

# SEO Retainer Agreement

*Client Name*

*Company*

*Date*



5 Cherry Hill Drive, Suite 120, Danvers, MA | 978-750-8000 | [www.mcdougallinteractive.com](http://www.mcdougallinteractive.com)

## *Executive Summary*

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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.

## *Payment Scheduling*

### **SEO Retainer Agreement**

Six \$3,500 monthly payments paid before each month commences.

- Deposit due now to initiate work for the SEO Retainer: \$3,500.

(Check, Electronic Debit, MC/Visa/ Amex/Discover accepted)

## *Signature and Approval to initiate work required*

Client Signature:

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Today's Date:

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Client Name:

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Company:

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Address:

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Approved and Submitted by:

McDougall Interactive, LLC

5 Cherry Hill Drive

Danvers, MA 01923

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

Authorized Signature:

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John McDougall

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Date

### *SEO, Link Building and Analytics Program: \$3,500 per month*

1. Advanced technical SEO and ongoing consulting.
2. On-page optimization: Adding keywords into and optimizing 5 pages per month.
3. Link Building and basic social media sharing: A mix of competitor links, content bait, online PR, etc. Includes Penguin repair, to clean up bad links. 1 link bait per every 6 months.
4. Analytics / ROI Tracking with light conversion rate optimization suggestions.

### **Optional Content Programs**

Long-term, after an initial period of technical SEO and on page optimization, the best results come from adding content on a regular basis. That content can be developed by us or you can do it on your own. The following are some of our most successful programs that have come from 20 years of working with clients in regard to adding SEO optimized content.

1. **One Resource Page per Month:** These will be written by our team of industry experts and added to your site map or resources section to increase your "topical authority" and drive more qualified search engine traffic to your website.  
Cost: No charge, for those that sign up within two weeks of receiving this proposal.  
\$1,500 per month when writing and optimizing six additional resource pages per month.
2. **Consistent Content:** Four podcasts and one video per month, as well as one e-book every six months. Includes, keyword and semantic search topic research, audio and video production, transcriptions and editing of the transcriptions, and optimized posting to your website.  
Cost: \$1,500 per month
3. **Six High Quality Blog Posts per Month:** Produced by writers that will know your specific industry. This option includes optimization and adding these blog posts on your website.  
Cost: \$1,500 per month

## *Our SEO Process*

The Google algorithm has over 200 factors that help determine if a website should be placed at the top of the search engine results pages or not. Therefore simply adding keywords into your pages is not enough.

A variety of factors need to be addressed for modern SEO to work properly. That is why we include the following reports in all of our advanced search engine optimization programs, so you are building your strategy on a data-driven foundation:

1. Keyword and semantic search topic research
2. Share of voice analysis based on what keywords drive traffic to your competitors
3. Site speed and load time analysis from GTmetrix
4. Common backlinks based on your competitors
5. Bad backlink analysis to address Google Penguin
6. Broken link analysis
7. Backlink analysis of your complete link profile
8. BrowserStack report to show flaws in your mobile optimization
9. Phrases per page map to document keyword per page placement
10. Advanced technical analysis to uncover SEO issues that block results
11. WebsiteGrader analysis to score your basic level of Internet marketing effectiveness
12. Social media competitive analysis
13. Google Panda and duplicate content analysis
14. Google Hummingbird analysis

## *SEO Deliverables*

### **Month 1**

Strategy Intake (review client information)	1
Preliminary Analysis	2
Initial Keyword Research	4
Kick-off Meeting / Call	1
Site Technical Analysis	5
Competition and Content Analysis	6
Link Building Research and Asset Suggestions	5
Strategic Marketing Plan	6
<b>Total</b>	<b>30</b>

### **Month 2 and all future months**

On-Page Optimization / Five Pages of SEO edits	5
Technical SEO / Consulting	5
Link Building	8
Analytics / Conversion Suggestions	5
<b>Total Hours per Month</b>	<b>23</b>

### Example SEO project timeline

PROJECT DELIVERABLES	Responsibility	Due Date	Status
<b>SEO</b>			
Keyword Research / Strategy	McDougall Interactive	3/11/2015	Completed
<b>Keyword Research / Strategy - Approval</b>	<b>Arrow Value Recovery</b>	<b>3/20/2015</b>	Completed
Site Technical Analysis	McDougall Interactive	3/11/2015	Completed
<b>Site Technical Analysis - Implementation</b>	<b>Arrow Value Recovery</b>	<b>4/11/2015</b>	In progress
Competitive Content Analysis	McDougall Interactive	3/20/2015	In progress
Baseline SEO & Analytics Reports	McDougall Interactive	3/27/2015	In progress
On-Page SEO Edits (Meta Data, Body Copy, Internal Links) - 20 Pages	McDougall Interactive	4/13/2015	In progress
<b>On-Page SEO Edits - Approval</b>	<b>Arrow Value Recovery</b>	<b>4/20/2015</b>	
On-Page SEO Edits (Meta Data, Body Copy, Internal Links) - 20 Pages	McDougall Interactive	5/11/2015	
<b>On-Page SEO Edits - Approval</b>	<b>Arrow Value Recovery</b>	<b>5/18/2015</b>	
On-Page SEO Edits (Meta Data, Body Copy, Internal Links) - 20 Pages	McDougall Interactive	6/11/2015	
<b>On-Page SEO Edits - Approval</b>	<b>Arrow Value Recovery</b>	<b>6/18/2015</b>	
Ongoing Content / Technical SEO Recommendations	McDougall Interactive	Ongoing	Ongoing
<b>LINK BUILDING</b>			
Backlink Analysis	McDougall Interactive	3/20/2015	In progress
<b>Backlink Analysis - Approval</b>	<b>Arrow Value Recovery</b>	<b>3/27/2015</b>	
Upload Negative Backlinks to Google Webmaster Tools	McDougall Interactive	3/31/2015	
Link Building Research & Asset Suggestions (Link Building Project Briefs)	McDougall Interactive	3/30/2015	
<b>Feedback and Approval</b>	<b>Arrow Value Recovery</b>	<b>4/15/2015</b>	
Competitive Links Assessment	McDougall Interactive	5/11/2015	
Develop 1 content page per quarter (based on Link Building Project Briefs)	McDougall Interactive	Quarterly	
<b>Link Building Content Page Approval (quarterly)</b>	<b>Arrow Value Recovery</b>	Quarterly	
Competitive Link Assessments	McDougall Interactive	Ongoing	Ongoing
<b>WEB PERFORMANCE ANALYSIS AND REPORTS</b>			
Monthly Website Performance Reports	McDougall Interactive	Monthly	In progress
<b>Monthly Check-in Call</b>	<b>McDougall /Arrow</b>	Monthly	

## *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: <input type="checkbox"/> Visa		<input type="checkbox"/> MasterCard	<input type="checkbox"/> AMEX	<input type="checkbox"/> 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

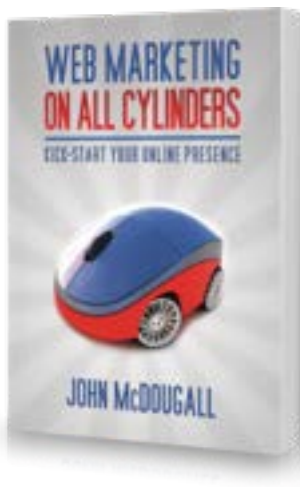
- Founded in 1995
- Grew out of McDougall Associates Advertising – the sixth largest agency in New England in the 1990s
- More than 300 SEO and website clients served over 18 years
- HubSpot Partner / VAR
- Google Elite Paid Search Partner (We manage millions of dollars in paid ads a year)
- Google Adwords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

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## 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/](http://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
- Pierce Atwood
- Brody, Hardoon, Perkins & Kesten, LLP
- MIT
- Hearing Planet
- Arrow Electronics
- Goss International
- 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>