



Website Management & Internet Marketing Services

www.NevadaWebsiteDesign.com

Internet Marketing & Advertising Consulting
Complete Website Management
Website Design
Website Optimization
Search Engine Optimization (SEO)
Search Engine Marketing (SEM)
Pay Per Click (PPC) Management
Internet Marketing Solutions
Website Video Production & Optimization
Hosting
E-Commerce
Email Campaign Management

SEO/Website Management & Internet Marketing Service Plans & Prices

(No long term contracts!*)
Effective as of July 15, 2011

Description:

The SEO/Website Management & Internet Marketing Services Plans are designed to bring more visitors to your website, and to improve conversion rates (turning visitors into customers by means of "call to action"). These goals are accomplished through effective website development and ongoing internet marketing strategies, which include Search Engine Optimization (SEO). All SEO/Website Management & Internet Marketing Service Plans include website management services, such as new page creation, content creation, and web page edits.

*Although we offer a month-to-month Service Agreement rather than a long term contract, it is recommended to stay on an SEO/Website Management and Internet Marketing Service Plan for at least 90 days to give the marketing efforts a chance to take effect. As Google Guidelines suggests, it can take up to 3 to 8 months for website listings to appear in the search engines' index. Where your pages rank among search listings depends on over 200 ranking factors. You must understand that there is no "magic bullet" for immediate results (other than SEM). However, you will see results over time with continued maintenance outlined in the various Service Plans. On average, and depending on those 200 ranking factors, you should see listings in the index within the first 90 days, although some listings will often appear sooner.

Our experience shows that some website pages will show up within days or weeks, but the longer marketing efforts are maintained, the better the potential of showing in the listings for multiple keyword phrase queries. Factors, such as competitive websites, inbound links from other relevant websites to yours, the number of quality directory listings, and other factors, take time to establish. Therefore, it is wise to stay on a Service Plan for an extended time period to maintain higher search engine listings, rankings and to gain continued traffic to your website.

Terminating marketing efforts at any time will eventually reduce your website's ability to rank well in the search engines, which in turn can result in reduced traffic and sales.

Nevada Website Design
(a division of Purple Way, Inc.)
493 Chelsea Drive
Henderson, Nevada 89014
Phone: 702-421-8712
Fax: 702-651-6586

<http://www.NevadaWebsiteDesign.com>

SEO/Website Management and Internet Marketing Services

- ✓ **Higher Search Engine Rankings:** Your website will receive increased exposure on the major search engines (Google Yahoo and Bing) through effective internet marketing and optimization efforts.
- ✓ **Consultations with Search Engine Professional:** Email, phone, and/or face-to-face introduction and correspondence for all service levels. Levels 2 and 3 include unlimited phone and email support with an Internet Marketing Specialist.
- ✓ **Website Evaluations:** Ongoing Website Performance Checks, Keyword Research and Competition Analysis.
- ✓ **Website Optimization:** Continuous content optimization, new page creation, content edits and improvements, keyword density percentage improvements and proper use of Meta tags and URL filenames are included in monthly service plans to improve rankings.
- ✓ **Email Reports:** Monthly reporting and regular updates that detail the status of your website rankings, marketing campaigns, and SEM and SEO details.

Nevada Website Design offers 3 levels of service. You may shift up or down a level on a quarterly basis:

- ❑ **Level 1 “Local”**– Recommended for small businesses wanting to develop a basic web identity. Ideal for websites targeting a Local Market, such as cities and metro areas.
- ❑ **Level 2 “Regional”** - Ideal for small businesses interested in building a strong web presence with increased traffic. Recommended for businesses targeting Local or Regional (statewide) markets.
- ❑ **Level 3 “National / International”** - Recommended for businesses targeting National and/or International market exposure, utilizing their website as a viable lead generator with emphasis on increased traffic and conversions.

Optional Services

"Video Commercial" Service

"Ready Ads" - \$149.95 one-time production fee

(30 seconds) Created using stock footage and images combined with a professional voiceover, music and graphics.

"Original Video" - \$495.95 production fee.

(up to 1 min) Created using video captured at your location by one of our professional videographers and includes music and graphics.

"Video Distribution Service" (Highly recommended) - \$149.95 per month

Optimized video media distribution uploads which generate views, clicks, calls and other actionable events. Distribution sources include search engines, social networks, video upload sites, local directories, broadcast channels, ad networks and other high quality online video channels.

Optional Google Places / Map Service

Google First Page - Maps "A thru G" – optional \$350 per month.

(*Discounted to \$250 per month if in conjunction with SEO/Website Management Service Plan)

Limited to five industry-specific keyword phrases. Please allow a minimum of 60 days for listing to appear.

There is a great deal of leg work that goes into creating and maintaining a Google Maps first-page listing. If maintained, your listing shows your address and phone number along with a website link or Google Places page link where a visitor can find more information about your business.

Please note that Google may change their listing order or methods at any time. Nevada Website Design will make every effort to maintain top listings whenever these changes occur which are covered by your monthly Google Map Service fee.

The image shows a Google search interface for the query "boynton beach cpa". The search results page includes a sidebar with navigation options like "Everything", "Images", "Videos", "News", "Shopping", "Places", and "More". The main content area displays a list of search results, starting with an advertisement for "Boynton Beach CPA" by Paul Metzkes. Below the ad, there are several organic search results for CPA services in Boynton Beach, FL, each with a location pin icon, a brief description, and contact information. To the right of the search results is a map of Boynton Beach, FL, with several red location pins (A through G) marking the locations of the businesses listed in the search results. The map shows major roads like US Highway 1 and US Highway 19, and landmarks like the Boynton Town Center.

Level 1 – Local – Price: \$350.00 per month:

Proper entry into the online market requires a setup package to allow for initial preparation. **The cost of the setup package is \$350** and includes: Initial Keyword and Competitor Research, ODP Standard Directory submission, initial Meta-tagging and Submission of Home page to the major search engines, Sitemap Protocol setup including required corresponding files needed to be placed on your server.

Nevada Website Design recommends committing to a minimum of 3 months. Web Marketing Campaigns are only effective if implemented on a continuous basis. (PLEASE NOTE: Search Engines typically take from 6 weeks to 8 months to index a web site, from the date of initial page submission.)

Recommended for targeting Local (City & Metro) markets.

Provides the basic building blocks for driving traffic for small business websites and can serve as a basic maintenance program for small to mid-size websites. The Nevada Website Design team will promote your website each month to the major search engines and approximately 85 top local directories. Level 1 includes the fundamental Search Engine Optimization services detailed below:

The Nevada Website Design Level 1 Service Package provides up to 4 hours of monthly service which includes, but not limited to the following items:

- **Basic Keyword Research and Analysis** - provides a detailed list of at least the top 10 geo-targeted related keyword phrases that your website should be using to correspond with popular search engine queries. Periodic updated keyword search statistics are available for the previous month when needed or requested. Targeting proper keyword phrases are essential to improved rankings and traffic.
- **Competition Ranking Analysis** - provides a detailed list of related competitive website listings and keyword phrase rankings to correspond with related search engine queries for your industry. This helps you by understanding which methods and strategies a competitor is using to achieve high rankings.
- **Page Optimization** - proper keyword phrase density and placement within the content of your web pages, image "ALT" tags, navigation and other on-page optimization strategies on existing and new content pages. Proper SEO methods will result in higher page rankings to generate more traffic.
- **Title, Description, and Keyword Meta-Tagging** - ongoing edits of page titles and/or Meta tags to improve potential for site indexing and rankings.
- **Website Submissions Search Engines (to (Google, Yahoo, Bing and Ask)** - inclusion in major search engine directory listings and Sitemap protocol. It is essential to keep your website content up to date with the search engines. Search engines need this information to keep your listings current. Websites that are updated have more potential for improved rankings and traffic.
- **Submissions to Specialized Search Engines** - submission of standard listings to industry-specific search engines.
- **Standard Local Directory Submissions** - submissions of standard listings to 85 top local directories, GPS directories, and other relevant directories for improved visibility for your products and/or services.
- **Link Program Management** - focus on research and development of inbound links (Backlinks) to your site from other relevant websites. Backlinks from relevant websites to yours are necessary for improved rankings and Google PageRank.
- **Google Account Management**- Google Account and email setup and management for Sitemap protocol, Social Networking and Link Management. This prevents your regular email from getting spammed and enables SEO-related information to be managed and recorded.
- **Social Network Account Setup and/or Posting** (Twitter, Facebook) – Improves exposure and communication with your target markets.
- **Monthly Service and Statistics Reports** – usually emailed to you by the 15th of the month for the previous month's statistics. These reports indicate changes in rankings, visitor statistics, conversion tracking, and SEO work performed.

Level 2 – Regional – Price: \$750 monthly:

Proper entry into the online market requires a setup package to allow for initial preparation. **The cost of the setup package is \$250** and includes: Keyword and Competitor Research, ODP Standard Directory submission, initial Meta-tagging and Submission of Home page to the major search engines, Sitemap Protocol setup including required corresponding files needed to be placed on your server.

Nevada Website Design recommends committing to a minimum of 3 months. Web Marketing Campaigns are only effective if implemented on a continuous basis. (PLEASE NOTE: Search Engines typically take from 6 weeks to 8 months to index a web site, from the date of initial page submission.)

Recommended for websites targeting Regional (Multiple Counties or State) markets

Develops and maintains the search engine marketing foundation for a successful web presence.

A Nevada Website Design Marketing Expert will customize a campaign that fits your marketing needs and includes the fundamental Search Engine Optimization & Maintenance services detailed below:

Nevada Website Design Level 2 Service Package provides you with up to 8 hours of monthly services including, but not limited to the following items:

- **Basic Keyword Research and Analysis** - provides a detailed list of at least the top 25 geo-targeted related keyword phrases that your website should be using to correspond with popular search engine queries. Periodic updated keyword search statistics are available for the previous month when needed or requested. Targeting proper keyword phrases are essential to improved rankings and traffic.
- **Competition Ranking Analysis** - provides a detailed list of related competitive website listings and keyword phrase rankings to correspond with related search engine queries for your industry. This helps you by understanding which methods and strategies a competitor is using to achieve high rankings.
- **Page Optimization** - proper keyword phrase density and placement within the content of your web pages, image "ALT" tags, navigation and other on-page optimization strategies on existing and new content pages. Proper SEO methods will result in higher page rankings to generate more traffic.
- **Title, Description, and Keyword Meta-Tagging** - ongoing edits of page titles and/or Meta tags to improve potential for site indexing and rankings.
- **Website Submissions to Search Engines (Google, Yahoo, Bing and Ask)** - inclusion in major search engine directory listings and Sitemap protocol. It is essential to keep your website content up to date with the search engines. Search engines need this information to keep your listings current. Websites that are updated have more potential for improved rankings and traffic.
- **Submissions to Specialized Search Engines** - submission of standard listings to industry-specific search engines.
- **Standard Local Directory Submissions** - submissions of standard listings to 85 top local directories, GPS directories, and other relevant directories for improved visibility for your products and/or services.
- **Link Program Management** - focus on research and development of inbound links (Backlinks) to your site from other relevant websites. Backlinks from relevant websites to yours are necessary for improved rankings and Google PageRank.
- **Google Account Management**- Google Account and email setup and management for Sitemap protocol, Social Networking and Link Management. This prevents your regular email from getting spammed and enables SEO-related information to be managed and recorded.
- **Social Network Account Setup and/or Posting** (Twitter, Facebook) – Improves exposure and communication with your target markets.
- **Monthly Service and Statistics Reports** – usually emailed to you by the 15th of the month for the previous month's statistics. These reports indicate changes in rankings, visitor statistics, conversion tracking, and SEO work performed.
- ✓ **Ongoing Keyword Density Analysis and Improvements**
- ✓ **Up to 2 Article Submissions to Selected Article Websites**
- ✓ **Optional SEM-PPC Campaign Management* (requires client CC# for keyword purchase)***
- ✓ **Optional Press Release creation and submission (additional fees may apply)**

- ✓ Only Levels 2 or 3 include these services.
- Up to 1 hour is required per month to manage SEM (paid) campaigns, such as Google AdWords.

Level 3 – National - \$950 monthly:

Proper entry into the online market requires a setup package to allow for initial preparation. **The cost of the setup package is \$250** and includes: Keyword and Competitor Research, ODP Standard Directory submission, initial Meta-tagging and Submission of Home page to the major search engines, Sitemap Protocol setup including required corresponding files needed to be placed on your server.

Nevada Website Design recommends committing to a minimum of 3 months. Web Marketing Campaigns are only effective if implemented on a continuous basis. (PLEASE NOTE: Search Engines typically take from 6 weeks to 8 months to index a web site, from the date of initial page submission.)

Recommended for websites targeting National or International markets.

Takes search engine marketing to the next level, turning your website into a viable lead generator. Your personal Nevada Website Design Marketing Expert will provide hands-on consultations and will customize a campaign that fits your market needs. Your personalized campaign includes advanced Search Engine Optimization services, detailed below:

Nevada Website Design Level 3 Service Package provides up to 12 hours of monthly services including, but not limited to the following items:

- **Basic Keyword Research and Analysis** - provides a detailed list of at least the top 50 geo-targeted related keyword phrases that your website should be using to correspond with popular search engine queries. Periodic updated keyword search statistics are available for the previous month when needed or requested. Targeting proper keyword phrases are essential to improved rankings and traffic.
- **Competition Ranking Analysis** - provides a detailed list of related competitive website listings and keyword phrase rankings to correspond with related search engine queries for your industry. This helps you by understanding which methods and strategies a competitor is using to achieve high rankings.
- **Page Optimization** - proper keyword phrase density and placement within the content of your web pages, image "ALT" tags, navigation and other on-page optimization strategies on existing and new content pages. Proper SEO methods will result in higher page rankings to generate more traffic.
- **Title, Description, and Keyword Meta-Tagging** - ongoing edits of page titles and/or Meta tags to improve potential for site indexing and rankings.
- **Website Submissions to Search Engines (Google, Yahoo, Bing and Ask)** - inclusion in major search engine directory listings and Sitemap protocol. It is essential to keep your website content up to date with the search engines. Search engines need this information to keep your listings current. Websites that are updated have more potential for improved rankings and traffic.
- **Submissions to Specialized Search Engines** - submission of standard listings to industry-specific search engines.
- **Standard Local Directory Submissions** - submissions of standard listings to 85 top local directories, GPS directories, and other relevant directories for improved visibility for your products and/or services.
- **Link Program Management** - focus on research and development of inbound links (Backlinks) to your site from other relevant websites. Backlinks from relevant websites to yours are necessary for improved rankings and Google PageRank.
- **Google Account Management**- Google Account and email setup and management for Sitemap protocol, Social Networking and Link Management. This prevents your regular email from getting spammed and enables SEO-related information to be managed and recorded.
- **Social Network Account Setup and/or Posting** (Twitter, Facebook) – Improves exposure and communication with your target markets.
- **Monthly Service and Statistics Reports** – usually emailed to you by the 15th of the month for the previous month's statistics. These reports indicate changes in rankings, visitor statistics, conversion tracking, and SEO work performed.
- ✓ **Ongoing Keyword Density Analysis and Improvements**
- ✓ **Up to 2 Article Submissions to Selected Article Websites**
- ✓ **Optional SEM-PPC Campaign Management* (requires client CC# for keyword purchase)***
- ✓ **Optional Press Release creation and submission (additional fees may apply)**

- ✓ Only Levels 2 or 3 include these services.
- Up to 1 hour is required per month to manage SEM (paid) campaigns, such as Google AdWords.



493 Chelsea Drive
 Henderson, Nevada 89014
 Phone: 702-421-8712, Fax: 702-651-6586

LEVEL 1: \$350 per month

LEVEL 2: \$750 per month

LEVEL 3: \$950 per month

OPTIONAL Services:

- Ready Ad Video: \$149.95 one-time production fee
- Original Video: \$599.95 production fee
- Video Distribution: \$149.95 per month
- Google Maps Listing Service* additional \$350 / month

Comments:

Contact / Billing Information:

Company _____
 Contact: _____
 Address: _____
 E-mail address: _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____ Cell _____

Terms and Conditions (Read Carefully, Then Sign Below)

The services described within this contract are to be provided by **Nevada Website Design** to the Subscriber (Authorized signature below).

1. ORDER: By signing this Agreement, you make a binding order to agree to the terms and conditions as contained herein or attached.

2. TERM AND PAYMENT: **All payments are due on the 1st day of each month for that month's services.** Payments not received by the 10th of the month will be considered late and will be subject to a late fee. **Nevada Website Design** shall exclusively determine the content, timing, and date of all billing statements. If paying by credit card, you hereby authorize **Nevada Website Design** to charge your card monthly in advance of services as described above.

3. BILLING AND DEFAULT: You agree to pay for all services rendered. If you fail to do so, **Nevada Website Design** may discontinue services and declare the entire amount due for the term payable in full. **Nevada Website Design** may also collect late charges and/or interest at the maximum rate allowable by the laws of the State of Nevada. You also agree to pay all reasonable attorneys' fees, court and other costs which Nevada Website Design may incur in collecting any unpaid amounts. If more than one applicant has signed this agreement, all will be jointly and severally liable for all charges.

4. ASSIGNMENT: You may not assign your obligations under this order without prior written consent.

5. CONTENT: You have the sole responsibility for the content of your Website, including, without limitation any E-mail addresses therein, and warrant that: you are authorized to sell all products and/or services listed in your Website; you have the right to use all trademarks, service marks, names, information, artwork and likenesses in your advertising. You have the right to use all copyrighted work to be reproduced in your advertising and you have the sole responsibility to register and protect the same. Your advertising will not infringe any trademark, copyright, right to publicity, right of privacy or other intellectual property right of a third party, nor will it constitute false, deceptive or unfair advertising or disparagement under applicable law; Your Website complies with all applicable laws and/or regulations, including, for example, licensing requirements and administrative or professional rules and regulations; disclaimers, prices, discounts, or product availability quoted in your Website shall be complete, accurate, and honored by you. You agree to indemnify and hold harmless **Nevada Website Design** as to any attorneys' fees, expenses, losses, or damages that **Nevada Website Design** may sustain as a result of your Website.

6. CHANGES OF CONTENT You may change the content of your Website at any time, but **Nevada Website Design** will not be held responsible for loss of any Website content due to Subscriber's edits and modifications to Website. **Nevada Website Design** will notify Subscriber of any modifications it makes to your Website if requested in writing to **Nevada Website Design**.

7. TERMINATION This Agreement and any subsequent project description order made pursuant to it may be terminated at any time by mutual agreement whereas may be provided for in this order. Either party may terminate this Agreement for cause by giving written notice within 10 days of the last day of the service month... In the event of termination, customer shall pay for all services performed and disbursements made by **Nevada Website Design** up to the effective date of termination.

8. LIMITATION OF LIABILITY **Nevada Website Design** will use all ethical and reasonable efforts to obtain listings in major search engines (Google, Yahoo, Bing) for your web pages. Beyond the marketing of your Website, **Nevada Website Design** does not warrant that the functioning of any Network will not affect the ability to use your Website. Any liability that we or any affiliate, employee, agent, servant, or subcontractor may have due to errors and omissions with respect to your Website or any other obligation under this order shall not exceed the amount of charges for the services rendered herein. This limitation of liability applies to claims in contract, tort, and strict liability or otherwise and to any loss of business, profits, or additional costs incurred. It also applies to any specials, incidental, or consequential damages, and any benefit to others is strictly incidental. EXCEPT AS EXPRESSLY SET FORTH HEREIN THERE ARE NO EXPRESS WARRANTIES AND THERE ARE NO IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. **Nevada Website Design** shall not be liable for any damages caused by the delay in rendering services arising from or out of any cause beyond the reasonable control of Nevada **Website Design**.

9. ENTIRE AGREEMENT/GOVERNING LAW If accepted by **Nevada Website Design**, this order shall constitute the entire agreement and shall be governed by the laws of the State of Nevada. Any litigation arising hereunder shall be filed in the Circuit Court of Clark County, Nevada or the Federal District Court of the State of Nevada, and that you agree and consent to the jurisdiction of said Courts.

I hereby authorize **Nevada Website Design** to charge my credit card for the services selected herein or attached. If paying by cash or check, the first payment should be attached. Subscriber must sign and date this Agreement, acknowledging they agree to the terms and conditions stated herein:

Payment Information

IMPORTANT! For security purposes, once this signed agreement is received by Nevada Website Design, you will receive an email containing a PayPal generated interactive invoice which includes a "Pay Now" button. You will be able to pay via credit card. (NOTE: You do not have to have a PayPal account to use this method.)

Start billing on: _____ / _____ / _____

Signature: _____ Date: _____ Sales Rep: _____