

Proposal for:
MELINDA HARR DENTAL



Submitted by: Tyson Downs

OVERVIEW AND GOALS

Dear Melinda,

Thanks to the findings of the SEO audit (sounds scarier than it actually was, right?), we are able to develop a really solid SEO (we prefer to call it online marketing because it is so much more than 'SEO') strategy to get you where you need to be. If you think of the Online Marketing strategy as a road map then the Online Marketing retainer is where we start to actually drive. Like all road trips, despite the best laid plans you sometimes have to reassess your route and make adjustments.

Through this retainer, we will execute your strategy and continue to refine as needed as we move forward. Online Marketing isn't something you do once, it takes constant tweaking and measuring to improve and retain rankings over time.

Think about it. You are seeing that the competition is becoming greater and greater in Fargo. Do you think that they will stop marketing their services? No, they won't.

What happens if you do? Well, you'll probably fall behind.

We'll stay on top of how your competitors are performing in relation to your rankings and make any necessary technical and content changes to your website that will help improve your position.

Google changes its ranking algorithm regularly so we keep on top of what's new. This service allows us the time to regularly review your website to make sure none of Google's changes will impact your rankings and if it does, refine the approach as needed.

Sincerely,

Tyson Downs

Titan Web Agency

SCOPE OF SERVICES

Initial Setup

REVIEWING SEO AUDIT

- We'll start by having a kick-off meeting to review the audit and get your feedback on where we plan to focus our efforts so we all know we're on the same page starting out.

SETTING UP TOOLS

- We'll make sure your analytics tools are set up properly and configure Google Analytics and Google Webmaster Tools to measure what traffic is contributing to your sales conversion.
- We use other valuable tools like [Ahrefs](#) that provide information on where your links are coming from, competitive analysis, keyword research tools, brand monitoring, and more.

ONPAGE OPTIMIZATION

- Based on the audit, we'll execute any necessary changes to your site which may include things like content edits, changing the title and meta description, updating your robots.txt and XML sitemap, using 301 redirects, and making usability tweaks to the design.

Ongoing Services:

LANDING PAGES

- Landing pages help you rank for targeted keywords and we'll help you develop them. Instead of one page trying to rank for multiple keywords, it's better to create a separate page for every keyword you want to target. The page should contain valuable, in-depth content that's way better than your competitors. The more useful and comprehensive your landing page, the higher Google will place in their search rankings.

LINK BUILDING

This is where we engage with people to receive links. The goal is to get high quality vs. high volume links as Google penalizes sites that have too many low quality links. How will we do this?

- **Engaging influencers** associated with your brand, commenting on their blog articles, sharing their social media posts, and eventually sending them emails requesting links.
- **Publishing high-quality, content** and getting interaction through social media.
- **Engaging and contributing to forums**, groups, and other more targeted communities that are likely to share and blog about your content.

- **Reaching out to the press** and relevant bloggers for media coverage, interviews, and product reviews.

Measurement and Optimization

- We'll review Google Analytics and other metrics tools to make sure we're staying on track with our goals.
- We'll perform ongoing keyword research and analyze your place in them.
- We'll uncover where you should be ranking and what traffic will drive the most revenue.
- We'll alter your website accordingly by building pages and content to rank for the most valuable keywords.
- We'll provide call tracking information so that you can see how many calls you are getting from organic searches (non paid), and Google Adwords (PPC) if you choose that option.
- **\$250 in Google Adwords spend AND free management included on the \$1750 monthly plan and higher.**

Additional Recommendations

For a more holistic approach, we also recommend a social media strategy or an inbound marketing strategy and retainer.

TIMEFRAME

Phase	Month
Review audit, Google Places, set up tools, make on-site changes.	1
Execute strategy, create content/landing pages, link building activities	2

Every month you'll receive a rankings report which shows % increases over last month, including website traffic.

We can also set you up with the ability to listen to phone calls that come into your office (should you want them recorded).

MEASURING RESULTS

It's important to understand that SEO takes time to see results so you won't see an major increase in traffic or revenue within the first month. However, good things do come to those since with SEO the return on investment is high over time. Once you build SEO momentum the value lasts for a long time, unlike advertising that stops driving traffic as soon as you stop paying for ads.

Our goal is to increase your website traffic using specific targeted keywords we discovered during the audit so you rank on the first page of Google within 3-4 months.

The best way for you to measure results is to track the source of every patient that comes in. The call tracking can help you get started with that, but, the best way is to ask each patient. ***Please note, call tracking that we offer does NOT track people who call the number on your Google Local listing in the search results***

YOUR INVESTMENT

Below is the budget we've estimated based on the scope of services outlined earlier in this proposal. If you have any questions about our pricing or need to increase or decrease the scope of work, please leave a comment and let us know.

Monthly Online Marketing Services		Price
X	Silver Package* 10 Keyword Focus	\$1,050
	Gold Package* 20 keyword focus	\$1,750
X	Platinum Package* 30 keyword focus	\$2,550
X	Platinum + Package* 40 keyword focus	\$3,250

*Each plan above has a one time set up fee of 1/2 of monthly service.

Description	Price	Qty	Subtotal
X Silver Package: Set Up, Online Marketing	\$525	1	\$525
Gold Package: Set Up, Online Marketing	\$875	1	\$875
X Platinum Package: Set Up, Online Marketing	\$1,225	1	\$1,225

Description	Price	Qty	Subtotal
Local Listing Optimization Set up, and optimization of 100 local listings, fixing duplicates, incorrect listings, etc.	\$1,750	1	\$1,750
Total			\$1,750.00

What will we do?

We don't want to bore you with the technical aspects of what we do, but here's a summary of some of the things that we take care of with all packages.

All monthly packages include fixing the main issues impacting your rankings, incorrect listings, and the Google duplicate listing.

- Website Optimization
- Google Places Optimization
- Local Listing Management
- Review Program
- Guest Blogging
- Creating New Blog Posts
- Creating and obtaining authoritative and relevant backlinks to your website
- Content Distribution



WHY US?

At Titan Web Agency, we not only believe in the power of SEO, we understand it. It's not the 'black art' you may have heard it described as by naysayers and novices. SEO is a science and like all scientists, we're constantly conducting experiments, staying abreast of the latest research and best of all, none of it involved scary white lab coats or testing on adorable bunny rabbits. The SEO retainer allows us to be an extension of your marketing team not just once a month but full time because the last we checked, the internet is open 24/7.



ONLINE MARKETING RETAINER CONTRACT

Date: June 17, 2015

Between "us", Titan Web Agency, and "you", Melinda Harr Dental

You Melinda Harr Dental, located at are hiring Titan Web Agency to perform SEO marketing services for the estimated total price of \$4,375.00/month as outlined in our previous correspondence.

1.0 Services Rendered

MARKETING CONSULTATION

We'll meet with you once each month, create strategy documents, and offer email and phone consultation. We'll review your analytics and provide recommendations.

CONTENT DEVELOPMENT

We'll develop a content strategy for your blogging and write/publish blog posts on a monthly basis, both on your site and on other websites related to your location and/or industry.

SEO CONSULTING & MAINTENANCE

We'll monitor your website for search performance, write content and meta tags, and review backlinks.

SOCIAL MEDIA CONSULTING & MANAGEMENT

We provide social media updates as needed with this plan.

TECHNICAL SUPPORT

We'll offer support relating to your Wordpress website. We don't offer hosting, so you'll need to host your website with another company who will handle downtime or email issues relating to your hosting account.

CHANGES AND REVISIONS

We know from experience that fixed-price contracts are rarely beneficial to you, as they often limit you to your earliest ideas. We don't want to limit your ability to change your mind or make decisions later when you might be better informed. The price at the beginning of this contract is based on the length of time we estimate we'll need to accomplish everything you've told us you want to achieve, but we're happy to be flexible. If you want to change your mind or add anything new, that won't be a problem as we'll provide a separate estimate for to cover the additional work.

ERRORS

We can't guarantee that our work will be error-free (we're human!) so we can't be liable to you or any third-party for damages, including lost profits, lost savings or other incidental, consequential or special damages, even if you've advised us of them.

2.0 Mutual Cooperation

We agree to use our best efforts to fulfill and exceed your expectation on the deliverables listed above. You agree to aid us in doing so by making available to us needed information pertaining to your website and to cooperate with us in expediting the work.

3.0 Charges for Services Performed

3.1 Requests above and beyond our monthly budget may be considered out-of-scope and an amendment to the budget will be recommended. Projects that go dormant for longer than 45 days will incur fee to resume work at the discretion of Titan Web Agency.

4.0 Terms of Payment

4.1 BILLING SCHEDULE

We're sure you understand how important it is as a small business that you pay the invoices that we send you promptly. We're also sure you'll want to maintain a positive working relationship and keep the project moving forward, so you agree to stick tight to the following payment schedule.

The total budget for this project: to be determined

Titan Web Agency will invoice Melinda Harr Dental for the start up fee and prorated online marketing services should a monthly plan be chosen. Once paid, work will start. Should you choose the local listing optimization plan, we will charge you 1/2 up front and 1/2 when completed.

Melinda Harr Dental will supply Titan Web Agency with all necessary purchase order numbers and other internal information required for invoice processing before the close of the month of work (if applicable).

4.3 CLIENT AGREEMENT TO PAY

You agree to pay our initial (1st) invoice upon receipt which will act as a deposit for the project. Every invoice after that will have 10 day payment terms. In the event payment is not made within 10 days, Titan Web Agency will charge a late payment fee of 1% per month on any overdue and unpaid balance not in dispute, to cover the manpower, interest, and other costs Titan Web Agency pays for carrying overdue invoices from Melinda Harr Dental. In addition, Titan Web Agency reserves the right to stop work until payment is received.

4.4 COLLECTION COSTS

In the event that we incur legal fees, costs and disbursements in an effort to collect our invoices, in addition to interest on the unpaid balance, you agree to reimburse us for these expenses.

5.0 Cancellation of Plans

You have the right to modify, reject, cancel or stop any and all plans or work in process. However, you agree to reimburse us for all costs and expenses we incurred prior to your change in instructions, and which relate to non-cancelable commitments, and to defend, indemnify and hold us harmless for any liability relating to such action. We agree to use our best efforts to minimize such costs and expenses.

6.0 Responsibilities of Titan Web Agency and Melinda Harr Dental

6.1 TITAN WEB AGENCY'S RESPONSIBILITY FOR RELEASES

We shall obtain releases, licenses, permits or other authorization to use testimonials, copyrighted materials, photographs, art work or any other property or rights belonging to third parties obtained by us for use in performing services for you (If applicable).

6.2 CLIENT RESPONSIBILITY FOR RELEASES

You guarantee that all elements of text, images, or other artwork you provide are either owned by your good selves, or that you have permission to use them.

Then when your final payment has cleared, copyright will be automatically assigned as follows:

You'll own the visual elements that we create for this project. We'll give you source files and finished files and you should keep them somewhere safe as we're not required to keep a copy. You own all elements of text, images and data you provided, unless someone else owns them.

We'll own the unique combination of these elements that constitutes a complete design and we'll license that to you, exclusively and in perpetuity for this project only, unless we agree otherwise. We can provide a separate estimate for that.

6.3 CLIENT RESPONSIBILITY FOR ACCURACY

You shall be responsible for the accuracy, completeness and propriety of information concerning your products and services which you furnish to us verbally or in writing in connection with the performance of this Agreement.

7.0 Confidentiality

Titan Web Agency acknowledges its responsibility, both during and after the term of its appointment, to use all reasonable efforts to preserve the confidentiality of any proprietary or confidential information or data developed by Titan Web Agency on behalf of Melinda Harr Dental or disclosed by Melinda Harr Dental to Titan Web Agency.

8.0 Term and Termination

8.1 PERIOD OF AGREEMENT AND NOTICE OF TERMINATION

This Agreement shall become effective as of the date signed and shall continue until terminated by either party upon not less than 30 days' notice in writing given by either party to the other.

8.2 TERMINATION FOR CAUSE

Either party to this Agreement may terminate the Agreement if the other party defaults in the performance of any of its material duties and obligations and the default is not cured within thirty (30) days of the receipt of notice of said default, or if the default is not reasonably curable within said period of time, unless the defaulting party commences cure within said period of time and diligently proceeds to cure the default.

In addition, either party may immediately terminate this Agreement by giving written notice to the other party if the other party is insolvent or has a petition brought by or against it under the insolvency laws of any jurisdiction, if the other party makes an assignment for the benefit of creditors, if a trustee, or similar agent is appointed with respect to any property or business of the other party, or in the case of the Client, if the Client materially breaches its obligations to make payment pursuant to this Agreement.

8.3 PAYMENT FOR NON-CANCELABLE MATERIALS?

Any non-cancelable materials, services, etc., we have properly committed ourselves to purchase for your account, (either specifically or as part of a plan such as modules, photography and/or external services) shall be paid for by you, in accordance with the provisions of this Agreement. We agree to use our best efforts to minimize such liabilities immediately upon written notification from you. We will provide written proof, upon request of the Melinda Harr Dental, that any such materials and services, are non cancelable.

8.4 MATERIALS UNPAID FOR

If upon termination there exist any materials furnished by us or any services performed by us for which you have not paid us in full, until such time as you have paid us in full you agree not to use any such materials, in whole or in part, or the product of such services.

8.5 TRANSFER OF MATERIALS

Upon termination of this agreement, provided that there is no outstanding indebtedness then owing by Melinda Harr Dental to Titan Web Agency, Titan Web Agency shall transfer, assign and make available to Melinda Harr Dental all property and materials in its possession or control belonging to Melinda Harr Dental. Melinda Harr Dental agrees to pay for all costs associated with the transfer of materials.

9.0 General Provisions

9.1 GOVERNING LAW

This Agreement shall be governed and construed in accordance with the laws of the state of Utah.

9.2 REPRESENTATIONS AND WARRANTIES

The parties each individually represent and warrant that each has full power and authority to enter into this Agreement and to perform all of their obligations hereunder without violating the legal or equitable rights of any third party.

9.3 ENTIRE AGREEMENT

Except as otherwise set forth or referred to in this Agreement, this Agreement constitutes the sole and entire Agreement and understanding between the parties hereto as to the subject matter hereof, and supersedes all prior discussions, agreements and understandings of every kind and nature between them as to such subject matter.

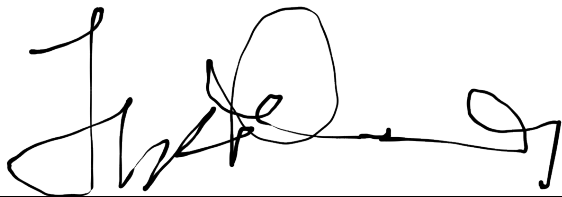
9.4 SEVERABILITY

If any provision of this Agreement is held to be illegal, invalid, or unenforceable under any present or future law, then that provision will be fully severable. In such instance, this Agreement will be construed and enforced as if the illegal, invalid, or unenforceable provision had never comprised a part of this Agreement, and the remaining provisions of this Agreement will remain in full force and effect.

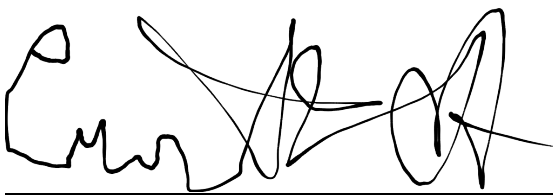
Melinda Harr, to accept this contract, click the accept button and sign at the prompt. You will be emailed a copy for your records

NEXT STEPS

1. Please read the contract on the previous page to make sure you understand all the details involved with us working together. It's really important to us that everything is transparent and understood from the beginning so that we lay a solid foundation for a great working relationship.
2. If you have any questions at all, please let us know. We're happy to clarify any points and there may be some items that we can sort out together. We're committed to finding the best way to work together.
3. Once you feel confident about everything and are ready to move forward, please click the 'sign here' button below.
4. Sign in the box that pops up to make the acceptance official.
5. Once we receive notification of your acceptance, we'll contact you shortly to sort out next steps and get the project rolling.
6. We'll email you a separate copy of the signed contract for your records.
7. If you'd like to speak to us by phone, don't hesitate to call (801) 783-3101



Tyson Downs



Melinda Harr
Melinda Harr Dental