

SMART CHART



You've identified the problem in your business. You know what you need. But who is going to provide a solution, and at what cost?

Take a look at our SmartChart below; we created it to help you recognize the different routes you have when it comes to choosing a partner. We hope this will help you pinpoint the right path for your business.

	FREELANCER	SMALL AGENCY	LARGE AGENCY
Professional Training	Less than 5 Years	10-20 Years	20+Years
Average Hourly Rate	\$50 - \$100/hr	\$125 - \$225/hr	\$250 - \$500/hr
Identity / Branding	\$500 - \$2,500	\$2,500 - \$7,500	\$10,000 +
Websites	\$2,500 - \$5,000	\$10,000 - \$50,000	\$50,000 +
Search Engine Optimization	\$500 - \$1,000/mo	\$1,500 - \$7,500/mo	\$10,000 +/mo
Pay-Per-Click	\$250 - \$500/mo	\$1,000 - \$4,500/mo	\$5,000 +/mo
	<p>PERFECT FOR</p> <ul style="list-style-type: none"> ▶ Personal Projects ▶ Small Startups 	<p>PERFECT FOR</p> <ul style="list-style-type: none"> ▶ Startups ▶ Small Businesses ▶ Medium Businesses 	<p>PERFECT FOR</p> <ul style="list-style-type: none"> ▶ Fortune 500 ▶ Large Businesses



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Toll-Free: 888.744.0464 • Email: hello@hmgcreative.com