

SEO invoice

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For:
Mark Harrison
Princeton, New Jersey
08549

Invoice Description:

William Chin-fook is to provide the following basic SEO optimizations for a Mark Harrison:

1. Onsite SEO optimizations - Alt-tags, interlinking, Semantic layout, content optimization.
2. Web Development - 5 - 10 hours of full web development.
3. SEO Roadmap - An outlined roadmap for 6 months to 12 months on the executions and strategies necessary to rank Mark Harrison for the necessary target keywords.
4. Offsite SEO - Link building (30 Directories a month, with 5 - 10 high authority links from reputable websites).
5. Tracking - Setting up of relevant SEO accounts and tracking to gauge success of the campaign.
6. Social Media Optimization - Optimization and growth of social media accounts relevant to OSHA.
7. SEM Campaign (AdWords, Bing, LinkedIn) - Creation and management of AdWords, Bing and LinkedIn campaign.

| Item / Item Description | Hr Rate | Unit Cost | Total |
|---------------------------|-------------|-----------|-----------|
| Monthly Retainer for OSHA | \$50.00 CAD | 25 | \$1250.00 |

List of keywords to be ranked, tracking of time and definition of success are to be agreed upon by both parties.

Paypal invoices will be sent out at the beginning of every month from williamchinfook@gmail.com to be paid within 3 business days by the client.

SEM campaign monthly budgets will need to be agreed upon 1 month in-advance each month.

Client owns all of their campaign data, tracking and code and in case of agreement termination, William Chin-Fook will transfer all of that relevant data to the client at an agreed time and date.

Notes: Client may disengage or pause SEO work at **any** time.