

SEO Essentials Agreement

Insert: Client Name

Company

Date



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.”

Notes on our SEO Essentials Agreement outlined below

An analogy for this program would be that this is the greatest hits of McDougall Interactive, put into a one-time Essentials package, without a monthly retainer. After 20 years of digital only marketing and working on well over 300 search engine optimization and website projects, we have insights that traditional advertising agencies, designers and web developers do not have.

This program will assess your situation for search engine optimization and to a lesser degree social media/PR but will also get the essential immediate work done (by us) and provide you with insights that can significantly increase your revenue, especially when our highly sought after conversion advice is implemented.

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

SEO Essentials Package Pricing; \$7,000

Deliverables

- Three one hour strategy meetings and follow ups
- Web marketing strategy report
- Competitive analysis and research reports
- 10 pages of on page optimization
- Conference call, if needed, with your web developer or subcontractors
- Conversion tracking set up
- Google Analytics dashboard set up
- Optional paid search audit or recommendations

Included reports and or analysis include:

SEO Analysis

1. Advanced keyword research
2. Advanced technical SEO analysis
3. Common backlink analysis against three competitors
4. Analytics report watermarking current activity
5. Ranking report watermarking current activity
6. Phrases per page map guidelines if you are building a new site.

Content Strategy

1. Competitive content analysis showing how your competitors are doing content marketing and or SEO
2. Recommendations for content development, SEO, link building and social media.

User experience and Conversion Optimization

1. Conversion optimization and call to action analysis suggestions (verbal)
2. 3 Usertesting.com videos

Google Analytics

1. Google Analytics dashboard's to be emailed to you from Google monthly or weekly (indefinitely)

Payment Scheduling

Two \$3,500 payments one month apart at project start and 30 days in, for Internet Marketing retainer paid before each month commences. (Check, Electronic Debit, MC/Visa/Amex/Discover accepted).

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

Notes about potential site repair and outside costs:

- There will be no additional fees unless you request that we make edits at \$125 an hour.
- On-page SEO edits (adding keywords, meta tags etc.) will be made at no charge included in this package.
- Adjusting the site for significant technical SEO blockages (Such as a slow loading – non responsive design site, a site that Google can't index due to poor coding practices or significant use of flash), adding calls to action or fixing conversion issues would be billed hourly or you can have your developer make them as needed.

We look forward to working with you!

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.

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.

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 attorney's 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.



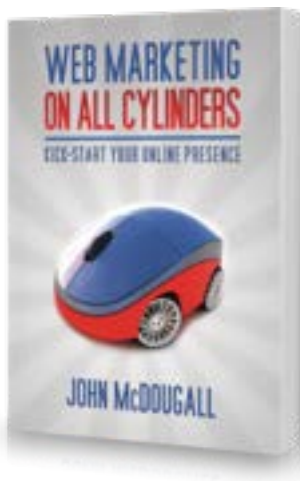
McDougall Interactive Highlights

- 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>