

## Agreement: Search Engine Optimization Project **SAMPLE PROPOSAL**

Client:

**Your Name**

Managing Director

Your Company

Your Address

O: 321-200-1234

[www.YourWebsite.com](http://www.YourWebsite.com)

Service Provider:

**Brian French**

CEO, Florida Website Marketing

A subsidiary of Estate Settlement LLC

5713 Tanagerside Road

Lithia, FL 33547

813 944-3190

[Brian@FloridaWebsiteMarketing.com](mailto:Brian@FloridaWebsiteMarketing.com)

Date: 1/27/10

**Price: average price of \$399 per month for a minimum of 5 months or \$1,995. 2 months paid in advance or \$798** Then payments of \$399 in 60 days and \$399 in 90 days, and \$399 in 120 days. (payments to be made via paypal)

### **Goals of Project:**

The goals of the project are to materially improve the organic search engine results for the [www.YOURWEBSITE.com](http://www.YOURWEBSITE.com) website or other affiliated websites.

### **Scope of Project**

The project will focus on approximately 10 targeted keyword phrases deemed valuable to the client in achieving internet traffic. To be noted is that achieving first page status for common usage keywords like **“the internet”** or **“your industry”** would require thousands of pages of new content and tens of thousands of links in the hopes of achieving first page results.

**Targeted Keywords** that are more strategic and descriptive of your business practice are more easily attainable and suitable for the desired traffic results. Results should be pursued and judged not just on raw traffic figures but on the success of driving qualified prospects towards an action or sale of your products.

Examples of targeted keywords: **“Florida “your product” “your city your product”, buying “your product”, finding “your product”, help with “your product”, learning about “your product”, experts regarding “your service”**.

We would suggest creating a baseline traffic study using Google analytics to ascertain the progress of this project. This will also provide us with a critical feedback loop that will allow us to refine and re-target our campaign based on real time market demand data.



### **On Page Search Engine Optimization**

To achieve search engine results we need to provide Google with the information they value in creating their ranking algorithms during their page spidering procedure. When the initial keywords list is developed we will use these terms to optimize your website site. This proposal includes the service provider search engine optimization formatting 5 pages of the clients web pages.

#### **This will include writing:**

- Title tags
- Page descriptions
- Meta tags descriptions
- Alt tags

#### **Providing recommendations regarding**

- Content (keyword) seeding
- Page breaks and word counts
- Keyword allocation and density
- Other techniques (including domain / keyword suggestions)



The client will maintain full editorial control over the sites content but we will suggest techniques of “seeding” keywords in a manner that Google declares “relevant” when allocating page rank.

To achieve satisfactory implementation, the project will require a cooperative relationship with the sites current webmaster to simply copy and paste our codes and data into each content page. If it should be determined that to complete the SEO project that direct access is required, then owner of the site must agree to hold Florida Website Marketing (Estate Settlement LLC holding company) harmless for any act.

### **Off Page Search Engine Optimization**

Google and other search engines have a simple and important goal to determine “relevance” and “importance” to web pages. They determine this from spidering other sites and finding relevant links back to your site. If a page has sufficient

high quality links then Google and other search engines value the site higher in their organic search results.

To achieve the desired results we will provide the following **125 Links**:

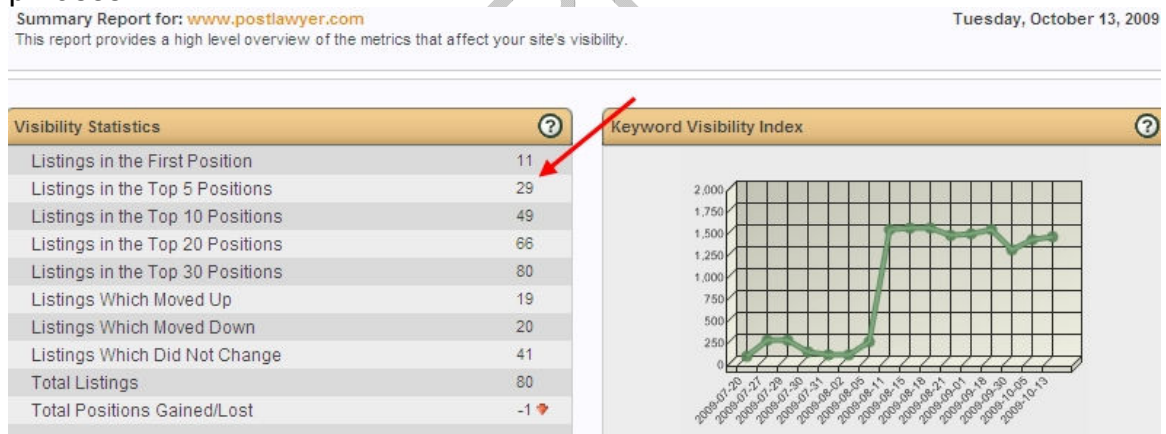
- 110 anchor text links and 100 + word articles posted to blogs (the identity of these blogs is confidential).
- 15 anchor text links from our privately owned or affiliate web sites.

### **Submission of your site to 10 search engines to make sure site is indexed and spidered.**

Google **does not** like to see links appear in mass within a short period of time. For this reason, we will distribute these links 1 to 3 a day over the contract life. After all of the links have been distributed then Google will have to cycle through all the sites to recreate its ranking for each keyword. The initial effect of our campaign we expect will produce results in approximately 60-90 days.

### **Performance Reporting**

Approximately 3 weeks after initiation of the search engine campaign we will provide bi- weekly progress reports on our activities. This will include updates on on-page formatting, article links written and the current rankings of all keyword phrases.



### **Performance Commitment**

It is the goal to achieve a first page ranking on the 10 keyword phrases determined to be attainable and traffic producing. If 8 or greater keyword phrases achieve first page status on Google or Yahoo! then the campaign will be considered successfully completed.

If at the end of the fifth month period less than 8 keyword phrases have not appeared on Google / Yahoo first page, we will provide up to 45 additional days of service at no cost and an up to an additional 30 links (155 total maximum link). The maximum length of this project is 6 months and 15 days (5 months via contract and 45 days via performance commitment). If client has not made

monthly payment within 10 days of monthly due dates the project will end, the performance commitment is voided and the client will forfeit the project.

Hold Harmless – The implementation of this Search Engine Optimization is constructed by methods that are currently considered by most industry experts to be productive and non injurious to a web site. Google and other search engines can without notice change its algorithm metrics analysis and ranking system. This potential event is entirely beyond our control. By signing below the clients agrees to hold the service provider Brian French and Estate Settlement LLC harmless from any action. For the above mentioned reasons, we also cannot guarantee any specific search engine results.

Personally and Professionally Yours,

*Brian French*

**By signing below or by e-mail acceptance, the parties agree to the above stated terms (pages 1-4):**

Service provider:

*Brian B. French*

\_\_\_\_\_  
Brian French  
CEO, FloridaWebsiteMarketing.com  
A subsidiary of Estate Settlement LLC

\_\_\_\_\_  
Date

Client:

\_\_\_\_\_  
**Your Name**  
Managing Director  
Operating Companies  
Your Company  
www.YourSite.com

\_\_\_\_\_  
Date