

Consistent Content Agreement

Insert: Client Name

Date:



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

Executive Summary

You know that you need to be generating content to build your online presence, but you don't have the time to do it yourself. Consider ConsistentContent, our program that will help you develop content that is great for Google's latest "Hummingbird" algorithm, is engaging for your readers (because it is based on your experts "voice") and is great for generating consistent social media buzz.

Marketing Mix and Strategic Focus

With ConsistentContent, you'll get a one-hour consultation each month with our search and social media experts to map out your strategy and content (based on keyword, competitor and trend research), and then we'll create four (4) blogs via podcasts each month, created in a one hour monthly session (over the phone or in person) and record six (6) videos for posting on your site (1 video per month created in one filming in the first month of the campaign. This can be done over Skype / a Google Hangout if necessary. Sometimes this can actually be an advantage, if you get multiple people / thought leaders, to join a video discussion done online).

ConsistentContent Program: \$1,500 per month

1. 4 Podcasts a month made into blog posts via podcast transcriptions (1 session per mo.)
2. 6 Videos, (1 minute each, shot in one session. We will post one video blog post per mo.)
3. 1 E-book per 6-month engagement (cover design, layout and content based on podcasts)
4. One hour per month of consultation on keywords, topic ideas and questions you may have

PLEASE NOTE: The **ConsistentContent** program does not include web development or consulting outside of the 1 hour a month discussion and the posting of blog posts. If you need regular SEO and Social Media advice, please consider our Inbound Marketing Jumpstart program. If you need assistance with web development, our hourly rate is \$125. If you need hourly Inbound marketing support, our hourly rate is \$250 an hour when not engaged in our Jumpstart program or above.

Optional Item: Weblog Design and Development in WordPress: \$3,000

Without a search and social friendly blog that indexes on your site, this program would not be possible. If you don't have a blog or have made significant mistakes in setting up your blog, please consider our advanced blog design and development package. Please see the chapter in our book on blogging if you would like to get a better understating of the complexities in doing blogging properly.

- Responsive design (for mobile users), based on current site design
- Blog strategy and calls to action
- One excerpt page, one blog post page
- Clean URL's and SEO essentials
- Social Sharing Plugin
- Blog Comment Plugin
- SEO Plugin
- Blog launch
- Easy-to-use Content Management System (CMS) for blog posting
- CMS Training
- Responsive design for mobile users

YES, I would like McDougall Interactive to build me a new blog for my website.

Optional Item: QuickStart Book Program, easily become an author in 6 months or less (\$5,000)

Options are available to turn the content we create with you into a book that can then be used for significant national media exposure.

On completion of 6 months of **ConsistentContent** we can turn your content into a book (approximately 40,000 to 50,000 words) for \$5,000. If you want it faster, you can pay all of the six months of **ConsistentContent** monthly fees at once and the \$5,000 to speed things up and be one in about 2 months.

Here's what is included in our **QuickStart Book Program**:

1. Cover Design (normally \$1,500 our outside cost)
2. Layout
3. Table of contents
4. Sending it off to the printer (printing not included)
5. The first 25 copies (Fyi: cost from Staples or local printer on a small book is around \$15 each)
6. 1 ISBN number (under our publishing division, Intera Press)
7. Submission to Amazon
8. Light editing just for typos that may have missed
9. Light editing of a two page introduction that you write

YES, I would like to add the QuickStart Book Program to my ContentStart order.

Payment Scheduling

- Six (6) \$1,090 monthly payments for Internet Marketing retainer paid before each month commences.
- OPTIONAL, new blog: add \$1,500 deposit and \$1,500 upon launch of blog.
- OPTIONAL, new book: add \$2,500 deposit and \$2,500 upon delivery of files to printer.
- OPTIONAL, national PR and media exposure. Pricing TBD. See next page for more info.

Deposit due now to initiate work for **ConsistentContent**: \$1,090

If adding a blog, deposit due is \$2,500

If adding a new book, deposit due is \$3,500

If adding both a blog & book, deposit due is \$5,000

Please add _____(quantity) additional **ConsistentContent** packages for multiple authorities in my organization (each person gets a dedicated **ConsistentContent** package).

Signature:

Approved and Submitted by:

Name:

McDougall Interactive, LLC

5 Cherry Hill Drive

Danvers, MA 01923

Today's Date:

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

Company:

Authorized Signature:

Address:

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

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 recurring debit to your credit card listed below as per agreement.

By signing this form you give McDougall Interactive 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, LLC** to charge my credit card account indicated below in the amount of _____ on or after _____.

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

*** Choose Frequency AND Total Amount of payment being authorized ***		
One-time Payment In the amount of \$ _____	Monthly payments In the amount of \$ _____ #of payments _____	Total agreement In the amount of \$ _____ Processed per agreement of file

Account Type: Visa MasterCard AMEX Discover

Cardholder Name _____

Billing Zip Code _____

Card Number _____

Expiration Date _____

CVV2 (3 digit number on back of Visa/MC, 4 digits on front of AMEX) _____

Email address _____ Phone# _____

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.



National Media Exposure Ranges (Price ranges depending on needs)

How would you like to bring your book to New York City and meet 100 media in a PR speed dating event called the National Publicity Summit? I did it and it is a great event that will forever change the way you think about getting publicity that can position you for accelerated business and personal success and even fame. Nothing closes deals faster than having the media say great things about you and PR is very attainable with some effort. You will be surprised how nice the media are when you approach them in the right way with what their audience wants. They need content more than anyone!

Our local PR fees start at \$1,000 a month for a press release a month, online media kit and essential radio publicity. If you want national exposure, we start at \$3,000 a month. But even if you don't hire us for PR, having a book and or going the National Publicity Summit can be a game changer. It landed John McDougall writing gigs for Forbes and USA Today Magazine, a weekly radio show, numerous radio appearances and I am in talks with Fox News and NBC.

At the National Publicity Summit some of the top journalists in the country said that they are far more likely to consider interviewing you if you have a blog, a book and are tweeting! They want to interview experts and you need a way to get them to take you seriously, so why not work smarter and not harder by generating content that is great for Google, Social Media, reputation that closes deals and gets you national exposure all at the same time?

We are now partnered the National Publicity Summit and are mutually consulting with each other, so we can connect you to them directly if you have questions. For more info see www.nationalpublicitysummit.com.

Important Notes on The ConsistentContent Program

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



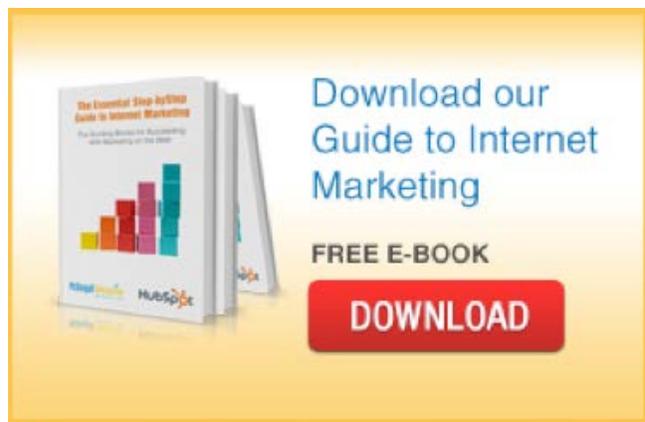
Host: We want to introduce you to the newest member of 980 WCAP's Expert Network. As I mentioned before the break, he's a gentleman whose services we hope and pray that you will never require, but in case you do, you want to pay attention and keep his information handy because you never know what little 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

McDougall Interactive Highlights

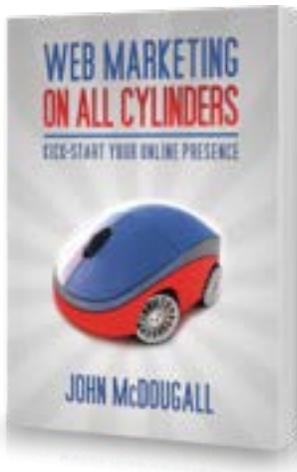
- Founded in 1995
- Grew out of McDougall Associates Advertising – the sixth largest agency in New England in the 1990s
- More than 300 SEO and website clients served over 18 years
- HubSpot Partner / VAR
- Google Elite Paid Search Partner (We manage millions of dollars in paid ads a year)
- Google Adwords 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

13

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."

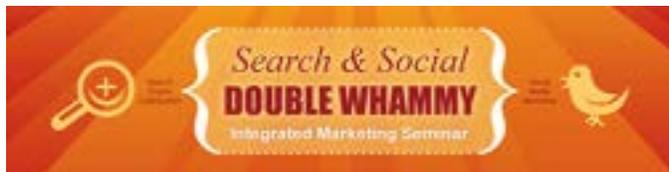
Eric Enge, author of *The Art of SEO* with Rand Fishkin.

"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>