



# Digital Investment

## Price Breakdown — Nicholson Family Law

Prepared For: Nicholson Family Law Leadership Team | Prepared By: Mitchell Csototnyi, CEO | LinkLeadz Solutions & D-Link Business Direct | April 2026

This document presents a full digital investment breakdown across two service tiers, purpose-built for Nicholson Family Law. Each line item is priced against current Canadian agency market rates so you can see exactly what you are getting and how it compares to what the market charges.

### 360° AUDIT SUMMARY

CATEGORY	SCORE	KEY FINDING	MONTHLY LEAK
undefined	60/100	W	\$3,000–\$6,000/mo
undefined	65/100	T	\$4,000–\$8,000/mo
undefined	10/100	T	\$2,000–\$4,000/mo
undefined	0/100	T	\$5,000–\$10,000/mo
undefined	0/100	M	\$2,000–\$4,000/mo
undefined	85/100	T	\$0/mo
undefined	50/100	W	\$2,000–\$4,000/mo

TOTAL ESTIMATED MONTHLY REVENUE LEAKAGE

**\$12,000–\$25,000/mo**

With our Growth Accelerator plan, Nicholson Family Law can expect to recapture an estimated \$15,000 - \$30,000+ in monthly revenue within 6-12 months by leveraging advanced SEO, targeted paid campaigns, and robust analytics to convert more high-value family law clients.



TIER 1

## Foundation Plan

Establishing Your Digital Core

### ONE-TIME BUILD-OUT · BILLED ONCE AT PROJECT START

SERVICE	WHAT'S INCLUDED	MARKET RATE	OUR PRICE
<b>Tracking &amp; Analytics Fix</b>	GTM setup, Meta Pixel configuration, Google Ads Conversion Tracking (not detected)	\$750–\$1,500	—
<b>Technical SEO &amp; Schema</b>	Schema markup for nicholsonfamilylaw.ca, Google Search Console, sitemap submission (schema found — needs expansion)	\$800–\$2,000	—
<b>On-Page SEO</b>	Meta descriptions, H1/H2 optimization, keyword targeting for Nicholson Family Law	\$800–\$2,000	—
<b>GMB &amp; Review System</b>	Google Business Profile optimization, LLPS automated review request system, review dashboard	\$400–\$800	—
<b>Ad Campaign Architecture</b>	Google Search + Meta Retargeting campaign build targeting Nicholson Family Law's audience	\$2,000–\$4,000	—
<b>Subtotal (Individual Line Items)</b>			—
<b>Bundle Discount — All Services Together</b>			— \$400
<b>TIER 1 — TOTAL ONE-TIME INVESTMENT</b>			<b>\$4,500</b>

### MONTHLY RETAINER · AGENCY FEE ONLY — AD SPEND BILLED SEPARATELY

SERVICE	WHAT'S INCLUDED	OUR PRICE
<b>Paid Ads Management</b>	Google Search + Meta Retargeting — weekly optimization, A/B testing, bid management	—
<b>SEO &amp; Technical Maintenance</b>	Site health monitoring, NAP consistency, Nicholson Family Law local listing updates	—
<b>CRM &amp; Lead Nurturing (LLPS)</b>	Missed-call text-back, monthly SMS campaigns, LLPS AI Chatbot, booking abandonment recovery	—
<b>Month-to-Month Rate</b>		<b>\$2,800</b>
<b>3-Month Prepay Discount (Save — pay upfront)</b>		<b>\$2,700/mo</b>

## RECOMMENDED AD SPEND · PAID DIRECTLY TO GOOGLE &amp; META

PLATFORM	SPLIT	MONTHLY BUDGET	PURPOSE
Google Search	55%	\$1,500–\$3,000	High-intent keywords for Nicholson Family Law — brand defense + local targeting
Meta Retargeting	35%	\$800–\$1,500	Re-engage website visitors with booking-intent ads on Facebook & Instagram
Google Display / YouTube	10%	\$300–\$600	Brand awareness across Family Law Firm audiences
TIER 1 — TOTAL AD SPEND (Months 1–3)		\$1,500	



**TIER 2**

## Growth Accelerator

Dominating the Calgary Legal Market

Everything in Tier 1 is included. Tier 2 adds custom landing pages, competitor keyword interception, a full LLPS CRM pipeline, bi-weekly creative refreshes, and monthly SEO content — built for operations ready to dominate their market aggressively.

### ONE-TIME BUILD-OUT · BILLED ONCE AT PROJECT START

SERVICE	WHAT'S INCLUDED	MARKET RATE	OUR PRICE
Everything in Tier 1	All Tier 1 services included	Included	—
Custom Landing Pages	5–10 high-converting landing pages for Nicholson Family Law's top markets	\$1,200– \$3,000	—
Competitor Keyword Interception	Campaigns targeting Nicholson Family Law's direct competitors — capturing high-intent switchers	\$500– \$1,500	—
LLPS CRM Pipeline Build	Full LLPS CRM — lead pipeline, automated follow-up sequences, deal stage tracking	\$1,000– \$2,500	—
<b>Tier 2 Bundle Discount — Full Growth Package</b>			<b>— \$500</b>
<b>TIER 2 — TOTAL ONE-TIME INVESTMENT</b>			<b>\$8,000</b>

### MONTHLY RETAINER · AGENCY FEE ONLY

SERVICE	WHAT'S INCLUDED	OUR PRICE
Everything in Tier 1 Retainer	Paid ads management, SEO maintenance, CRM & lead nurturing	—
Bi-Weekly Creative Refresh	New ad creative every two weeks to combat ad fatigue and maintain CTR	—
Monthly SEO Content	2 optimized blog posts/month targeting Family Law Firm keywords	—
Month-to-Month Rate		<b>\$5,500</b>
<b>3-Month Prepay Discount (pay upfront)</b>		<b>\$5,300/mo</b>
<b>6-Month Prepay Discount (pay upfront)</b>		<b>\$5,200/mo</b>

SERVICE	WHAT'S INCLUDED	OUR PRICE
<b>Active Review Management</b>	Monitor, respond to, and escalate all Google reviews for Nicholson Family Law	—
<b>Monthly Performance Report</b>	Full campaign report: ROAS, keyword performance, GMB rankings, next-month strategy	—
<b>Month-to-Month Rate</b>		<b>\$5,500</b>
<b>3-Month Prepay Discount (pay upfront)</b>		<b>\$5,300/mo</b>
<b>6-Month Prepay Discount (pay upfront)</b>		<b>\$5,200/mo</b>

#### RECOMMENDED AD SPEND · PAID DIRECTLY TO GOOGLE & META

PLATFORM	SPLIT	MONTHLY BUDGET	PURPOSE
<b>Google Search</b>	50%	<b>\$2,500–\$4,000</b>	Branded, competitor, and high-intent keywords across all markets
<b>Meta Retargeting</b>	30%	<b>\$1,500–\$2,400</b>	Website visitor retargeting + lookalike audiences from customer list
<b>Google Display / YouTube</b>	20%	<b>\$1,000–\$1,600</b>	Brand awareness across Family Law Firm decision-maker audiences

**TIER 2 — TOTAL AD SPEND (Months 1–3)**

**\$3,000**

#### AT A GLANCE — SIDE-BY-SIDE COMPARISON

	TIER 1 — FOUNDATION PLAN	TIER 2 — GROWTH ACCELERATOR
<b>One-Time Build-Out</b>	<b>\$4,500</b>	<b>\$8,000</b>
<b>Monthly Retainer</b>	<b>\$2,800</b>	<b>\$5,500</b>
<b>Ad Spend (Months 1–3)</b>	<b>\$1,500</b>	<b>\$3,000</b>
<b>Custom Landing Pages</b>	—	<b>Included</b>
<b>Competitor Keyword Campaigns</b>	—	<b>Included</b>
<b>Full LLPS CRM Pipeline</b>	—	<b>Included</b>
<b>Bi-Weekly Creative Refresh</b>	—	<b>Included</b>
<b>Monthly SEO Content</b>	—	<b>2 posts/month</b>
<b>Monthly Performance Report</b>	<b>Included</b>	<b>Included</b>

All prices are in CAD. Ad spend is paid directly to Google and Meta — it does not pass through LinkLeadz Solutions or D-Link Business Direct. Retainer begins after the one-time build-out is complete. Market rate benchmarks sourced from Canadian agency surveys (2025/2026).

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