



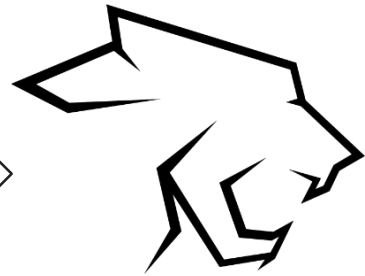
Rates & Services

SEO PACKAGES

A powerful results driven collective of designers, developer, and digital marketing experts you will love working with!

Hello there

We are Black
Panther Digital



REINVENTION



EXPANSION



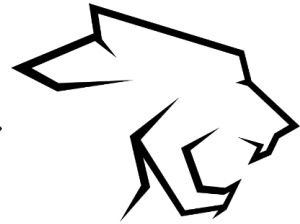
PERFORMANCE



BOTTOM LINE



We are Black
Panther Digital



For us, it's alchemy. Our work is creatively exceptional; our thinking sums up ingenuity, and as much as it sounds like magic, we've got the lowdown to a science!

WHO WE ARE

We are a digitally led group of freelance storytellers, inventors, and technologists who create avant-garde solutions and digital programs from the ground up. We build your brand story by bridging the gap between traditional media and the brave new world of digital.

By infusing creativity and technology, we help expand our clients' businesses. We are fanatical about our work and leverage technology to achieve your goals, not for the sake of technology.

Our Black Panther Digital's stack works with bleeding-edge new technologies based on many different languages. We leverage the mix of the ever-evolving world of technology, the latest tools, and leading industry best practices, leaving you to solely focus on what matters most: running a successful business.

Team of 5
freelancers

<http://www.blackpantherdigital.com/>



SEO Packages

SERVICES & ESTIMATES

Black
Panther
digital 

SCOPE

4 Step Content
Creation+ SEO
Process

from R4,999pm Excl. Vat

Packages 



SEO Audit and Analysis:

- Evaluate existing sites to pinpoint areas for enhancement.
- Conduct Keyword/Keyphrase Analysis, exploring either Large Volume trends or SERP (Search Engine Results Page) strategies.
- Perform Competitor Analysis for strategic insights.

UI/UX Improvements:

- Implement enhancements based on selected Pricing Tiers for existing sites.

Craft a comprehensive Content Strategy, with a focus on SEO Blog writing. Marketing Strategies: Utilize various channels:

- Database-driven mailers for targeted outreach.
- Leverage Google Ads and Social Media for paid advertising.
- Explore Google AdSense for website monetization.
- Embrace Affiliate Marketing with coupon strategies.
- Engage in Trade and Link Exchanges for effective backlinking.
- Conduct outreach for networking and lead generation.
- Employ offline methods like posters and print media with QR codes.

SEO Packages

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SCOPE

4 Step Content
Creation+
SEO/Continued
Process

from R6,999pm Excl. Vat

Packages 



Analytics and Integration:

- Incorporate Google Analytics (GA) + Google Search Console (GSC) for comprehensive website insights.
- Measure traffic and conversions, track campaign links, conduct Keyword Research, and gain valuable insights.

Google Business Profile + Social Media Management:

- Establish and manage Google Business Profile along with a Social Media Content Schedule.

Website Development:

- Opt for the WordPress platform, utilizing the Gutenberg (native) builder and WooCommerce for ecommerce functionality.

How it works: Experience a seamless process that starts with a thorough evaluation, incorporates strategic enhancements, employs diverse marketing strategies, utilizes powerful analytics, and culminates in a well-designed and optimized website using the WordPress platform.

SEO Packages

SERVICES & ESTIMATES

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SCOPE

SEO Process &
Costing breakdown

Packages



Phase 1 – R6,295

On-Page – R1,099

Website Meta Tags: Page Titles,
Page Description & Header
Tags.

Off-Page – R1,099

Backlinks (10 directory listings)
to enhance domain authority.

Google Analytics (GA) + Google
Search Console (GSC) – R999

Website integration for
comprehensive analytics.

Google Business Profile – R1,099

Location-based marketing with
setup and 3 photos.

SEO Audit + Analysis - R1,999

Automated website audit with
manual review and
improvement
recommendations.

Phase 2 - SEO Audit Implementation (Quoted Separately)

Breakdown of high, medium, and low
priorities upon request.

SERP Keyword/Keyphrase Analysis

**Standard – R1,099 | In-Depth -
R1,999**

High-Volume

Keyword/Keyphrase Analysis

**Standard - R1,999 | In-
Depth - R3,999**

SEO Packages

SERVICES & ESTIMATES



SCOPE

SEO Process &
Costing breakdown

from **R4,999pm Excl. Vat**

Packages 



Competitor Analysis

Standard – R1,999

Indepth – R3,999

Phase 3 - UI/UX Analysis +
Recommendations (To be Quoted
Separately)

Advanced usability assessments,
Heuristic Analysis, SWOT Analysis,
prototyping, funnel optimization, and
more.

Aim: Optimize, remain relevant, and
stay a formidable competitor.

Black Panther Digital Cape Town 2024

Note: Package components are
customizable based on specific
requirements. Phase 2 and Phase 3 services
are quoted separately. Additional products
and services may be charged extra.

SEO Packages

SERVICES & ESTIMATES



SCOPE

SEO Packages

Is your business struggling with visibility, conversions, and low Google rankings? Let us optimize your digital image using WordPress and Google:

- Enhance local visibility with Google My Business.
- Improve search performance with Search Console.
- Optimize keywords for better visibility.
- Use Analytics for comprehensive data.
- Receive insights reporting and tangible ROI proof.

Packages 

Skim Milk

from R6,999pm Excl. Vat

Features:

- Supports Gutenberg Pages
- 5 pages (Home, About, Blog, Shop/Services/Products & Contact)
- Images/GIF in WebP format (latest standard)
- SEO (Search Engine Optimization) with On-Page Meta tags
- Google Analytics integration
- Mailer Automation with Mailchimp sign-up form (FREE plan for up to 1500 contacts)
- Security measures: Anti-SPAM, reCAPTCHA, limited Admin login attempts, Backup Plugin, User changes tracking
- Other Features: Squeeze Form (pop-up CTA), GDPR cookies notice, Contact Form, Safe SVG (for vector art on your site)

SEO Packages

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- Optimize keywords for better visibility.
- Use Analytics for comprehensive data.
- Receive insights reporting and tangible ROI proof.

Packages 

Low Fat

from **R11,999pm Excl. Vat**

Builder: GutenbergMenu MegaMenuTheme

Key Features:

Supports Gutenberg and MegaMenuPages
5 pages (Home, About, Blog,

Shop/Services/Products & Contact)

Images/GIF in WebP format (latest standard)

SEO: On-Page (Meta tags) and Off-Page (backlinks/10 directory listings)

Google Analytics integration

Mailer Automation with Mailchimp sign-up form (FREE plan for up to 1500 contacts)

Chat: Facebook Chat Plugin for live chat with visitors

Ecommerce: Ecwid (up to 10 products uploaded), Paygates (Yoco, Paypal, and more)

Security measures: Anti-SPAM, reCAPTCHA, limited Admin login attempts, Backup

Plugin, User changes tracking, and more

Server Side: cPanel & WPTK (WordPress ToolKit) for enhanced functionality, and

Other Features.

SEO Packages

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SCOPE

SEO Packages

Is your business struggling with visibility, conversions, and low Google rankings? Let us optimize your digital image using WordPress and Google:

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- Improve search performance with Search Console.
- Optimize keywords for better visibility.
- Use Analytics for comprehensive data.
- Receive insights reporting and tangible ROI proof.

Packages 

Medium Fat

from R16,999pm Excl. Vat

Builder: GutenbergMenu MegaMenuTheme

Key Features:

Supports Gutenberg and MegaMenuPages
5 pages (Home, About, Blog, Shop/Services/Products & Contact)
Images/GIF in WebP format (latest standard)

SEO: On-Page (Meta tags) and Off-Page (backlinks/10 directory listings)

Standard SERP Keyword/Keyphrase Analysis and Competitor Analysis

Google Analytics integration

Chat: Facebook Chat Plugin for live chat with visitors

Ecommerce: Ecwid (up to 50 products uploaded), Paygates (Yoco, Paypal, and more)

Mailer Automation with Mailchimp sign-up form (FREE plan for up to 1500 contacts)

Security measures: Anti-SPAM, reCAPTCHA, limited Admin login attempts, Backup Plugin, User changes tracking, and more

Server Side: cPanel & WPTK (WordPress ToolKit) for enhanced functionality, plus Other Features.

SEO Packages

SERVICES & ESTIMATES

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SCOPE

SEO Packages

Is your business struggling with visibility, conversions, and low Google rankings? Let us optimize your digital image using WordPress and Google:

- Enhance local visibility with Google My Business.
- Improve search performance with Search Console.
- Optimize keywords for better visibility.
- Use Analytics for comprehensive data.
- Receive insights reporting and tangible ROI proof.

Packages 

Full Cream

from R21,999pm Excl. Vat

Builder: GutenbergMenu MegaMenuTheme

Key Features:

Supports Gutenberg and MegaMenuPages
5 pages (Home, About, Blog, Shop/Services/Products & Contact)
Images/GIF in WebP format (latest standard)

SEO: On-Page (Meta tags) and Off-Page (backlinks/10 directory listings)

In-depth SERP Keyword/Keyphrase Analysis and Competitor Analysis

Google Analytics integration

Chat: Facebook Chat Plugin for live chat with visitors

Ecommerce: Ecwid (up to 100 products uploaded), Paygates (Yoco, Paypal, and more)

Mailer Automation with Mailchimp sign-up form (FREE plan for up to 1500 contacts)

Security measures: Anti-SPAM, reCAPTCHA, limited Admin login attempts, Backup Plugin, User changes tracking, and more

Server Side: cPanel & WPTK (WordPress ToolKit) for enhanced functionality, plus Other Features.

ADHOC SERVICES

- Paid Advertising: Including Smart Display, Programmatic Advertising, and Mobile Marketing
- Digital Lead Generation, Native Campaigns, Content Syndication, and Affiliate & Influencer Marketing
- Multimedia Content Creation: Web Adverts, Kickstart Videos, Explainer Videos, and Photography
- Brand Activations and Events
- Mobile App Development for Android and iOS
- Traditional Advertising across Radio, TV, and Billboards
- Public Relations Services
- Executive Profiling and Reputation Management





THE GURU WITH THE SHADES

Philip Jo McDonald

Hi. My name is Philip Jo, founder of Tonik and Black Panther Digital. I am a top-performing designer, front-end developer, content creator, SEO, and PAID Ads specialist with a passion for digital marketing.

As a unicorn SEO optimizer, I use innovative strategies to create digital content that engages and resonates with your audience.

My skill set represents a unique approach to marketing that utilizes a range of digital channels to drive consumer engagement, develop your brand, and, most importantly, enhance your bottom line and ROI.

My work reflects my passion, creativity, and love for design, web development, and new media.

Whether it's your website, a new app, Google Ads, stellar SEO, or content that captivates, you can depend on me to execute and deliver impeccable work for your projects, always on time and within budget!

[Curriculum Vitae](#)



TESTIMONIAL

Jackie Aylett

Flexiroam Africa

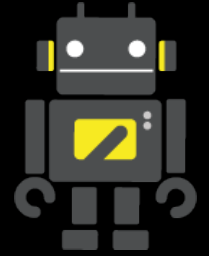


Collaborating with Black Panther Digital has proven to be an exceptional journey in the realms of digital marketing and website development. Philip Jo and his adept team exhibit an impressive blend of knowledge and skill, coupled with an unwavering attention to detail. Their full-service digital marketing proficiency is seamlessly delivered with a mix of intelligence, creativity, and undeniable value.

Demonstrating remarkable responsiveness, the team invested time in comprehending our company's mission and objectives, particularly in launching our globally successful brand in South Africa. Their approach is marked by highly personalized service, consistently keeping a vigilant eye on performance metrics and industry best practices.

Black Panther Digital has not only met but surpassed all our predetermined goals. We eagerly anticipate entering subsequent phases of collaboration with the agency to further enhance our ROI, brand positioning, and business development strategies.

Without hesitation, we recommend this outstanding team of diligent and top-notch professionals as invaluable partners in promoting our brand and advancing our online business development strategies.



Contact Details:

Our Address

Central Park, 39 1st Ave, Illovo, Johannesburg, 2000

Call us!

WhatsApp +27 60 500 5995

Telephone +27 69 935 2959

This is our e-mail

philipjo@blackpantherdigital.com

This is our website

www.blackpantherdigital.com



LET'S START A
PROJECT!

WE'RE READY TO WORK FOR YOU