

**Conversion Optimization
Agreement
Company Name
Date**



Payment Scheduling

Six \$3,000 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: \$3,000

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Client Signature:

Date:

Client Name:

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

Conversion Optimization

All marketers should be asking their agencies how they measure the ROI on their campaigns. McDougall Interactive knows from nearly two decades of web development and search engine optimization experience that the Internet has some of the best tracking capabilities in the history of advertising.

Without goals, however, creating calls to action and tracking user behavior won't get you very far. Have you created specific business goals that can be tracked in detail? Whether you're just starting to solidify your goals or you're ready to track your efforts, we offer personalized, one-on-one help.

How Does Conversion Planning Help You?

Your website needs to be the centerpiece of your current cross-channel marketing – not an afterthought. When a business website does not include specials, key selling points of offline campaigns, evidence of expertise, or confidence-building information, potential customers don't have a reason to stick around.

Our certified conversion specialists define and track your goals, and make adjustments on an ongoing basis. By examining various reporting software tools we can make informed decisions with regard to adjusting your calls to action. Initially, McDougall Interactive can help you answer the following essential questions:

- Who is your audience?
- What actions do you need them to take?
- What information do they need in order to feel confident taking action?
- What are your hot selling points when you close a deal offline?
- How are you proving your expertise? (e.g., Experience? Awards? Case Studies? Social Proof?)
- Are your social media pages mirroring your calls to action?

What Does Tracking Goals and Conversion Enhancements Involve?

- Calculating conversion rate by dividing the number of visitors who took action by the total number of visitors
- Creating goals or conversions, which can be any action you want to track (e.g., form submission, page view, shopping cart sale, etc.)
- Setting a monetary value for your goal, if possible (what's a lead worth to your company?)
- Using callouts to point users to your goal – “Free consultation”, “Download our e-book on xyz”, “50% off widgets” etc.
- Matching calls-to-action with business goals
- Measuring offline conversions
- Creating a unique 1-800# placed only on the website as an additional tracking device

Making Conversion Enhancements to Your Home Page

Our agency experience means McDougall Interactive can handle your calls to action by creating unique specials, promotions, and other lead generation devices and placing links to these items on your website and social media pages. Offers can include such items as a free buyer's guide or ebook in exchange for user details from form submission or a coupon in exchange for entering a contest with user details for a chance at a larger prize.

Enhancing Website Usability (UX)

If your visitors have a hard time finding their way around your site you will lose them. The user experience, or UX, is a key factor in generating conversions and cannot be ignored. McDougall Interactive's expert SEO developers can review your website and web design, and suggest site changes that will guarantee easy navigation and a clear site hierarchy – two paramount components of retaining site visitors. We find the pages on your site that people find and visit the most, and pay special attention to these pages when analyzing UX.

Google Analytics Goal Tracking

Google Analytics is a free and powerful program that not only lets you get stats on who visits your site, but can also be set up to show you charts of key actions you want users to take. McDougall Interactive can help you set goals to track everything from how many people click through to your important pages to how many people fill out your online forms.

Other conversion optimization tools

Tools such as Optimizely let you track multiple items that might be affecting a customer's decision process at once, thereby helping you determine the best collection of offerings to display to achieve maximum conversions. Our team of optimization authorities will set up numerous A/B tests to ensure the right combination of content is being used to lift your conversion rate.

ClickTale or Crazy Egg will be used for diagnosing scroll reach and issues with how people interact with your forms and applications.

User testing.com will be used to determine what potential customers think of your website.

It is from such tools and thoughtful analysis that we are able to make significant gains in your conversion rate and dramatically increase revenue.

This program over the course 6 months or more analyzes your site against the main factors that influence conversion such as: (*If selecting a three-month timeframe we will address 10 to 15 of the most important items first.)

1. Addressing the four main personas or people types for greater conversions
2. Unique value proposition
3. Buying decision process
4. Categorization
5. Usability
6. Look and feel
7. Searchability (Use of navigation and the ability to find things on the site)
8. Layout, visual clarity, and eye tracking (using tools like Feng-gui.com)
9. Purchasing process
10. Tools that can get in the way and Tools like clicktale.com and usertesting.com that can help
11. Error prevention
12. Browser compatibility
13. Product presentation
14. Load time
15. AIDAS or Creating Attention, Interest, Desire, Action, Satisfaction
16. Security/privacy
17. Trust and credibility
18. Product selection/categorization/search results
19. Navigation/use of links
20. Up-sell/cross-sell
21. Calls to action
22. Point-of-action assurances
23. Persuasive copywriting
24. Content
25. Headlines
26. Readability
27. Use of color and images
28. Overuse of Terminology/jargon
29. Customer focused language vs. me me/we we focused language
30. Using reviews

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

MCDOUGALL 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 MCDOUGALL 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 _____ Billing Contact: _____

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.