

Proposal for Website Search Engine Optimization

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Proposal Date: Xxxxx ##, 2008
Proposal Reference: #####

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Strategic Approach

This section covers a brief summary of the proposed Search Engine Optimization (SEO) strategy and implementation plan for <http://DomainName.com/> (here after referred to as "Website").

Keywords:

After careful evaluation of the market and competing websites, Position Research recommends an SEO campaign focused on the following keywords:

- *Keyword 1* (home page focus)
- *Keyword 2* (home page focus)
- *Keyword 3* (home page focus)
- *Keyword 4* (home page focus)
- *Keyword 5*
- *Keyword 6*

Although there were other keywords considered, it appears that these keyword phrases represent a strong return on invested dollar and are reasonable attainable.

Page Optimization:

This spider-based SEO strategy includes the optimization of visible and invisible website content.

A valid website page suited for optimization must:

- Be greater than 250 words but not more than 600 (words in paragraph format)
- Contain subject matter about the keywords to be optimized.
- Contain unique content defined as:
 - No two sentences shall be identical to anything else published on the Internet.
 - No single paragraph shall be identical to anything else published on the Internet
 - No single page shall have more than 50% of its content as defined by www.copyscape.com identical to anything else published on the Internet

The Website currently has several pages that may be optimized. However, the current pages may not be well suited to the keywords chosen. A study of this condition and recommendations are made part of Position Research's Action Plan (see Time Line of Major Events below).

If current page content is inadequate because of subject matter or content length, modifications/additions may be required. Although Position Research offers editorial services at additional cost, we encourage client to make necessary adjustments. Position Research will participate in posting modified/adjusted website content. In some cases, new content on new pages must be added. Position Research will add website pages with client's content as may be required.

Content supplied by client must be unique content. Copying even small portions of content from other website pages that Google has indexed can seriously jeopardize Google rankings.

Recommended home page title: "**Xxxx Xxxxxxx Xxxxxxxx Xxxxxxx**".

Link Optimization:

Depending on the specific needs of this campaign, link building shall consist of 4 basic elements:

- Premium directory submission Directories are a recognized source for quality traffic as well as Google PageRank.
- Article writing and syndication Article syndication, depending on the market and article content, can contribute significant one-way links, which positively affects Google PageRank.
- Website Press Releases These press releases are focused on the benefits of the website itself in order to attract the internet community to place links to client's site.
- Link building Links are 1-way link designed with strong anchor text. These links provide strong link reputation and build positive keyword relationships with the client site. Links may be located on blogs or other websites.

Although Position Research may not be contracted to engage in all link-building activities, Client should complement Position Research efforts where and when ever possible by means at its disposal.

Specific values for each are listed on page 7 of this proposal.

Search Engines Covered In Campaign:

- [Google](#)
- [AOL](#) (Google)
- [iWon](#) (Google)
- [Netscape](#) (Google)
- [Yahoo](#)
- [AltaVista](#) (Yahoo)
- [AllTheWeb](#) (Yahoo)
- [MSN](#)
- [Ask Jeeves](#) (Temoa)
- [ODP](#) (directory submission only)

Monthly Reporting and Maintenance:

This campaign includes Position Research's web-based rank reporting system. Clients may view their rankings for all keywords on all search engines covered by this proposal. Position Research also compiles a report of monthly activity including changes and modifications to the SEO campaign and emails these reports directly to each client.

Other Services:

The proposed optimization service does not include paid listing services because the pages to be optimized can be crawled (spidered) by the search engines.

Time Line of Major Events

Within one week of receipt of your order, Position Research's SEO production staff will send an "Action Plan". This action plan will map out the primary tactical elements and their implementation schedule. It will also cover Position Research and Client's responsibilities. Clients are asked to review this Action Plan, modify if necessary and approve it. Our work will start after receipt of the approved plan.

Optimization of website content is typically completed and link building initiated within 2-3 weeks after approval of the Action Plan. Additional website content supplied by Client will be optimized within 2 weeks of its availability. Link optimization typically progresses at a rate of 10-20 links per month.

SEO results typically will start to appear in the first 45-60 days after the initial page optimization is complete for pre-existing websites in good standings with the search engines. New websites can take more than 6 months to receive initial rankings from Google, sooner for other search engines. Rankings will continue to increase as the campaign matures. The rate of increase is largely dependant on the number of links required to support the campaign. Rankings for less competitive keywords may show the most improvement earlier in the campaign, while rankings for the most competitive keywords may require completion of link building effort before they see their matured rankings.

Monthly SEO Maintenance

The Search Engine environment is constantly changing. Search engines and directories are continually refining their search algorithms with several new releases each year. And more websites are challenging for top ranked positions. To maintain top ranking, Search Engine Optimizers must remain vigilant and continue to refine and improve their optimizing tactics. Services included month:

Service	Comment
Position Eyes Reporting	
Daily ranking report	Track trends & movements / related to others
Original position report	1st Position Eyes ranking data compared to current
Link building report	Inbound & outbound links maintained by Position Research
Link Verification	Verifies that link partner is still linking
Link Maintenance	If link partner drops a link - replace with another Qualify link partners: <ul style="list-style-type: none"> • Home page PR > 0 • Site is indexed in Google • Site is indexed in Yahoo • Using optimal link text for strong link reputation
Google Webmaster Account Management	<ul style="list-style-type: none"> • Initial Setup (ftp access or client participation required) • Backlink count tracking • Http crawl errors • Webmaster messages / penalties reports
Near dup content test	Check home and primary site pages to detect if another website is displaying near duplicate content – this condition can adversely affect rankings.
Page Optimization refinement	As rankings require, search engines change ranking algorithm. Backup of optimized pages prior to and after changes/mods
Written SEO activity report	<ul style="list-style-type: none"> • Ranking history report by major search engine • Page optimization activity • Link optimization activity • Hijack test • Commentary
SEO Analysis	Used to determine competitive environment by benchmarking competing website – facilitates ongoing SEO action plan. Average 1 per quarter
Consultation	Answer web mastering questions that relate to SEO activity. Average 1 hrs per quarter
SEO Research	Actively participate in SEO forums to maintain leading edge insight to search engine algorithm changes. Continuous development of proprietary tools to maintain/improve SEO rankings. Research search engine phenomena to equip clients with best webmaster practices.

Payment Terms:

Details are covered in the Payment Terms section of the proposal below.

Additional Information:

Read more about Position Research Search Engine Optimization strategies by clicking on the following link:
<http://www.positionresearch.com/>.

Special Conditions:

This Search Engine Optimization campaign does include the adjustment and enhancement of visible and invisible website content.

Client is encouraged to engage in website press releases focusing on the strength of content/features of the website.

Content adjustment and approval:

Adjusting and enhancing visible and invisible HTML content is part of the page optimization process. We recognize that some enhancements may be preferred from a Search Engine Optimization (SEO) point of view, but not ideal for marketing or user experience. If client feels that enhancements made by Position Research have compromised marketing and user experience, dialog between client and Position Research should ensue to work out a best compromise to suit overall objectives.

- Client authorizes Position Research to make changes directly to website and then notify client of website pages changed for client review.
- Client authorizes Position Research to make changes and post these changes to a staging server for client review and client posting to live server.
- Client requests that website (html) pages with content revisions be emailed to client for local review prior to client posting.
- Client requests that website content changes be itemized in a word processing application (MS Word or equal), and that client will make database or HTML changes directly.

Client requirements:

Additional Website Disclosure:

By accepting this proposal, Client certifies that they have disclosed to Position Research all known websites and domains owned and operated by Client. Without such notification, Position Research cannot assess nor advise Client of the possible SEO hazards associated with multiple domains/websites.

Unique Content Disclosure:

By accepting this proposal, Client certifies to Position Research that the website to which SEO work is to be performed has unique content as described in the Executive Summary, above, except where listed below.

None

FTP Access:

- General: FTP access is granted, FTP access is not granted:
 YES Client authorizes SEO's use of all Clients logos, trademarks, Web site images, etc., for use in creating doorway pages, mini Web sites, cloaking templates, and any other uses as deemed necessary by the Partner for search engine positioning and optimization.

PROPOSAL FOR SEARCH ENGINE OPTIMIZATION

Strategic SEO ANALYSIS	Price
<p>– A \$882.00 value, this analysis identifies keywords that best represent a website’s products and/or services. Those that represent the best value are analyzed to determine competitive:</p> <ul style="list-style-type: none"> • Page Optimization (visible and hidden keyword density) • Link Popularity • Link Reputation • Google PageRank <p>The analysis is summarized in a detailed spreadsheet to determine optimal keyword ROI and relative value compared to PPC alternatives.</p>	Supplied by Position Research
ANALYSIS SUBTOTAL	\$ 0.00

Search Engine SUBMISSIONS and inclusions:	Price
Paid inclusions to spider-based search engines as required and at Position Research’s discretion.	No Charge
Other search engines and directory submissions: http://www.positionresearch.com/glossary/major.html	As required
SUBMISSIONS SUBTOTAL	\$ 0.00

PAGE Optimization:	Pricing
<p>A page optimization campaign focuses on refining the visible and invisible content of a website so that when a spider-based search engine analyzes a website, it properly determines the site’s theme. Each search engine uses unique algorithms that the public is not privy to. Through experience and research the optimal keyword densities and placement of theme-words is employed to achieve top ranking results. Click here for more information.</p> <p>Position Research’s standard page optimization campaign includes:</p> <ul style="list-style-type: none"> ▪ Site test and clean-up for search engine / directory submissions ▪ Header Tags (eg. page title & meta-tags) ▪ Visible content enhancement to optimize keyword density and proximity. ▪ Body Tags: (eg. Styles & hidden links) 	
Content enhancement of existing content 5 pages	\$750.00
<p>In some cases, the existing website does not have sufficient content to compete for top ranked positions. In these cases, Position Research will add content to your existing pages or add pages and content where required. Client is responsible for supplying approximately 300-600 words of raw content per additional website page required.</p> <p>Information pages 0 page</p>	\$0.00
PAGE OPTIMIZATION SUBTOTAL	\$ 750.00

Re-Architect site Navigation to increase Google PageRank:	Pricing
<p>Since November 2003, Google PageRank is a more important factor for Google rankings. Optimally crafted navigation or link structures will increases PageRank on target pages. This increased PageRank provides better opportunity for higher SEO ranking within Google’s SERPs (Search Engine Results Pages). Click here for more information.</p>	\$495.00

Expanding Your Web Presence

LINK Optimization:	Price
A link optimization campaign builds a strong link structure by increasing the number of inbound links from websites with a similar theme. A link from a site is valuable in the eyes of the search engine, which closely inspects links to determine rank. Webmasters and directories are contacted and requested to place a link to the client's web site. Click here for more information	
Link Optimizer SM set-up	\$199.00
Obtain 125 one-way links.	\$2125.00
Website Public Relations Program: Write and syndicate 6 articles to 10 article directories (min); Write 4 Press Releases focusing on the website benefits (spaced over a 12 month period of time) (Plan A-Basic with content creation) NOT INCLUDED	\$0.00
Write and syndicate NO articles to 10 article directories (min); one each month at \$295 each article. NOT INCLUDED	\$0.00
Syndicate <u>only</u> client's articles to 10 article directories (min); \$145.00 each article. NOT INCLUDED	\$0.00
LINK OPTIMIZATION SUBTOTAL	\$2,324.00

RESULTS reporting:	Price
Position Eyes SM is a bundle of services that keeps an "eye" on the movement of a client's web site within the primary search engines plus the status of major website optimization activities. All data is archived. Reports are generated every 24 hours and accessible at any time through the Internet. Click here for more information.	Included with page optimization
Position Eyes Check your current search engine rankings in seconds!	
Original Positions Compare your latest positions to your original positions.	
Link Optimization Use this tool to view the links going to and from your web site.	
RESULTS REPORTING SUBTOTAL	\$ 0.00

ANALYZE and REVISE:	Price
The Search Engine environment is constantly changing. Search engines and directories are continually refining their search algorithms with several new releases each year. And more websites are challenging for top ranked positions. To maintain top ranking, Search Engine Optimizers must remain vigilant and continue to refine and improve their optimizing tactics. Click here for more information.	
Observe Results with PositionEyes SM Check integrity of link structure	
Assess rank movements Expand and manage link optimizing campaign	
Modify website optimization tactics Engage in research and development	
Correlate website modifications with search engine ranking	
Page and Link Optimization Maintenance (monthly fees)	\$424.00
Other (monthly fees)	\$0.00
ANALYZE AND REVISE SUBTOTAL	\$ 424.00

Expanding Your Web Presence

Ancillary Products and Services:	Price		
	Set-up	Periodic	
	\$0	\$0	Mo.
	\$0	\$0	Mo.
New domain name (includes registration process)	\$0	\$0	Mo.
Web site maintenance (paid quarterly)	\$0	\$0	Mo.
	\$0		Mo.
Ancillary Products and Services SUBTOTALS	\$ 0.00	\$0.00	Mo.

TOTALS	Price	Period
Total Set-up fees	\$3,569.00	Initial Set-up
Total Monthly Maintenance fees	\$ 424.00	Monthly

Payment Terms:

Description	Payment Schedule
Total due at time of order <ul style="list-style-type: none"> ▪ Page optimization setup ▪ Link Optimization setup ▪ 125 links ▪ First Months maintenance fee applies to Xxxx, 2008 assuming order placed in Xxxxx, 2008 	\$3,993.00
2 nd and subsequent Monthly Maintenance fees starting Xxxx, 2007 assuming order placed in Xxxx, 2008	\$ 424.00 per mo

Prices quoted in this proposal are valid for a period of 30 days from date of proposal unless otherwise advised. Typical time to perform the work associated with One-Time Setup fees is 3-4 weeks. Ranking results start appearing between 45-60 days after setup is complete for pre-existing websites in good standing with the search engines. Rankings continue to improve as the campaign matures. Continuing Monthly Service and Maintenance Fees shall be invoiced by Position Research or charged to an authorized credit card number and are due prior to that month's work.

If payment is by company check, please sign in the space provided below and include a copy of this proposal (pages up to an including the next page) with your payment.

Acceptance Signature: _____

If payment by credit card, please sign in the space provided above, fill in the appropriate credit card information, and FAX a copy of this proposal (pages up to an including this page) as instructed below.

Visa, MC, Discover, AMX

Name on card: _____

CC number: _____

Expiration date: _____

AuthorizationSignature: _____

Note: Your credit card will be charged in accordance with the payment terms stated above. Please FAX a copy of this invoice with the above credit card information filled in to (760) 480-8271

SEO Campaign Risk Assessment

Overview:

When Internet users type a keyword or phrase into a search engine query box, they expect a list of websites that offer information, products or services related to that keyword. Search Engines strive to list the most qualified websites at the top of the list. Search Engine Optimization (SEO) is the practice of modifying visible website content and invisible code in addition to establishing links from other websites. The purpose is to gain higher ranking among Search Engines. Higher ranking produces more qualified visitors and more sales prospects.

Although the business rewards can be significant compared to the PPC (Pay-Per-Click) campaigns, there are also risks. The following covers the risks associated with an SEO campaign.

SEO Campaign Risk:

The primary risk associated with SEO is performance related. Achieved rankings may be less than expectations resulting in lower visitor rates.

Professional SEO companies mitigate this risk in 2 ways.

1. SEO companies look to their historic results and relationships with current clients as evidence of future performance.
2. Professional SEO companies invest in extensive research to determine what effort is required to affect a desired result. This research enables professional SEO companies to develop realistic campaign costs.

Search Engines, by nature, are constantly evolving. They continually modify their ranking algorithm in an effort to produce better results for their visitors. As the rate and complexity of evolution increases so does the risk associated with an SEO campaign.

As a professional SEO company, Position Research engages in extensive research for each of our prospective clients.

For if an SEO company cannot show prospective clients why the current top ranked websites are there, then how could that SEO company know what is required to achieve comparable results.

Research gives us the best possible assessment of what action is required to produce strong ranking. Even the best analysis tools, however, cannot anticipate future Search Engine changes.

Further, SEO implementation is not without compromise. SEO practices must be “married” with existing content and website structure. It is not uncommon that marketing and editorial readability requirements take precedent over optimal SEO practices.

Finally, other circumstances beyond the control of an SEO company can influence rankings. Other persons such as webmasters may make changes to a website without the SEO’s knowledge. These changes may be benign or catastrophic. Although rare, website hosting providers may have an outage just when a Search Engine spider attempts to crawl a website. This too can affect ranking.

It is for these reasons Position Research’s pricing structure is segmented into 2 areas:

- Setup fees
- Maintenance Fees

Setup Fees:

Setup fees cover a specific list of deliverables. These deliverables may include:

1. A number of pages to be optimized
 - a. Meta tags
 - b. Body text
2. A number of pages to be added
3. A number of links to attain
4. Re-architecting website navigation

5. Special submission or Pay-Per-Inclusion fees
6. Special setup and software fees

Position Research guarantees that work it performs will be conducted using “best practices”. However, as long as there is uncertainty and issues outside of Position Research’s control we cannot guarantee the resultant Search Engine ranking from its effort. These costs are considered “sunk”. Ultimately, the client must bear the performance risk.

Maintenance Fees:

Maintenance fees are more performance based. Maintenance fees typically start the second full month after order receipt. These fees include:

1. Access to PositionEyes internet reporting of SEO campaign statistics
 - a. Ranking reports compiled every evening
 - b. Original vs. current ranking report
 - c. Inbound and Outbound link report
2. Perform inbound link verification; add new links as required
3. Evaluate campaign progress and make adjustments as required
4. Compile and send written SEO campaign report summary

With the exception of the first maintenance report, which is included with the initial payment, clients may choose to continue with SEO maintenance. Maintenance is the best assurance of maintaining/improving Search Engine ranking. However, clients may choose to discontinue Position Research SEO maintenance services for any reason, including dissatisfaction with campaign performance. In the latter case, a 30-day written notice is required.

Conclusion:

SEO setup fees and their deliverables are based on Research. Research gives us the best possible assessment of what action is required to produce strong ranking. However, Search Engine algorithm changes and implementation compromises do affect resulting rankings.

If a campaign setup effort does not produce the expected results, clients may choose to cancel monthly maintenance services. So it is in Position Research’s best interest to set achievable expectations that foster a long-term business relationship. In this way, the burden of risk is equitably shared.

Standard Terms and Conditions of Sale

1. SEO is authorized to use specific keywords and/or phrases set forth in the Search Engine Positioning Order Form (here after referred to as Order) for development, improving the ranking of, and/or positioning the contents of the Client's URL(s), in the search engines and/or directories that are most frequently used by the general public which are defined at <http://www.positonresearch/glossary/major.html>.
2. Client agrees to pay SEO an initial setup fee and/or ongoing monthly maintenance fees for provided services. If paying by credit card, Client's credit card will be charged monthly.
3. SEO Services are intended to provide the Client with preferential positioning in selected search engines and to report results on an ongoing and timely basis. Specific SEO Services are covered in the Order. At its discretion, SEO may apply additional services not covered in the Order to attain a higher rating.
4. For the purposes of providing these services, Client or Partner acting as agent for Client agrees to provide:
 - a. FTP access to the main site for uploading new pages and proprietary software, and making changes in order to achieve and maintain positioning.
 - b. Where FTP access is not possible, Client or Partner or third party agent agrees to provide an email address of a technician who can upload requested changes on a timely basis. However, SEO cannot use cloaking technology without direct FTP access. SEO cannot be held responsible for delays once the technician has been notified of the upload request. A copy of the request will be sent to Client or Partner at Partners option.
 - c. Access to raw log files or existing statistical reporting to facilitate reviewing effectiveness of keywords selected. SEO will be unable to review effectiveness of targeted keywords if neither raw log files nor existing statistical reporting is available that includes keyword reporting.
 - d. Partner as Client's agent authorizes SEO's use of all client logos, trademarks, Web site images, etc., for use in creating doorway pages, mini Web sites, cloaking templates, and any other uses as deemed necessary by the Client for search engine positioning and optimization.
 - e. If Client's site is light in textual content, Client or Partner will provide additional relevant text content in electronic format for the purpose of creating additional web pages.
5. Client acknowledges the following with respect to services:
 - a. SEO has no control over the policies of search engines with respect to the type of sites and/or content that they accept now or in the future. Client site may be excluded from any directory at any time at the sole discretion of the search engine or directory. SEO will diagnose the reason for a client site falling out of a search engine and take positive steps to have the site re-included.
 - b. Due to the competitiveness of some keywords/phrases, ongoing changes in search engine ranking algorithms and other competitive factors, SEO does not guarantee top positions or consistent top positions for any particular keyword, phrase or search term.
 - c. Some search engines and directories may take as long as 6 or 8 weeks, and in some cases longer, after submission to list your site. Any changes requested by the client or deemed necessary by SEO after submission, therefore, will take a subsequent 6 to 8 weeks.
 - d. Occasionally, search engines will stop accepting submissions for an indefinite period of time.
 - e. Occasionally, search engines will drop listings for no apparent or predictable reason. Often listing will "reappear" without any additional submissions. Should the listing not reappear, SEO will re-submit the site based on the current policies of the search engine in question.

- f. Some search engines offer expedited listing services for a fee. SEO encourages clients to take advantage of these expedited services, as SEO has had a high success rate using these services. Client is responsible for paying expedited service fees and associated administration fees for these submissions.
 - g. Occasionally, SEO may be required to register additional gateway domains in order to provide better positioning services. When required, these domains will be registered at Client's expense. Gateway domains remain the property of the Client. If the SEO hosts the site, there will be additional web hosting fees.
6. The SEO is not responsible for changes made to the Web site by other parties that adversely affect the search engine rankings of the Client's web site.
7. **SEO makes no other claims, warranties, or guarantees with respect to the services it provides other than those expressly made in SEO's proposal.** Jurisdiction over any disputes arising under or pertaining to this agreement or to the services rendered by SEO pursuant to this agreement will be limited exclusively to the Judicial Arbitration & Mediation Services, Inc. (JAMS) of San Diego, California. The decision of the arbitrator shall be final. Each party shall be responsible for his or her Attorneys' fees associated with arbitration.
8. Delays of SEO activity for which the Client is responsible (eg. reports for analysis, site postings, website access delays, etc.) that cause a delay in SEO results shall not remove the obligations of the Client to pay monthly maintenance and reporting fees stipulated in this agreement.
9. Any Partner or third party acting as Client's agent guarantees any elements of text, graphics, photos, designs, trademarks, or other artwork provided to SEO for inclusion on the website above are owned by Client, or that Client has received permission from the rightful owner(s) to use each of the elements, and will hold harmless, protect, and defend SEO and its subcontractors from any liability or suit arising from the use of such elements.
10. Confidentiality: During the term of this agreement, and for a period of two (2) years following, the SEO shall not, without the prior written consent of the Client, disclose to anyone any confidential information. "Confidential information" for the purposes of this agreement shall include Client's proprietary and confidential information such as, but not limited to, customer lists, business plans, marketing plans, passwords or user ids, financial information, designs. Confidential information shall not include any information that:
 - a. Is disclosed by Client without restriction.
 - b. Becomes publicly available through no act of SEO.
 - c. Is rightfully received by SEO from a third party.
11. SEO reserves the right to reject any Order for any reason.
12. If client chooses to cancel this contract prior to the completion of work covered in this proposal (excluding on-going maintenance), Position Research will refund an amount equal to the work not completed less the value of the SEO Analysis.
13. Either party may cancel the on-going maintenance portion of this contract with 30 days written notification unless otherwise noted in this proposal.