



SEO, Website Management & Internet Marketing Services

www.NevadaWebsiteDesign.com

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

Service Plans & Prices

(No long term contracts!*)
Effective as of January 1, 2012

Description:

Nevada Website Design's SEO/Website Management & Internet Marketing Service Plans are designed to bring more visitors to your website, and to improve conversion rates (turning visitors into customers). These goals are accomplished through effective website development, Search Engine Optimization (SEO), and internet marketing efforts.

All SEO/Website Management & Internet Marketing Service Plans include website management services, such as content improvement, new page creation, copywriting, image uploads, 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 favorably 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.

For enhanced rankings (and more immediate traffic potential), we put Yext Premium PowerListings Local Directory Listing Service into action as part of your first month of SEO service. This service ensures your business can be found by people searching for products and services, using their mobile devices, GPS navigation devices, as well as using online search. Your premium listing will appear on Mapquest, YP.com, Superpages.com, CitySearch.com and other major local directories. A legitimate physical address is required.

Please note that 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. This is why we suggest a continued effort.

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

- ✓ **Consultations with Search Engine Professional:** Email, phone, and/or face-to-face introduction and correspondence for all service levels.
- ✓ **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.
- ✓ **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 various levels of monthly service as well as optional services. You may shift up or down a level on a quarterly basis:

- ❑ **Gold Plan: \$395 per month** - Recommended for small businesses targeting a local market, such as cities and metro areas.
- ❑ **Platinum Plan - \$595 per month** - Recommended for small or medium sized businesses targeting regional (statewide) markets.

The first month of service: \$799.95

(300.00 + \$499.95 annual Yext PowerListings Submission).

Proper entry into the online market requires initial setup to allow for initial preparation which includes:

- Search Engine Account Setup - Initial Website Submission to the top three major search engines (Google, Yahoo, Bing) - includes initial "Maps" listings.
- Initial Sitemap Protocol Setup and Submissions and Required Corresponding Sitemap "xml" and "txt" Files.
- Initial Keyword Research
- Keyword Optimization
- Competitive Analysis
- Initial ODP Standard Directory Submission
- Optimize Content - Initial Page Title, Meta-Description and Meta Keyword Optimization

Nevada Website Design recommends committing to a minimum of 3 months as outlined in Google's Guidelines. This period of time is the average time it takes for proper indexing of your website's pages. Internet Marketing and Website Optimization efforts which relate to organic listing results are more effective if implemented on a continuous basis. Organic listings will eventually drop off if optimization efforts are not maintained.

Local Targeting (Gold Plan): \$399.95 monthly

The Nevada Website Design "SEO Gold Plan" include **Attracta's Turbo Traffic 20 search engine submission service.** (See details below)

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:

Regional Targeting (Platinum Plan): \$599.95 monthly:

The "SEO Platinum Plan" includes **Attracta's Turbo 100 search engine submission service.** (See details below).

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:

In addition, Nevada Website Design provides 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.
- **Google Places Setup and Optimization** - your business has a better chance of being found online and on mobile devices. (Most SEO Companies charge 350.00 and up per month for this service).
- **Social Network Account Setup and/or Posting** (Twitter, Facebook) – Improves exposure and communication with your target markets.
- **Website Edits:** up to 4 hours of website editing (Regularly \$70.00 per hour).
- **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.

***Turbo Traffic 20 Service includes:**

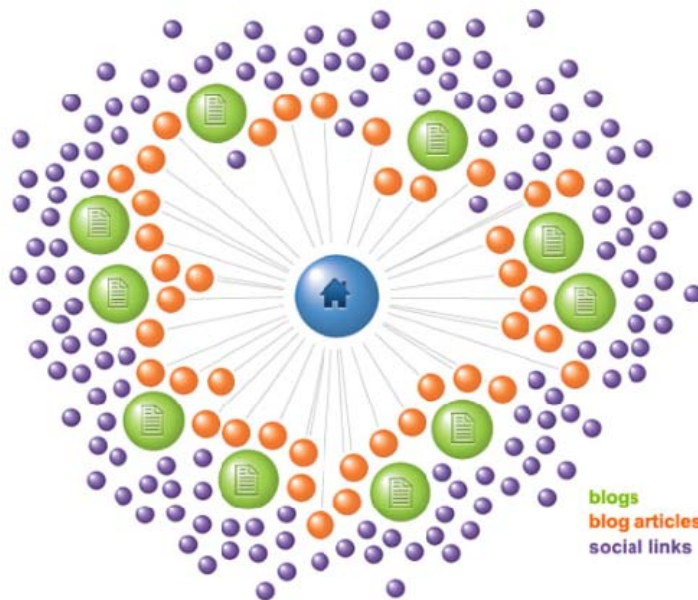
- Dedicated Account Manager
- Targeted Keywords
- Telephone Interview / Consultation
- Monthly Unique Articles, 250+ words
- Blogging Sites with Monthly Posts
- Facebook SEO Setup Assistance
- Twitter SEO Setup Assistance
- Monthly Social Bookmarking Updates
- Monthly Search Engine / Directory Listings
- Monthly Progress Report
- Custom YouTube Video about your Website
- Google Places/Maps Setup Assistance
- Monthly Custom Facebook & Twitter Content
- Powerful Syndicated Press Release
- Minimum of 250,000 Ads On Google's Mobile Ad Network

Get On Top 90-day Growth Campaign

Feature	Gold	Platinum
Eligible for "Stay On Top" Program	Yes	Yes
Dedicated Account Manager	Yes	Yes
Keywords Targeted	3	6
Telephone Interview / Consultation	Yes	Yes
Monthly Unique Articles, 250+ words	2	3
Blogging Sites	5	8
Monthly Blog Posts	10	24
Facebook SEO Setup Assistance	1	1
Twitter SEO Setup Assistance	1	1
Monthly Social Bookmarking Updates	50	100
Monthly Search Engine / Directory Listings	5	10
Monthly Progress Report	1	1
Custom YouTube Video about your Website		1
Google Places/Maps Setup Assistance		1
Monthly Custom Facebook and Twitter Content		1
Syndicated Press Release more		1
Monthly New Social Bookmarking Links to YouTube Video		1
Minimum of 250,000 Ads On Google's Mobile Ad Network		1

Stay On Top

Feature	Gold	Platinum
Dedicated Account Manager	Yes	Yes
Keywords Targeted	3	6
Monthly Unique Articles, 250+ words	1	1
Blogging Sites	5	8
Monthly Blog Posts	5	8
Monthly Progress Report	1	1
Monthly Social Bookmarking Links to Your Site	50	100



How it works.

The central focus of the TopListing program is building a powerful network of backlinks that raises your site's ranking in search. We accomplish this by creating relevant, original content and distributing it through our network of custom blogs and social networking sites.

Google interprets these links as signs of greater "authority" and will correspondingly elevate your site's position within its search results.

TopListing - 100% "White Hat" SEO that delivers powerful results.

Optional Services

Yext PowerListings

Premium Local Listing Service – \$499.95

This highly effective premium service enables your business to be found on mobile devices, GPS navigation and online local directories. Payment for this service is billed annually.

"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.

Google Places / Map Service

optional \$350 per month*

NOW INCLUDED with ALL SEO/WEBSITE MANAGEMENT SERVICE PLANS

*Google First Page - Maps "A thru G"

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 screenshot shows a Google search for "boynton beach cpa". The search bar contains the text "boynton beach cpa" and a search button. Below the search bar, it says "About 49,400 results (0.11 seconds)". The search results are displayed in a list format, with the top result being 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 and a brief description. To the right of the search results is a map showing the location of Boynton Beach, FL, with several red location pins marking the addresses of the CPA services listed in the search results. The map includes street names like "Boynton Beach Blvd" and "N Pineapple Hwy".



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__ **Gold Plan:** \$395 per month

__ **Platinum Plan:** \$795 per month

OPTIONAL Services:

__ **Yext PowerListings** - Premium Local Listings - 499.95 per year

__ **Ready Ad Video:** \$149.95 one-time production fee

__ **Original Video:** \$599.95 production fee

Contact / Billing Information:

Notes:

Company _____

Contact: _____

Address: _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Cell _____

Email Address: _____

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 and understand the Service Plans as contained herein or attached. Nevada Website Design agrees to provide services outlined in the selected Service Plan. Nevada Website Design has the right to delete or add services outlined in the Service Plans and will notify Subscriber as needed.

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. HOSTING Hosting and any domains registered for the client's website are the sole property of **Nevada Website Design** and are leased to client on an annual basis. However, client can secure ownership by purchasing their own hosting and domain registration. Client agrees to permit Nevada Website Design to access hosting/domain accounts when necessary. Nevada Website Design has the right to offer or refuse domain ownership to client for fees at its discretion.

8. 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.

9. 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.

10. 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:

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:** _____