

# Search Marketing By Design

## Internet Marketing Services

### Packages and Pricing

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**Website Creation Package:** The architecture of your new organic site is designed with SEO friendly features and functionality. It allows new potential customers to navigate directly to your site when looking for information about products or services just like yours. Your website will never look old or outdated and will always be Google SEO compliant with our monthly rent a website plan.

1. Unique Homepage Design
2. Search Engine Optimized Post and Pages
3. Blog Installed
4. Integrated Contact Form
5. Domain Name
6. Email Address @ Your Domain
7. Wordpress CMS Included
8. Genesis Template Used
9. Yoast Search Engine Optimization Plug-in
10. Analytics Installed
11. Search Engine Submission
12. Hosting Included

Setup Fee: \$200

Monthly Fee: \$50

Fees Waived with Purchase of 12 Month **Agency Package**.

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**Google Foundation Package:** The most important part of your Internet Marketing plan is your Google Foundation. Without the a Google Foundation your new potential customers will not find you.

1. Setup and/or Optimize Google+ Account Including: Owners Profile and Company Pages.
2. Setup and/or Optimize Google Places
3. Setup and/or Optimize YouTube
4. Setup and/or Optimize Yelp (not affiliated with Google)
5. Setup and/or Optimize Yahoo Listing (not affiliated with Google)
6. Setup and/or Optimize Bing (not affiliated with Google)

Setup Fee: \$100

Fee Waived with Purchase of 12 Month **Agency Package**.

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**Social Media Foundation Package:** Social Signals have little to do with SEO right now. moz.com says it account for about 6% of the pie, but Social Media is becoming a great tool to build your brand. As Google continues to make SEO more difficult Internet marketers are looking for other ways to reach their future customers. Facebook, Twitter, Instagram and Pinterest are great ways to build a relationship with your customers but Facebook advertising is an even better way to reach your new customers.(to be continued in Online Advertising Package)

1. Setup and/or Optimize Facebook
2. Setup and/or Optimize Twitter

Setup Fee: \$75

Fee Waived with Purchase of 12 Month **Agency Package**.

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**Local Directory Foundation Package:** Local Directories also known as citations are a key factor in getting your business a high rank in Google Places. Experts agree that citations account for around 25% of all local ranking factors. A citation is any mention of your business out on the web, with or without a link. It can come in various forms:

1. Company Name, by itself.
2. Company name & phone number.
3. Company name, phone number, & address.
4. Company name, phone number, address, & link.

Setup Fee: \$600 for approximately 100 Citations

Fee Waived with Purchase of 12 Month **Agency Package**.

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**Online Advertising:** Online advertising comes in many form, but Search Marketing By Design focuses on Google Adwords Pay Per Click Text ads, Adroll Retargeting and Groupon.

1. Google Adwords: when prospective customers search your local area for products or services you offer, your ad is eligible to appear on their search results page - whether it be in Google maps or Google Search.
2. AdRoll Retargeting: Generally 2% of shoppers convert on the first visit to an online store. Retargeting brings back the other 98%. Retargeting works by keeping track of people who visit your site and displaying your retargeting ads to them as they visit other online sites like Facebook and Yahoo.
3. Groupon: People love a great deal and by selling Groupons you can bring new customers to your business. The key to groupon is to turn a high percentage of first time customers into long term customers.

Setup Fee: \$100 per advertiser

Monthly Fee: \$20 plus 10% of budget (advertising expense budget set by customer and not included in package).

Fee Waived with Purchase of 12 Month **Agency Package**.

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**SMBD Agency Package.** Search Engine Optimization will be the backbone of your Internet Marketing. The concept of search engine optimization is relatively simple, but the actual process of Search Engine Optimization for high page rankings can be complex and requires considerable skill and expertise. Search Marketing By Design will implement a constant long term strategy that will grow along with your success. Our SEO strategy will include not only the on-page optimization but also off page optimization as well. Our strategy will be based on a “white hat” anti-spam approach.

95% of Google traffic goes to businesses listed on page one. Search Marketing By Design wants to get you to page one and keep you there.

**SMBD Agency Package.** Includes: Website Creation Package (\$50 per month), Google Foundation Package, Social Media Foundation Package, Local Directory Foundation Package and Online Advertising (optional).

Also included in **SMBD Agency Package.**

1. Social Media Campaign and System
2. Blogging Campaign and System
3. Backlinking System
4. Customer review gathering Campaign and System
5. Online Advertising Campaigns and System (optional).

Setup Fee: \$500

**12 month Agency Package:** \$150 per month\*

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**\*PAGE ONE GUARANTEE:** The “PAGE ONE GUARANTEE” shall refer to “12 month **Agency Package**” only.

Search Marketing By Design guarantees that Customer will be ranked either local organically (local organic keyphrases include a city or geo tag) or local Places on the first page of Google for two (2) Keyphrases within the six months (6 months) from Customer’s enrollment date.

If Search Marketing By Design does not produce a first page ranking after a six-month time period, then the Customer will receive a monthly one hundred dollar credit (\$100) until such time that a first page ranking has been achieved. Once first page ranking has been achieved, contract charges will resume as per client agreement established upon enrollment date

Primary Key Phrase \_\_\_\_\_

Secondary Key Phrase \_\_\_\_\_

Other Key Phrase \_\_\_\_\_

Other Key Phrase \_\_\_\_\_

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#### 12 month Agency Package

	Setup	Monthly	Total
April	\$700**	\$200	\$900
May		\$200	\$200
June		\$200	\$200
July		\$200	\$200
August		\$200	\$200
September		\$200	\$200
October*		\$200	\$200
November*		\$200	\$200
December*		\$200	\$200
January*		\$200	\$200
February*		\$200	\$200
March*		\$200	\$200

\*Page One Guarantee

\*\* Citation Building Service (payment may be made in two instalments)

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Each party represents and warrants that, on the date first written below, that they are authorized to enter into this Agreement in entirety and duly bind their respective principals by their signature below:

EXECUTED as of date \_\_\_\_\_

RENEWAL date \_\_\_\_\_

Customer:

By: \_\_\_\_\_

Title: \_\_\_\_\_

Date signed: \_\_\_\_\_

Contractor: Steve Machado, DBA Search Marketing By Design

By: \_\_\_\_\_

Title: \_\_\_\_\_

Date signed: \_\_\_\_\_

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