

JumpStart Program

Agreement



5 Cherry Hill Drive, Suite 120, Danvers, MA | 978-750-8000 | www.mcdougallinteractive.com

Executive Summary

With extensive experience dating back to 1995 and multiple in-house search marketing experts, including writers, link builders, and web developers, McDougall Interactive can not only bring visitors to your site, but we can help increase conversions and track results in unprecedented detail.

Driving traffic is not enough to generate leads and sales. You need to have an inbound marketing company on your side that understands marketing and branding, not just the “geek stuff.”

Marketing Mix and Strategic Focus

We make sure your web activities are part of your overall strategy. All traditional offline advertising will increase traffic to your site, but if your site is weak or doesn't rank well, or doesn't have similar concepts from other campaigns, you will lose conversions from offline media. Your website is the center of all marketing activities: PR, direct mail, ads, radio, TV, etc.

We look forward to working with you in both strategy and implementation and discussing the next steps.

Inbound Marketing JumpStart Program: \$5,000 per month

1. Search Engine Optimization: On-page optimization / Tech SEO (five hours per month)
2. Four blogcasts a month (for five months) made into blog posts via podcast transcriptions (done in one session per mo.)
3. Six videos (1 minute each, shot in one session, made into one video blog post per mo.)
4. One e-book (cover design, content based on blogcasts, layout, call to action)
5. Link Building and Basic Social Media Sharing (10 hours per month): mix of competitor links, content bait, blogger outreach, online PR, etc.
6. Analytics / ROI Tracking (five hours per month)
7. Conversion rate optimization using one e-book that we create from the blogcasts

Six \$5,000 monthly payments for Internet Marketing retainer, paid before each month commences. (Check, Electronic Debit, MC/Visa/Amex/Discover accepted). Deposit due now to initiate work for the **JumpStart Program: \$5,000.**

Signature: _____

Name: _____

Company: _____

Address: _____

Credit Card #: _____

Exp. Date: _____

Security Code: _____

Approved and Submitted by:

McDougall Interactive, LLC

5 Cherry Hill Drive

Danvers, MA 01923

Phone: 978-750-8000 / Fax: 978-231-2679

Authorized Signature: _____

John McDougall

Date

SEO Deliverables / Timeline / Hours

Month 1*

Strategy Intake (review client information)	1
Preliminary Analysis	2
Initial Keyword Research	2
Conference Call / Kick-off Meeting	1
Strategy Inbound Marketing Plan	6
Site Technical Analysis	4
Competition and Content Analysis / Content Blueprint	6
Link Building Research and Asset Suggestions	5
Total	27

Months 2 - 6

On-Page Optimization / Five Pages, Technical SEO	5
Link Building/PR/Blogger Outreach	10
Analytics / Conversion Enhancements	5
Four podcasts and one video per month	
One e-book or whitepaper (one per six-month contract)	

* PLEASE NOTE: Month 1 will be devoted to strategy, and no podcasts or videos will be provided until month 2.

Phase I: Inbound Marketing Strategy Report

Great work starts with great strategy, and great strategy starts with great information. In order to develop a strong strategic foundation, we'll ask you to take some time to answer some important questions that will help us formulate a strategy report on your behalf. We sincerely appreciate your efforts, and value this critical information. All of your answers will be kept confidential.

The strategy report and technical / research reports take four weeks to complete. It starts with a one-hour kickoff meeting to determine what terms are important to you and what your long-term goals are. Upon completion, we'll arrange a one-hour meeting to review your reports and analysis with you. The report will uncover your site's strengths and weaknesses and allow us to create a customized plan of action.

Google is said to track how many people click your links from the results pages and how long people stay on your site. So, if people bail out when they get to your site, it affects your ranks. Long term, you need a site that looks great, engages visitors and has valuable content. Whether you get traffic from pay-per-click, social media or free search results, repeat and satisfied visitors make a big difference. The best way to build a bigger and better site is assessment evaluation and developing an integrated strategy.

Initial Snapshot of Website / Technical Status:

This helps determine the existing status of a website in the search engines before work commences. If you don't work on these technical details, no amount of blogging and social media can deeply help you.

- Link Popularity Check/Backlink Analysis - See below for details.
- Internal Link Check (Sitemap, contextual, navigation links with anchor text, etc.)
- Broken Link Check
- Competitive Analysis - See below for details.
- Amount of Indexed Pages (Size does matter and content is still king.)
- Amount of Results in the Top 50 (Are you showing up on the radar somewhere?)
- Web Stats / Traffic Report
- Ranking Report
- Spider Analysis of home page and one inner page. (A simulation of how the search engine robots see your site.)

- Website's Age with comparison analysis.
- Server Analysis Report on the websites hosted on your IP, with analysis. (Porn and gambling sites on your host can hurt your ranks.)
- Title Tag Report Listing of your site's page titles.
- Cache Checker Report Shows pages indexed/not indexed by Google.
- Home Page File Size / Load Time and amount of lines of code.
- Mobile Device Compatibility Report
- Domain Name Factors Redirects, Multiple domain issues, IP Funnel info.
- 404 page Check to see if it exists
- Robots.txt Check to see if it exists and is not blocking key content
- Spam Check (white on white text, hidden links)
- Duplicate Content Check

Content Analysis

The key to any SEO campaign is quality content that brands the company as an expert, increases the site size and generates back links. The strategy of content development will be based on thorough key phrase research in line with new and existing offerings.

Gone are the days when your "SEO" company could get you ranked even when you don't generate content, think about the user experience, or have "top of the funnel calls to action" like e-books. That's why we now require a minimum amount of content from podcasting and video and at least one call to action like an e-book or whitepaper users can download. Search marketing is now directly tied to social media and none of these tactics will work without content.

If you hear disappointing stories of people paying for web marketing and it's not working, it's likely due to a limited approach. This program solves those problems and is based on the inbound / content marketing philosophies promoted by HubSpot, which have generated more than 79 million leads in the past year.

Items we check and/or comment on are below (they relate your content and user experience):

- Your Existing URL/Filename List (sitemap)
- Phrases Listed on Your Home Page (Spidered with software with density analysis)
- Current Call to Action Analysis (Our comments on your special offerings, merchandising or accessibility of key content.)
- Site Architecture Analysis (Issues that exist with site structure that can lead to anything from duplicate content problems to the inability to get pages indexed. Examples of items checked: presence of splash pages, use of frames, excessive inline code, lack of sitemap, server folder names, and technologies used, as well as URL format / filename considerations.)
- Site Navigation Analysis (List of technical methods used for navigation and recommendations to improve keywords and categories of information from a conceptual and architectural viewpoint. CSS vs. Rollover buttons etc.)
- Interlinking Analysis (Shows if you are like Wikipedia with lots of anchor text in contextual links supporting key pages or if you have issues showing the search engines your layers of important content.)

- Brief Usability Analysis (Points out any significant methods you use that make getting information from your site difficult.)
- Source Code Analysis for spider blocking issues
- 3 UserTesting.com videos to see what issues customers have

Google Panda Repair

If your site has lots of duplicate content (even if you don't realize it is being created by a shopping cart or inadvertently in other ways) it can seriously impact your rankings. We will analyze this for you and take the necessary actions to correct Panda-related "penalties" or filters.

Key Phrase Research

Key phrases are what people type into a search engine when they are looking for something on the Web. In the early days of the Internet, these were often just one word and were therefore called "key words." Over time, linguistic patterns for search terms have changed, and now people search via phrases and even sentences.

If you choose the wrong key phrases, your efforts will be wasted. That's why we spend a lot of time up front researching the exact terms that will work for you. We also use several of the best tools available to analyze what phrases most often get queried in the search engines. We have seen far too many blogs create little to no traffic or conversions due to a lack of research and content that resonates.

We do several rounds of brainstorming and many hours of research using multiple methodologies to accumulate a set of high-, medium-, and low-level terms that we can then target when we get to the on-page adjustments phase. For now, these are used to assess what opportunities exist for generating traffic and to start to make a map of your content, to see if you have landing pages and blog categories to support the adding of keywords.

In the on-page adjustment phase, we make an exact map of the terms we will be targeting (Phrases Per Page Map). In this document, we list the pages where the terms will go, as well as a list of suggested file names, title and meta tags, code adjustments, etc. But before we get to that in phase two, we need to see the landscape and how you fit in.

Competitive Analysis

A top-10 analysis is a competitive analysis of the top 10 sites ranking for three of your main phrases. This lets us compare you to other people ranking in the search engines where you want to be. Do they have massive sites with great content and thousands of people linking to them, telling Google they deserve the ranks or are there gaps where some sites are small and have limited links that we can push out of the way?

Backlink Analysis

Google is famous largely due to how good it is at judging you based on your backlinks. Don't overlook the

extreme importance of this part of search marketing or underestimate the level of complexity in building solid links from topically related, quality sites. Years ago, you could trade (reciprocal) links or rely on article marketing, but now the options are not so simple. We will analyze your current link status and provide comparison to competitors to start the link-building strategy.

Google Penguin Repair

We'll let you know if your past SEO agency did some not-so-healthy link building that may be holding your site back. If we find links that are damaging your results, we'll use the Google disavow tool to tell Google you wish to disassociate with them.

Phase II: Tracking, Reporting, and Conversion Rate Enhancements

Just driving more traffic is like adding water to a leaky bucket! By working hard to fix leaks in your website's conversion funnel, you'll get more business with the same amount of traffic.

Amazingly, for every \$92 spent driving traffic, only \$1 is spent converting it. But when you work with us, you'll be one of the few doing conversion rate optimization. It is one of the hottest and most profitable tactics in web marketing today. While our full CRO plans start at \$2,000 a month, having us on board to do the basics can show you just how powerful this is.

In order to realize more profits, you have to analyze user activity to see why they don't do what you want them to do. Actions (special offers, forms, etc.) need to be defined and measured. You need to make and test changes to increase actions. If users don't stay on your site, your ranks will go down. Google tracks user behavior, e.g., how long users stay on your site after a search, whether or not they bookmark you, etc. You therefore need special reasons for them to click, even if you do rank, such as an exciting offer, free info, an e-book or whitepaper etc., as well as well-written titles and descriptions. If you don't have a good analytics program and defined actions, you should do this before making any further efforts to drive traffic.



Note: We are certified masters in conversion optimization from www.marketmotive.com

Website Analytics

- This is the starting point for increasing conversions
- Google Analytics (www.google.com/analytics) is free and powerful
(We are members of the Web Analytics Association and all of our staff have a very deep understanding of analytics.)

Top Things We Track with Analytics and Report On Monthly

- Keywords (search terms) people use to visit your site — identify personas

- Top entry and exit pages — add callouts
- Top sites that send you traffic — research similar sites
- How long people stay (stickiness)
- Goals (conversions)
- And much more!

Deliverables

- Add e-book or whitepaper to the website and track the conversion rate
- Set Up Google Analytics and add its code snippets to your websites pages
- Measuring Offline Conversions Consultation
- Monthly Ranking Reports (PDF)
- Monthly Web Statistical Analysis/Traffic Reports (Powerpoint) with analysis
- Conversion Enhancements to Home Page “Specials,” “calls to action,” and offline advertising promotions will be reviewed to ensure an enticing lead-generation device/offering is in place on the website. Offerings include such items as an e-book or whitepaper, providing a free buyer’s guide or coupon in exchange for user details from a form submission. We will suggest calls to action and place new links to such items on your home page. Extensive coding, site-wide, with consistent call-to-action tables, is preferred. Coding calls to action site-wide would be billable programming time.
- One Website Submission Form (minimum) will be set up with Google Analytics Conversion Tracking (on your website) to document incoming leads. When possible, we recommend that you provide us with your average cost per lead to be inserted into Google Analytics. We will build the form page on your website, if needed.
- A Unique 800 number is recommended to be placed only on the website as an additional tracking device and we strongly recommend the Mongoose Metrics website phone call tracking service.

Phase III: On-Page Optimization

With the preliminary research and analysis out of the way, we will focus our activities where your needs are and provide a detailed set of on-page optimization tasks. Often we find that websites have structural or content-related barriers that need to be addressed before complete optimization can take place. For this reason, we will have programmers and writers on hand to assist in a variety of ways. While we do not include content development or writing (other than the blogcasting and videos) in this phase, we do make key phrase changes to the text (marked in red) on the pages on which we are focusing and we can be hired to write new pages for a fee.

Included are basic edits to your website to add keywords in the text and code. These are still required prerequisites to ranking. We can adjust heading tags, meta and title tags, add alt tags, link text, keyword density, bulleted lists, etc., but if you have significant barriers that require advanced programming, now is the time to fix them. We will have pointed that out in Phase I. We will guide your programmers if we are suggesting significant changes or we can be hired to make advanced programming adjustments by the hour/quote. If recommended adjustments are not made and new content is not added in a timely manner,

your ranks will suffer.

When changes are made to a site, it also takes some weeks or months to affect rankings in the search engines. So delays can end up spiraling out of control, causing both our clients to suffer and us to be on edge, knowing the clients lack of expediency will ultimately hurt our efforts. Effective search marketing requires that you provide the new content, approve press releases, add new pages, etc.

Deliverables Included in the On-Page Optimization Phase are:

- Adding podcasts to the blog with text transcriptions (one per week)
- Adding videos to YouTube / the blog with text transcriptions (one per month)
- 25 Keywords Targeted (per each six months)
- Phrases Mapped Per Page
- Page Name Suggestions
- 25 Pages (per each six months): Site Code Optimization (this includes: title tags, meta, etc. as listed above and more). There are more than 200 items to potentially address for search engine rankings and this changes over time.
- Optimizing Titles and Descriptions: This is not only for ranking but also for increasing click-through rates.
- 25 Pages (per each six months): Copy (Text) Optimization – we will edit your existing text to add keywords. We mark up Word documents in red indicating suggested places where we would add keywords or modify the copy. You then either approve it or work with us to finalize the text changes before we make it live on your site. We are also available for paid writing/content development projects. **Note:** *When we run out of main site pages to edit, we will convert the on-page optimization hours (3) each month into other content or link building activity.*
- Recommendations for Content Development: The phrase “content is king” was true back in 1995 as it is today, but now updating content has to be done weekly. In addition to the base level of content that this program provides, we will make suggestions of how you can step up your game even further.
- Support for Programmers and Site Manager Questions: review of edits to the site and comments on how to adhere to our suggestions are included. When we are not the ones making the changes suggested to the sites code, we often see significant issues with programmers. They frequently require significant rounds of explanation to make correct adjustments and regular site reviews to make sure optimization not only happens, but does not get deleted. We uncover new code issues along the way that are not always easy to detect immediately. These include iframes, hidden frames, invisible text generated by previous unethical SEOs, etc.

Note: *Sites/clients with hundreds of keywords in product databases, etc., can use our recommendations to address keywords in bulk, site-wide.*

Phase IV: Link Building Strategy

Building link popularity is one of the most critical aspects of search engine marketing. A link bait strategy to attract natural and social media-related links over time is one of the most essential parts of your campaign. We will do a competitive link analysis to show you what content your competitors have used to become link magnets and come up with creative ideas for your specific situation.

The “off page” factors, such as link popularity, play a major role in your site’s ranking in the search engine results pages (SERPS), as does PR. Are you in the news? Google likes people that are popular and/or are experts in the real world. These types of connections and social sharing throughout the web need to be developed aggressively, especially when there is a lot of competition in an industry.

Phase V: Advanced Link Building

We will identify several strategies to gain additional links for your campaign, and we may provide some, or all of these strategies over the course of your campaign.

1) Common Links – We will build a co-occurring link report based on your list of competitors. Where you don’t have a backlink from common link in your industry, we’ll develop a strategy for obtaining them.

A small sample of a common link report is below that shows good opportunities to get links from sites that are linking to multiple competitors at the same time:

S. No.	Websites	Cnt	Keypolymer	Epicresins	Momentive	Presschem	CustomChem	ResinLab	Cotronics	MasterBond
1	azom.com/	5	1	1	1				1	1
2	epoxyresinzone.com/	5		1	1			1	1	1
3	adhesivesmag.com/	4		1	1			1	1	
4	mrwhatis.com/	4	1		1	1	1			
5	ropella.com/	4	1	1	1	1				

2) Trust Bait - We’ll create a content asset (often a resource article) unique to your website that will attract backlinks from other sites. Once we’ve determined if the content is acceptable to you, we’ll create the content and place it on your website. We’ll then reach out to various sites (often .edu’s and .gov’s), asking them to post a link to your newly created content.

A lengthy example of one of our own Trust Bait articles is as follows: <http://www.mcdougallinteractive.com/how-to-learn-digital-marketing-and-get-entry-level-marketing-jobs/>

This has generated links from trusted sites like Bentley College, University of North Carolina Wilmington, North Shore Community College (It also generated two speaking engagements and is being used in NSCC marketing coursework) as well as links from various blogs etc.

3) Broken Link Bait - We’ll search for a broken link on a high-ranking website with a large amount of other sites also linking back to this specific page. Once we’ve determined if the content is acceptable to you, we’ll recreate the content and place it on your website. We’ll then reach out to all of those sites who

link to the broken content, asking them to post a link to your newly created / improved content. We've found the conversion rate for obtaining backlinks is a lot higher than other methods when you are able to start the conversation by pointing out that some of the links on their site go to content that no longer exists and result in a 404 error.

4) Local Links - Personalized search in Google means that when customers search, they will find results tailored for their local area. We'll research the most appropriate local link strategy from Infogroup, Localeze, Axiom, Yelp, to Google+ Local to OpenTable etc.

5) Public Relations can also be a great way to get links. While our public relations packages are an additional fee, from time to time we may point out radio shows or various PR opportunities where you might be able to get a backlink. A couple examples include the New York Times and Blog Talk Radio that link to McDougall Interactive:

<http://www.nytimes.com/2013/11/28/business/smallbusiness/hands-on-activities-to-build-customer-loyalty.html>

<http://www.blogtalkradio.com/bonniedgraham/2014/03/10/seo-tips-and-interior-design-on-read-my-lips-radio-with-bonnie-d-graham>

We will do the appropriate blend of link building/PR/content bait as your site and the changing market dictate.

We look forward to working with you!

Important Notes on the JumpStartProgram

Other things you don't have to worry about:

Keeping yourself on track with an editorial calendar is part of our process. You will be given a document that outlines the content we intend to create and when it will get published. This is one of the secrets larger companies and magazines use to be truly successful.

Transcription costs

We cover the cost of transcribing the text of all your podcasts and videos.

Google+ Authorship

We will set up the Authorship code on your Google+ personal profile that enables your face to show up in search results with your content. This has been shown to increase click through rates by as much as 43% and mean that you no longer absolutely have to be #1 in Google to get more clicks.

Here is how Google+ Authorship looks when it drives your face to show up in search results:

Car Seizures and Sobriety Checkpoints — Bowser Law



www.bowserlaw.com/blog/.../car-seizures-and-sobriety-checkpo...
by Michael Bowser
Feb 29, 2012 - Sobriety checkpoints, also known as sobriety roadblocks, have ... curb drunk driving in Massachusetts and New Hampshire, and across the U.S..

YouTube

We will also upload each video to YouTube, tag them with the right keywords and descriptions and embed them into the blog posts when we create them. Considering YouTube gets 1 billion visitors a month, it will feel great to build your authentic presence here, which can turn into real customers that we can track via analytics. Here is how video looks in a blog post:

What's going to happen in court following my OUI arrest in Massachusetts?

JUNE 13, 2012

#DRUNK DRIVING



Drunk Driving Attorney Michael Bowser explains what you can expect in court following an arrest for a OUI in Massachusetts. Attorney Bowser has successfully defended hundreds of cases for clients charged with drunk driving, commonly referred to as "Operating Under the Influence" (OUI) in Massachusetts. Attorney Bowser has developed a well earned reputation for being one of the top drunk driving defense attorneys in Massachusetts and New Hampshire. <http://www.bowserlaw.com/michael-bowser/>

Podcasting

When we create the Podcasts, we will create a SoundCloud account for you, which allows you to have a nice visual player to let people fast forward and rewind your streaming audio file. We will also insert the player into the blog posts we create each week and insert the transcribed text for the search engines and customers to enjoy.

Here is how Podcasts look in a blog post:

DUI Radio – Mike Bowser Introduction

APRIL 8, 2013

in DUI RADIO



Host: We want to introduce you to the newest member of 980 WCAP's Expert Network. As I mentioned before the break, he's a gentleman whose services we hope and pray that you will never require, but in case you do, you want to pay attention and keep his information handy because you never know what little curve balls throws at you. I want to introduce you to attorney Mike Bowser who's joining us in studio this morning. Good morning counselor and welcome to Merrimack Valley Radio.

Michael Bowser: Good morning, Teddy. Happy to be here.

E-books

Also included is one E-book for each 6 month campaign that enables you to have a "top of the funnel" call to action on your site that generates leads from the 85-95% of the web that is not ready to become an instant sale.

Below is an example of a call to action you can add to your site.



Some samples of podcasts are below where the text has been transcribed for blogs as well as some video samples.

Podcasts inserted into blog posts with transcriptions for SEO and social sharing:

- <http://www.grom.com/blog/podcast-support-models-for-your-sap-environment/>
- <http://the-lead-review.com/content-marketing/avvos-mark-britton-shares-web-advertising-compliance-and-content-marketing-tips-for-law-firms/>
- www.yourmesotheliomalawfirm.com/blog/health-news/asbestos-awareness-week-podcast/

- www.bowserlaw.com/blog/dui-radio/mike-bowser-introduction/ (as part of a radio show)

For more significant thought leader podcasts, we write and submit press releases like this:

www.marketwatch.com/story/shrader-associates-pays-tribute-to-mesothelioma-cancer-caregivers-2013-04-04

That can spread to sites like The Wall Street Journal's Market Watch etc. and sometimes generate interviews from Journalists for our clients:

www.marketwired.com/press-release/shrader-associates-pays-tribute-to-mesothelioma-cancer-caregivers-1775502.htm

Video samples with a testimonial directly from Google on our own video blogs and live chat!:

"By the way, love mix here on your online presence- transcript and video plus click-to-chat. I think it's really neat that you've chosen such a customer-empowering approach to your model; it really seems to start with education."

Lauren (Google Inc.) Referring to the videos I sent her below after meeting her at Google headquarters (Our paid search director Bob won an Adwords PPC contest two years in a row that got us flown out to Google with all expenses paid):

YouTube FAQ videos inserted into blog posts with transcriptions for SEO and social sharing:

<http://www.mcdougallinteractive.com/blog/ppc/spending-your-google-adwords-coupon-effectively/>
<http://www.mcdougallinteractive.com/blog/ppc/what-to-do-with-a-google-adwords-coupon/>

We look forward to helping you go from worrying about content to feeling great about it!

Sincerely, John McDougall

Terms and Conditions

Additional Charges

All rates provided in this agreement are for the work actually contemplated by this agreement. In the event that additional work is required or requested beyond what is reasonably contemplated by this agreement, Customer agrees to pay any additional charges for such unanticipated or requested work at an hourly rate or monthly fee mutually agreeable to both parties.

Customer Provided Material & Decisions

Customer will provide in a timely manner to McDougall Interactive all materials and decisions, including but not limited to text content, stock graphics, project pictures, customer logos in proper electronic

format, etc., required by McDougall Interactive under this agreement.

Payment Terms

McDougall Interactive presents monthly invoices to Customer and Customer shall pay such invoices within thirty (30) calendar days of submission of such invoices. This remedy is in addition to any other remedies available under law to McDougall Interactive.

Interest on Overdue Invoices

Customer shall pay interest on any overdue amounts at the rate of 1½% per month (18% per year).

Attorney Fees

Any late payment shall be subject to costs of collection, including reasonable legal fees.

Limitation of Liability

MCDUGALL INTERACTIVE IS NOT LIABLE FOR ANY AMOUNT EXCEEDING THE PRICE PAID BY CUSTOMER FOR SERVICES UNDER THIS AGREEMENT GIVING RISE TO ANY CLAIM. IN NO EVENT SHALL MCDUGALL INTERACTIVE BE LIABLE, WHETHER IN CONTRACT, TORT (INCLUDING NEGLIGENCE) OR OTHERWISE, FOR ANY INDIRECT, INCIDENTAL OR CONSEQUENTIAL DAMAGES (INCLUDING LOST SAVINGS OR PROFIT, LOST DATA, BUSINESS INTERRUPTION OR ATTORNEYS FEES) EVEN IF NOTIFIED IN ADVANCE OF SUCH POSSIBILITY.

Governing Law and Forum

This Agreement shall be governed by and construed in accordance with the substantive laws of the United States and the State of Massachusetts. Any action shall be initiated and maintained in a forum of competent jurisdiction in the State of Massachusetts and Customer consents to jurisdiction by the State and Federal courts sitting in the State of Massachusetts. Process may be served on either party by US Mail, postage prepaid, certified or registered, return receipt requested, or by such other method as is authorized by the Massachusetts state law.

Miscellaneous

This document and any attachments incorporated by reference constitute the entire agreement between the parties with respect to its subject matter and supersede all other communications, whether written or oral. This Agreement may be modified or amended only by a writing signed by the party against whom enforcement is sought. Any provision of this agreement found by a court of competent jurisdiction to be illegal or unenforceable shall be automatically conformed to the minimum requirements of law and all other provisions shall remain in full force and effect. Neither party shall be liable for delays caused by events beyond its reasonable control. Waiver of any provision of this agreement in one instance shall not preclude enforcement of such provision on future occasions. Headings are for reference purposes only and have no substantive effect.

McDougall Interactive is 100% Focused on Internet Marketing

Interactive marketing has been McDougall Interactive's niche since 1995, which means our strategies have evolved alongside the Internet. After building hundreds of websites, we recognized how big search engine marketing would become and shifted our focus to a strictly SEO-web design / SEO-web development / search and social model. But our strong background in traditional web design and development puts us light years ahead of the competition because we know that part of search engine marketing is streamlining your website and only we have the expertise to do just that. Amazing site architecture is a vital element of SEO success, and McDougall Interactive can help you make smart, strategic design and usability decisions that not only attract search engine attention, but also generate more leads. We live and breathe serious agency-level Internet marketing, and our passion shows in our long list of happy clients.

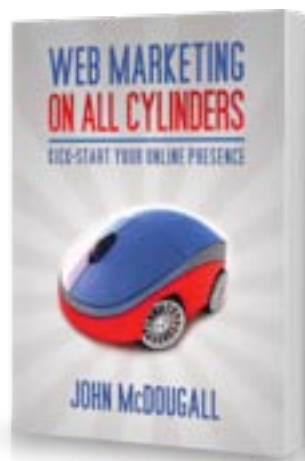
McDougall Interactive Highlights

- Founded in 1995
- Grew out of McDougall Associates Advertising – the sixth largest agency in New England in the 1990s
- More than 300 SEO and website clients served over 18 years
- HubSpot Partner / VAR
- Google Elite Paid Search Partner (We manage millions of dollars in paid ads a year)
- Google Adwords and Analytics certified
- Conversion Optimization Certified
- Multiple Authors on Staff
- Small and large clients from Phillips Medical and to niche local businesses
- Creative videos including a viral video with 15 million views
- Featured in the *New York Times*, *Boston Herald*, *Internet Retailer*, and more

Our Digital Focused Marketing Team



John McDougall's Latest Book



<http://marketingonallcylinders.com>

Praise for John's New Book

"Want to get an idea on how to get started with online marketing? That is an incredibly complex question. But help is here – this book will help you get oriented and get moving in the right direction."

Eric Enge, author of *The Art of SEO* with Rand Fishkin.

"A thoughtful and practical guide to important online marketing strategies. What you don't know will hurt you – unless you read this book!"

Tim Ash, author of *Landing Page Optimization*, CEO of SiteTuners, chair of Conversion Conference.

"John McDougall brings clarity to the black art of search engine optimization and embellishes it with a ton of practical social media marketing tips. Every minute you spend reading this book will pay off 50 times over."

Paul Gillin, author of five books about online communities including *The New Influencers* (2007), *Secrets of Social Media Marketing* (2008), *Social Marketing to the Business Customer* (2011) and *Attack of the Customers* (2012).

Our *New York Times*-Featured Seminar Series



<http://www.searchsocialseminar.com>

Our recent seminar on November 6, 2013 at the Burlington Marriott included a speaker from HubSpot and is being featured in the *New York Times*!

Our Free Internet Marketing Strategy Software



<http://plansprout.com>

Praise Directly from Google on Our Video Blog Techniques that Combine Live Chat

"By the way, love mix here on your online presence- transcript and video plus click-to-chat. I think it's really neat that you've chosen such a customer-empowering approach to your model; it really seems to start with education."

Lauren Delgado, Google Inc.

Video Testimonials and Case Studies

www.mcdougallinteractive.com/our-work/testimonials/

Sample Ranks

- Saxophones #1
- Hearing Aids #1
- Art Colleges #1
- Christian Colleges #3
- Tuna Fishing #3
- Golf Clubs #3
- Commercial Painting #1
- Wedding Receptions #1
- Mesothelioma Law Firm #6 With related terms at \$220 per click

Sample Clients

- Philips Medical
- MIT
- Hearing Planet
- Arrow Electronics
- Goss International
- Heineken
- Rock Bottom Golf
- Gordon College
- Montserrat College of Art
- Metro Credit Union
- BankFive

Please Connect with John McDougall on LinkedIn

<http://www.linkedin.com/in/mcdougalljohn>