

Internet Marketing Proposal & Contract

Option 1: Registrations and Submissions – Internet Marketing 101 - (\$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 8-25 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 only)
3. Directory Submissions (Top 50 Highest Ranking Directories)

This will get your site into the top 2-3 million ranked sites in the world. This process takes about 1 week to complete the work; 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 of work. Simply watch your Alexa rankings climb by reviewing your status at www.alexacom each week.



Again, the \$697 cost is a one time cost and does not need to be repeated in the future. We will send you a word document of Company information we 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.



Again, this is a one-time charge and only needs to be completed once. Then we suggest you consider the following Module Programs to get top ranked from the top sites in your local market, your State and the USA.

Option #2 Our Module Programs - \$397 each

Internet Marketing Power Team's Module Program:

This proposal includes what we accomplish on a monthly basis to get your website ranked online for your key terms. The cost for all modules is \$397 each. Each Module takes about 4 weeks to complete. We strongly suggest you commit to a plan of at least 6-months of various modules to realize the full benefits of our marketing. Payments are due by the same date each month – work is completed between the contract date and the following 30 day cycles. You can pick as many modules as you want per month, and vary from month-to-month. We have no long-term contract, you can quit anytime (but no-one has quit yet because we get results).



1.

Module #1 - Google 7 Pack:



Online Yellow Pages – 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+ repeats of this module to get you listed (depends on competition; two examples are a Trophy shop can rank #1 in 1 of these modules as there are few competitors, yet a dentist has 130 competitors in town and it might take 4-8 repeats of this module to get them in the #1 spot). We will let you know upfront our estimate of repeat modules to complete this task (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 other Online Yellow Page Sites: Yahoo Local/Maps, Bing Map, Ask, Ask City, 411.com, Superpages.com, Local.com, Merchant Circle, Yellow Book, Brown Book, Magic Yellow, All Pages, Localeze, and more.

2.

Module #2 - Customer Reviews/Recommendations:



Online Yellow Page Reviews - This includes posting positive reviews/recommendations of your client's thank-you, notes, phone call recordings, etc. and posting them on the following sites: Google Maps/Places, Yahoo Places, Bing Maps, Yelp, Merchant Circle, SuperPages,

YellowPages, Local, YellowBook, BrownBook, Magic Yellow, etc. This process includes submitting 3 reviews to all sites. Client must provide reviews from their customers; we do not manufacture fake reviews. We will assist you in a review-creation program for your clients.

3.



YAHOO! GROUPS

Module #3 – Advanced Backlinks (with groups):

Get Ranked #1 online with Groups - This includes posting comments & Anchor Text Links onto 500+ Google and Yahoo Groups, creating 500 backlinks with your 4-7 Keyword Longtail. This process will assist in ranking #1 for a specific Keyword Longtail. This module is the backbone of getting ranked for 10-30 search term; repeated several times, you will outrank all of your competitors for your top search terms. Most clients repeat this module using different keywords until they dominate 10-30 search terms.

4.



Module #4– Advanced Backlinks (with Blog Sites):

Get Ranked #1 online with Blog Sites - This includes posting comments & Anchor Text Links onto over 500+ high ranked Blogs, Yahoo Answers, etc., with your 4-7 Keyword Longtail. As stated above, this process will help you outrank all of your competitors and get you ranked #1 for your search terms.

5.



Module #5 – Dominating LinkedIn:

This includes dominating the search function on LinkedIn for your “4-6 keyword searches” and we will get you ranked #1 for 7 search phrases, getting your LinkedIn account to rank high for those search terms.

6.



Module #6 - Press Releases:

This includes creating (writing), preparing and implementing a full Internet Press Release. Includes writing and releasing to the major press release sources throughout the US and News Organizations. This will immediately jump your rankings, and in many cases, get you to the #1 spot, and possibly an ‘indent’ (2nd listing in the top 10 search results).

7.

Module #7 - Classified Ads:

CLASSIFIEDS



Prepare an Ad Title, Ad Description, & Clickable Photo for posting. We will provide the top 25 Classified Sites (based on Alexa.com ratings) and set up an account and login info for your firm, so you may finish the postings. Each ad will include the following:

- A link (if allowed) to your specific website page
- Price of offering
- Phone Number
- Business Address (if allowed)
- Keywords

We suggest you repeat this option every month, renewing your ads, as most ads expire every 30 days. This process will keep ads in the top classified ad sites at all times throughout the months/years to come. If you want us to post all the ads, it is an additional available module.

8.

Module #8 - Writing/Posting Articles:



We will write 3 articles for this module 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, maximizing 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'.

9.

Module #9 - Social Bookmarking Sites & Postings:



This includes posting your website, ad, keywords, etc. on the following 20+ Social Bookmarking Sites: Digg, StumbleUpon, Yahoo Buzz, Google Buzz, Google Bookmarks, Reddit, Propeller, Delicious, Mixx, Plurk, Diigo, Mister-Wong, Jump tags, CoRank, A1_Webarks, MyPIP, Connotea, Faves, BMAccess, Folkd, Spotback, BuddyMarks, URL.org, Bookmark Tracker, Qiel, etc. First time purchase of this module includes setting up accounts on sites. This module also creates an instant buzz and website traffic from these Social Bookmarking sites.

10.

Module #10 - Basic Video Creation:



We will create a 15-45 seconds Video 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 videos are:
 - Why working with you is a better option
 - In-depth knowledge and wisdom about your niche

11.

Module #11 - Professional Photo's for Video Creation:



Professional Photographer will come to your location, and take 12+ photos, then providing them to us to prepare your 30-60 second Video using a professional voice, your script and professional photos.

Or

Professional Videographer: This module is the cost of 2 modules, but includes the services of a Professional Videographer to create/edit the video.

12.

Module #12 - Closed Captioning for a Video:



This process takes a video script and ties it to each frame of a video, so the search engine spiders will read the script, giving you credit for not just having a video, but also for all the keywords mentioned in the video. Video with closed captioning is the #1 item to have to rank the highest in the search engines. This module includes account-creation/setup on 15 Video Posting Websites. Price also includes Posting/ Uploading Video on said video-posting-websites. Closed Captioning longer than 60 seconds can be completed but will count as 2 modules.

13.

Module #13 - Video Blogging (Vlogging):



This includes 50 video postings, including Blogs, Video Posting sites, You Tube responses, Niche chat rooms, any place with high volume visitors to draw attention, etc. This can be 1 video on 50 sites, 2 video's on 25 sites, etc. The best video's to post are:

- How-to Tutorial videos on How-to and Tutorial sites

- Video Responses on sites that allow video responses
- What is unique about your offering

14.

Module #14 (one time module) Word Press Blog:



This includes building a WordPress Blog. You will get:

- Implementing a “Paid” Theme (look and feel)
- Adding Your Logo (provided by you)
- Loading Your Video (video provided by you)
- Login instructions and access for posting content

You will be able to add your own additional content at any time. This can be used as your main website and/or for an article marketing blog. Having a company blog will elevate you as an industry expert. On your site you can attract quality leads and prospects with an email capturing campaign, and get twitter and facebook followers. We will use this blog to post the articles you/we create.

15.

Module #15 (one time module) Custom Facebook Pages:



This includes building a custom Facebook Fan Page. You will get a custom Welcome Tab, and another custom tab of your choice (i.e. Article Posting, RSS Feed, YouTube Channel, Twitter, Flickr, Photo Gallery, File Sharing, PDF’s, or PowerPoint Slides.). If you are interested in an e-commerce tab – shopping cart (allowing your customers to purchase products or services directly from facebook), for the price of an additional module, you can get up to 5 ‘Buy Now’ buttons that will take your client through a PayPal purchase experience. Setting up a shopping cart is a 2 module purchase.

16.

Module #16 - Email Capturing Campaign (one time module):



This would include building a new website landing page/squeeze page using eBook strategies to capture emails for your niche and industry in exchange for providing articles and videos to prospects. Includes:

- Loading Video and Sales script on Landing Page (Squeeze page)
- Auto responder System (1 Auto responder for one email campaign)
- Email Capturing Campaign (We use... which is a free service up to 500 email addresses – upgrading is available after maximum is reached.)

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Module #17 - eBook Creation



Compile Articles and/or Blogs into an organized professional eBook with a Table of Contents, photos, links to your site for upselling, etc. Module includes creation of professional eBook cover image for website/landing page.

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Module #18 - Website Conversion Tools (one time module):



We will correct/improve your website for proper Keyword Density by providing the following to your website programmer:

- Page Titles and Descriptions – Up to 10 pages
- Full Contact info on bottom of every page
- Large Phone Number in Header
- Chat Software in Header
- Email in Header, in chat Software
- Email Capturing Campaign (mail chimp) on home page
- Social Media Icons
- Google Analytics

We can take your current site, and add the above tools to assist your site in ‘converting’ more prospects and turning into paying clients and customers.

We will discuss modules and priorities for each month so we have a game plan to increase your online presence and domination of the online marketplace for your niche and industry. We welcome monthly phone appointments to discuss options, priorities, keywords to focus on, and results of last months work.



Our Service Guarantee – If you continue the monthly service for 6-months and are not ranked based upon the above stated quotes, we will continue the appropriate services for **free** until you rank as promised. To qualify for this guarantee, we must be retained for our Internet Marketing 101 service and any 10 modules above.

Accepted by:

Mark Kemp
888-484-6625 Direct
mark@InternetMarketingPowerTeam.com

Signature _____
Name _____
Phone _____
Email _____
Website: _____

Module Options:

Please identify which options you want to get started with for the first 2 months:

Month 1: Module # _____ Module # _____ Module # _____
Month 2: Module # _____ Module # _____ Module # _____