

Package Comparison **SEO ADD-ON**

SEO Addon	Standard	Premium
Included with all websites and blogs		
Keyword optimisation	✓	✓
Automatically updated XML sitemap	✓	✓
Sitemap submission to search engines	✓	✓
Readability checking and score	✓	✓
Duplicate content monitoring	✓	✓
Uses latest Google algorithm	✓	✓
Manual internal linking	✓	✓
Annual website SEO audit	✓	✓
Optimise for multiple for keywords or phrases		✓
Warnings on outdated pages		✓
Automated internal linking suggestions		✓
Monitors content consistency with keywords		✓
Quarterly website SEO audit reporting		✓
Quarterly website SEO audit		✓
Quarterly website optimisation		✓

Local SEO plugin	Features
Enhances your contact page	✓
Optimizes your local SEO for one or more locations	✓
KML File generation and automatically adding these to your XML sitemap	✓
Address output in Schema.org format	✓
Showing opening hours (with Schema.org output)	✓
Showing Google Maps instantly on your website, including a route planner	✓
Submitting all of this technical data to Google	✓