

Pay- Per-Click Agreement

Insert: Client Name

Date



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

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Executive Summary

Our PPC advertising campaigns are based around competitive analysis and optimum keywords are derived from extensive research and A/B testing. We will increase your web traffic/click-through rates (CTR) and conversions by identifying and or creating specific landing pages and targeting PPC ad copy for the critical search terms your prospects are searching on. By placing your web visitors onto a specific landing page that was designed for the term they searched for, you will increase conversion rates and in turn, generate a greater return on investment (ROI).

Marketing Mix and Strategic Focus

As part of each PPC advertisement management service program, we perform a great number of tasks. Specifically these tasks include:

1. *Keyword Research and Selection:* Whether you have an existing pay per click internet advertising campaign or not, we perform keyword research as a best practice to ensure the campaigns are employing the appropriate keywords.
2. *Creative Development:* We write custom and unique creative (titles and descriptions) to help maximize click-through and conversion rates.
3. *Landing Page Identification:* We identify the best existing destination or recommend improvements to facilitate site-level conversion.
4. *Implement Campaign Tracking:* We will work with your staff to implement tracking codes to aid in tracking conversions.
5. *Advertisement Submission:* We will upload and submit the keywords and associated creative for approval at PPC Accounts.
6. *PPC Account Settings:* We will establish and monitor the numerous Account Settings (daily max spend, match type, countries, etc.) to maximize business goals.
7. *PPC Bid Management:* We provide PPC bid management tasks including bid gap monitoring, bid price changes, and bid position maintenance.
8. *PPC Monthly Analysis:* We perform a month-end analysis of campaign performance, including individual keyword costs, conversions, and performance trends.
9. *Campaign Improvements:* We will suggest and implement PPC campaign improvement, including changes to Title/Description copy, keyword list modifications, and bid adjustments.
10. *Creative Testing:* We will perform periodic testing of new creative (titles and descriptions).

PPC Proposal and Pricing

PPC (Pay-Per-Click Ad Placement in Search Engines) monthly fees (picked based on your monthly ad budget/spend):

\$750 per month (our management fee) for up to \$2,000 ad budget/month

\$1,500 per month (our management fee) for 2,000k to 10,000k ad budget/month

15% of the advertising spend over \$10,000 in ad budget/month. If your monthly budget is over \$10,000/month, please identify your specific monthly advertising spend for PPC:

\$. _____

Optional: If you want conversion optimization the options are: \$2,000 a month for full service, \$650 a month for 4 hours a month or \$175 an hour as needed. We will provide conversion ideas but if you need us to make site edits and do more aggressive testing, a paid option is recommended.

Payment Scheduling

Six (6) monthly payments for Internet Marketing retainer paid before each month commences. (Check, Electronic Debit, MC/Visa/Amex/Discover accepted).

Google and other 3rd Party Media Fees

Monthly payments for PPC to Google Adwords and any other 3rd-party advertising platforms will be placed on your credit card.

Client Signature:

Client Name:

Today's Date:

Company:

Address:

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

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.

Content Due Dates (when podcasting and/or video are applicable)

Podcasting and video content shall be done in a timely manner and content not utilized within each three month period - due to a lack of response to our scheduling calls and emails - is no longer owed by McDougall Interactive. We will record at least one phone call and one email per month in a notification log to ensure we have met our obligation. Assuming this level of contact has been kept, then we are no longer responsible for content ninety days past due. In addition, all final content at the end of the contract shall be used within a sixty day period.

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.



Credit Card Payment Authorization Form

Sign and complete this form to authorize McDougall Interactive Marketing to make a one time or monthly debit to your credit card listed below as per agreement.

By signing this form you give us permission to debit your account for the amount indicated on or after the indicated date.

Please complete the information below:

I _____ representing _____, authorize McDougall Interactive Marketing to charge my credit card account indicated below for _____ on or after _____.

This payment is for _____ (description of goods/services)

Frequency (one-time or Monthly): _____

Phone# _____ Email _____

Account Type: <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> AMEX <input type="checkbox"/> Discover
Cardholder Name _____
Billing Address/Zip Code _____
Card Number _____
Expiration Date _____
CVV2 (3 digit number on back of Visa/MC, 4 digits on front of AMEX) _____

SIGNATURE _____ DATE _____

I authorize the above named business to charge the credit card indicated in this authorization form according to the terms outlined above. This payment authorization is for the goods/services described above, for the amount indicated above only. I certify that I am an authorized user of this credit card and that I will not dispute the payment with my credit card company; so long as the transaction corresponds to the terms indicated in this form.

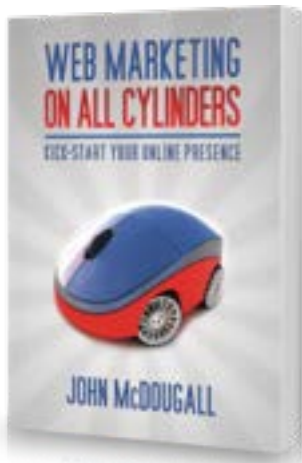
McDougall Interactive Highlights

- 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 Software



Our Free Internet Marketing Strategy



<http://plansprout.com>

<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*!

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>