

Full SEO Audit

5-7 day delivery

What you get:

- **Technical crawl (speed, indexing, broken links)**
- **On-page audit (meta tags, headings, content structure)**
- **Keyword mapping check**
- **Schema + OG analysis**
- **Mobile & Core Web Vitals breakdown**
- **Competitive snapshot vs. top 3 ranking sites**

You get: A full PDF report + 10-minute loom-style video walkthrough with next-step priorities.

One-Time SEO Plan

+ Implementation guide

What you get:

- **Custom longtail keyword list (based on your niche + intent)**
- **Suggested blog post titles + silo structure**
- **Home/about/product meta strategy**
- **Schema recommendations**
- **Internal link flow plan**

You get: A full PDF report + 10-minute loom-style video walkthrough with next-step priorities.

Technical Clean

Ideal for dev-heavy sites

What you get:

- **Robots.txt + sitemap optimization**
- **Broken link cleanup (internal + outbound)**
- **Redirects setup**
- **Indexing issues resolved**
- **Caching + performance plugin optimization**

You get: Speed + health score improvement, and a clean foundation to build on.

Quick SEO Plugin Setup

- **Install + configure Quick SEO**
- **Connect your metadata, schema, OG tags**
- **Set up longtail keyword injection**
- **Walkthrough video on using the spreadsheet-style interface**

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Content Creator, Talent & Niche Sites with SEO

Blog Launch

Writers, niche sites.

What you get:

- **Homepage + Blog index + Contact/About page**
- **Full blog functionality (categories, tags, featured images)**
- **Optimized blog post template (H1/H2 structure, author, OG tags)**
- **SEO meta setup for homepage + blog archive**
- **Sitemap.xml and robots.txt creation**
- **Quick SEO plugin (1-site license) preinstalled + configured**
- **Google Search Console connected + indexed**

Booking Site

DJs, Photographers

What you get:

- **1-2 page custom site (Landing Page + Contact or Booking page)**
- **Integrated booking calendar (Calendly, TidyCal, etc.)**
- **Social media preview cards (OG + Twitter card tags)**
- **Google Maps, directions embed**
- **Mobile-optimized CTA sections**
- **SEO meta tags + location targeting (city-based)**
- **Schema injected for LocalBusiness**
- **Quick SEO plugin setup + config**

Custom Site

Everything Tailored

What you get:

- **5-8 page custom site**
- **Custom homepage layout with interactive blocks**
- **Blog OR Portfolio setup**
- **Contact forms with spam filtering + thank you page**
- **Social OG + favicon set**
- **Technical SEO config**
- **Quick SEO plugin installed**
- **Full schema setup (WebSite, Person, Service, LocalBusiness as needed)**
- **Google Search Console & Analytics installed**
- **30 days of post-launch support + revisions**

Optional Addons

- **Blog content plan**
- **Brand color palette + typography system**
- **Extra Pages**
- **Portfolio-style gallery**

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All projects include a standard Non-Disclosure Agreement (NDA) to protect sensitive business information, strategies, and intellectual property shared during the engagement.

Tiers for WordPress + WooCommerce + SEO

Starter

Single Product / Brochure Site

What you get:

- **1-5 pages + blog**
- **One product**
- **Basic SEO setup**
- **Quick SEO plugin**
- **Plugin Installation & Set up**
- **Launch support**

Growth

WooCommerce up to 25 products

What you get:

- **6-10 pages + contact form, policies**
- **10-25 WooCommerce products**
- **Full on-page SEO + technical config**
- **Quick SEO Plugin**
- **Blog structure + 3 sample posts**
- **Launch & 1 month of post-launch support**

Dominator

WooCommerce 50-200+ Products

What you get:

- **10-20+ pages**
- **Custom homepage layout**
- **Advanced filtering, variation config**
- **Quick SEO plugin**
- **Full metadata config using Quick SEO**
- **Rich schema + OG data**
- **Broken link scanner, sitemap, robots.txt**
- **2 months maintenance + uptime monitoring**

Optional Addons

- **Blog writing (3-5 starter posts)**
- **Copywriting for pages**
- **Monthly SEO retainer**
- **Quick SEO plugin license (multi-site)**

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Graphic Design Services

Logo Design

Brand Identity

What you get:

- **2-3 initial logo concepts**
- **Final chosen logo + variations (dark/light background, icon only, text lockup)**
- **Full file suite (.SVG, .PNG, .JPG, .PDF, .ICO)**
- **Brand color palette + font pairing**

Custom Graphics

Let's Talk...

Projects like:

- **Infographics**
- **Pitch decks**
- **Podcast covers**
- **Branded quote templates**
- **"Coming soon" pages**
- **YouTube thumbnails**

Flyers/Posters

Event? Sale?

What you get:

- **One-page flyer/poster designed for print and digital**
- **Multiple formats (CMYK + RGB, print bleed included)**
- **Eye-catching hierarchy for headlines, offers, and CTAs**
- **Fast turnaround for last-minute needs**

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Online Ads

Social Media/Google

What you get:

- **3-5 high-impact promo banners**
- **Sizing for Facebook, Instagram, email headers, and stories**
- **Animated version (optional add-on)**
- **CTA-driven design (discounts, announcements, new arrivals)**

Labels

Premium, Clean

What you get:

- **Custom product label design (1-2 size variations)**
- **Print-safe files (CMYK with bleed + crop marks)**
- **High-res product mockups for digital marketing**
- **Regulatory compliance layout (UPC, nutrition, legal text, etc. if applicable)**
- **Font licensing + print-ready PDF**

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