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Attn: Rebecca Christian

Website SEO / PPC Proposal • 7-8-2015

Hi Rebecca,

In our conversation this morning, you had indicated that you do not wish to create any new pages. That's fine. We can proceed with the regular SEO strategy and assign the most powerful phrases to existing pages of the site. We will need to "massage" the content of the pages we select to represent the phrases on which we will focus, but that is a minor task. In other words, we will not change the overall content or message of the pages we will edit, but instead add to the text in such a way as to make the content more "attractive" to Google (and all other search engines.)

There are three primary areas of concern when it comes of "hidden" META content for the SEO of a web page. Those three areas are:

TITLE TAG
DESCRIPTION TAG
KEYWORDS TAG

To arrive at the optimal phrases to use in order to drive the greatest number of targeted visitors to your site, I start with researching phrases pertinent to your business. Also, as we had discussed, you want to focus specifically on "San Diego-centric" phrases to drive local traffic. This is great because it makes things even easier in terms of getting results.

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Here is a step-by-step outline of the process along with a timeline:

1) The investigation of 50-60 phrases aka "Keyword discovery" ---- TIMELINE: Week One

- When I do this type of research, I take note of four things:

* How many times that phrase is searched on per month as per Google

* The competition for that phrase in the PPC/AdWords (the Google Ad Campaign you had indicated you are looking into)

* The "relevancy" of the phrase to your target market i.e. when the phrase is searched, are the results a group we want to be in? I grade it on a 1-10 scale.

* PPC Value for that phrase insofar as how important a phrase it is for your target market. Graded on a 1-10 scale, this "grade" allows you to quickly make decisions on which phrases to set up in your Google ad campaign, and also sheds important light on the phrase in terms of SEO value.

These four criteria give us insight into the best phrases to use for both SEO and PPC.

COST TO PREPARE \$225.00

2) The preparation of the SEO Benchmark Report ---- TIMELINE: Week Two

Based on the results of the research, together we decide on the top 20-30 phrases pulled from the full set of 50-60 - Once a prime set of 20-30 strongest phrases are decided upon, I create a "Benchmark report" which shows where you currently rank -- if at all -- for each of these phrases on Google and Yahoo!/Bing. It will show which phrase brings up which page and where you are in the top 100 listings (first ten pages on Google; first 8 pages on Bing). Running the report again six additional times at 15-day intervals which will demonstrate the effectiveness of the SEO activities.

COST TO PREPARE (for approx. ±30 phrases) \$165.00

3) SEO Phrase / Page Match-up ---- TIMELINE: Week Three

I will match up the most appropriate phrases with the existing four pages on which we will focus. I will edit the content of these pages as noted above. I will submit these edits for your review prior to taking them live.

COST \$330.00

4) Site Map for Regular Website ---- TIMELINE: Week Four

We create a visible Site Map on the website containing ALL of the pages of the site. This helps organize the site for search engines. We then register the site with Google and submit a specially formatted Site Map directly to them. This is a "signal" for Google to "spider" the site which speeds the ranking of the pages.

COST Included

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For Google AdWords / PPC: ---- TIMELINE: Week Four

1) The first step is to decide on the PPC budget. The amount you wish to budget for PPC will tell me how many ads I need to create.

NOTE: Please begin to think about how much money you want to allocate to your PPC campaign on a daily basis. A good rule of thumb is to set aside \$25.00 per phrase per day.

The amount you wish to budget for PPC will tell me how many ads I need to create.

* Use the same keyword research/discovery report data to decide on the phrases we want to focus on

* Once we have a budget, I will prepare 2-3 ads for each keyphrase we want to use.

* Develop PPC ads for your review and final selection.

COST TO PREPARE \$135.00

2) PPC Ads Live ---- TIMELINE: Week Five

* Set up and "Auto-Run" the PPC campaign Based on approx. 6 phrases w/2-3 ads per phrase. Includes monthly status report snapshots. We will discuss the best time you feel the ads would be run. Basically the decision will be do we run it in the evenings -- and if so, what time do we close it off for the day; and do we run it on the weekends -- and if so what times.

COST \$185.00

TOTAL \$1,040.00

I ask for a 50% deposit to get started.

Please mail a check to:

Dale Wozny Media
1811 Glasgow Ave.
Cardiff by the Sea, CA 92007

For Dale Wozny Media



7/9/2015

signature / date

For Imani Lee

signature / date