

# Internet Marketing Proposal & Contract (Brick and Mortar Stores)

## Internet Marketing 101

[Registration & Submissions] ~ (\$697)

This proposal is a one-time-cost for the main steps to get your website submitted to the top Search Engines, registered and found on the basic online Yellow Pages and to be registered with the Internet Directories that Search Engines use.

The goal is take your current Alexa ranking of 5-25 million (or no rank = N/A), and into the top 2-3 million range of website worldwide. The cost for this is a one-time charge of \$697. This includes completing the following tasks:

1. Major Search Engine Submissions
2. Online Yellow Page Submission (Top 20 Directories – Basic Submissions)
3. Directory Submissions (Top 50 Highest Ranking Directories)
4. Evaluating your hosting account to verify you have a hosting account that allows a high ranking website.

This will get your site into the top 2-3 million ranked sites in the world. This process takes about 1 week to complete. However, Directories take about 4-8 weeks to update these listings, so the full effect of our work will not be realized until 6-8 weeks after completion. Simply watch your Alexa rankings climb by reviewing your status at [www.alexa.com](http://www.alexa.com) each week.



**Website Hosting:** Most people are unaware that their hosting service might be one of their biggest problems when it comes to getting found on the internet. As we cannot know every hosting company, we can evaluate who your present hosting is with and how much that affects your rankings. If you have a simple site, we will transfer the account to a high speed and high ranking host at no cost as long as you remain our client. If you have a shopping cart or extensive website, there will be a minor charge to get the site moved over (\$50-500 = will we discuss after evaluation).

Again, the \$697 cost is a one time cost and does not need to be repeated in the future. We will send you a Client Profile that we'll need to complete these steps. Please return the file as soon as possible so we can begin getting your website higher ranked on the internet. Once these steps are completed, we recommend using our monthly module program to get-found on internet searches for your keywords.



# Monthly Internet Marketing Module

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## Getting Found Locally ~ (\$397 monthly recurring investment):

This proposal includes what we accomplish on a monthly basis to get your website ranked in the local marketplace. The cost for this service is \$397 per month. This is a recurring monthly charge and can be cancelled by either party with a 30-day notice. However, we suggest you commit to a plan of at least 6-months to realize the full benefits. Payments are due by the same date each month – work is completed between the contract date and the following 30 day cycles.



### Any first Module includes the following services:

- Online Chat Software on up-to 3 inhouse computers/laptops (more for a higher fee). We assist your programmer to load Chat Software onto your website (coaching only).
- Chat software coaching (20 minutes per month) for Sales or Office Staff (how to use Chat software, top tips interacting with prospects, creating ‘canned responses’, etc.). Chat software is a 3<sup>rd</sup> party service – paid by us if you are a monthly client.



### We will complete the following:



#### Advanced Internet Yellow Pages:



Google 7 Pack – We assist you in getting into the top 7 spots for search terms which puts you in the Google 7 Pack. Getting your listing into the 7 pack can require anywhere from 1-9+ of this module to get you in the 7 Pack (depends on competition). Each module moves you about 15 spots closer to being in the top 7 (positioning can't be guaranteed, but moving 15 spots per module is average). Once you are in the top 7, you can continue to complete this module to also get listed in these Online Yellow Page Sites: Yahoo Local/Maps, Bing, Ask, Ask City, 411.com, Superpages.com, Local.com, Merchant Circle, Yellow Book, Brown Book, Magic Yellow, All Pages, Localeze, and more. Each of these modules builds 100 backlinks of the keywords for your Google maps. Please provide keywords for desired maps.

## 2.

### Module Option 2:



**Online Yellow Pages Customer Reviews/Recommendations** – This includes creating and preparing shortened URL's for the top 10 Search Engines, Internet Yellow Pages and Customer Review websites. We will prepare an email that Clients/Customers can respond to, providing positive feedback using critical keywords on all the major websites, including:

Google Maps/Places, Yahoo Places, Bing Maps, Yelp, Merchant Circle, SuperPages, YellowPages, Local, YellowBook, BrownBook, Magic Yellow, etc. This process will show all of your prospects you have 5-star ratings from your clients and more high rankings than anyone else in your niche/industry. This module is contingent on you having clients who will give positive reviews. We do not manufacture positive reviews for you.

**Additional Add-on Modules available at an additional \$397 cost per module and maybe required to complete if you have 'many' competitors for your keywords on a Goggle Map/Places search, to get your site listed in the Top 7:**

## 3.

### Module Option 3:



**Video Creation:** (15-45 seconds) for your website and online posting. This includes taking still shot photos (client to provide), and providing a Script and professional Voice-over for an impactful, keyword-rich video commercial about your product/service/website. Price also includes Posting/ Uploading Video on top 10 video-posting-websites. (If you want real video, see Module #10). We strongly suggest you have at a minimum the following videos:

- Video FAQ's
- How-to Tutorial Video's for Video Posting
- Video Responses for Video Posting, example video's are:
  - Why working with you is a better option
  - In-depth knowledge and wisdom about your niche

## 4.

### Module Option 4:



**Writing/Posting Articles:** We will write 3 articles per month using your top rated keywords and post those to the top 40+ Article Posting Sites and a website or blog which you own. These articles will be keyword dense per white-hat seo tactics using the 3-7% keyword density approach and keyword rich, maxizing each article with 20+ keywords in each article. This price includes authorship rights, making you and someone at your company the author. The goal is to make this author an industry expert which we will use later to create an ebook.

Or

**Posting Articles Only:** If you desire to write your own articles, we will post 6 per month. Included in this price is attendance to our Article Writing Workshop which you may attend at no cost, including ‘How to Create Intriguing Titles’ and ‘The Do’s and Don’ts of Article Mastery’.



**Module Option 5**



**Group Postings:** This includes posting a story, article, links, etc onto 300+ Google and Yahoo Groups, creating hundred of backlinks, but more importantly, traffic in a Social media context. Many of the groups we choose to post will be in your niche and industry.



**Module Option 6:**



**Blog Postings:** This includes posting a story, article, links, etc onto over 100+ high ranked Blogs, creating an instant industry buzz about your website and offering, using these Social Media Blog Sites.



**Top Ranking Guarantee** – If you continue the monthly service for 4-months and are not within the top 7 on Google’s Search Map (Google Places), we will continue the appropriate services for **free** until your website is included. You care about results, you are paying for results, and we are committed to get you results. To qualify for this guarantee, we must be retained for our Internet Marketing 101 service and the monthly modules for 4 months minimum.

Accepted by:

Mark Kemp  
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Signature \_\_\_\_\_  
Name \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_

Website Name: \_\_\_\_\_

**Sending Monthly Payments:**

\*Please send your monthly payment to:

Internet Marketing Power Team  
PO Box 10456  
Pleasanton, CA 94588

\*You can also get set up on automatic payments from your credit card through PayPal. Please inquire.