



Client Logo Here

# SEARCH ENGINE MARKETING PROPOSAL

*Prepared for:*

[CLIENT\_NAME]

[Client's Contact Name]

[Enter Date Here]

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**1) EXECUTIVE SUMMARY**

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The purpose of this proposal is to offer a simple, turnkey solution for [CLIENT\_NAME] to utilize and optimize search engine exposure. Increasing that presence provides a better success rate for new and repeat business in each service area.

This online optimization strategy serves as the basis in developing current and future marketing needs, distilling key findings, establishing the overall web vision for the organization, and providing tangible projects to work towards that vision. The success of [CLIENT\_NAME] in leveraging search engine marketing to increase sales and improve operational efficiency requires execution of focus on the web as the optimal destination for visitor communication. The vision is to optimize as an online destination for search requests involving highly relevant terms. This proposal outlines a local online search marketing strategy that is centered on key principles: local optimization, natural organic positioning, and paid search management.

The [CLIENT\_NAME] online experience of the web visitor is the next step. A customer must have the ability to quickly find the right result and take action. In order to receive maximum impact from web efforts and expenditures, the current opportunity in highlighting [CLIENT\_NAME] through search engines: Google, Yahoo and MSN is paramount.

This offer was developed by Relevant Ads to assess current positioning and suggested actions for an exciting future. The suggested actions are derived from market and competitive research, Internet trends combined with the web expertise, business acumen and inherent technical excellence.

Relevant Ads is a search engine optimization and search engine marketing firm with several proprietary technologies to configure, manage, monitor and maximize search exposure. We rely on our own software engineering and tools in addition to key partner integration. It is our primary objective to ensure that [CLIENT\_NAME] establishes a local online presence to help capture some 81% of U.S consumers who start their purchasing experience online.

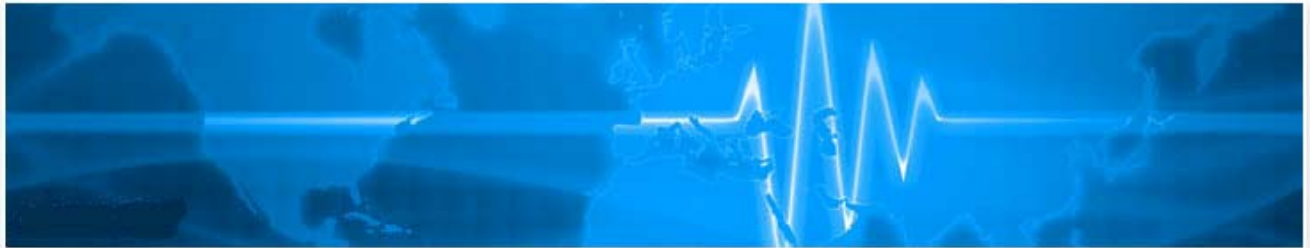
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## **2) RELEVANT ADS COMPANY PROFILE**

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### **A. Company Overview**

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Relevant Ads has been helping businesses achieve measurable local results through the Internet successfully for over 4 years. Relevant Ads specializes in Local Search Engine Optimization strategies and campaign marketing management for corporations and emerging organizations. As a leading search marketing technology company Relevant Ads is able to provide highly targeted results in search engines including Google, Yahoo and MSN ultimately delivering customized marketing solutions. Relevant Ads is headquartered in Fountain Valley, California, and employs over 15 professionals with various strengths to ensure client success.

The key to success for Relevant Ads has been its focus in helping customers successfully address the opportunity to communicate and market to today's consumers using local search engine optimization principles. The Internet has become a highly pervasive medium, second only to television, and while many businesses have taken steps to establish their online identity, they lack in delivering any substantial marketing value.

Our strategy has paid off well as our clients have been enjoying great success through their web initiatives. Additional evidence of success is the consistent stream of referrals that Relevant Ads receives.

## **B. Experience**

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Relevant Ads has delivered search engine marketing strategies for its customers to much success and constructed thousands of campaigns while managing an impressive streaming data syndication model.

Relevant Ads possesses a highly skilled leadership team. Combined they have over 30 years experience in developing web applications and search marketing and optimization campaigns. The team collectively posses degrees from major universities and have been technology visionaries for organizations of all sizes from start-up to Fortune 500. Additionally, they are consistently sought to speak throughout the nation for business technology events.

Relevant Ads has a dedicated support team of professionals to ensure your satisfaction. The reputation and success of Relevant Ads speaks volumes about the diligence of placing people in career positions that maximizes their strengths. The Relevant Ads management team dedicates significant amounts of time toward the hiring process to ensure you have talented, innovative, and responsible persons working on your projects.

## **C. Available Talent**

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The Relevant Ads pool of available talent for our clients covers a wide spectrum of strengths to ensure they receive the help needed from experts within a respective discipline.

- **Search Engine Marketers** - Leading professionals who have been certified by Google, Yahoo and MSN.
- **Search Engine Optimization Experts** - Award winning top ranked experts in the discipline of content and site optimization.
- **Customer Service Coordinators** – Consistently receive accolades for their dedication to follow through and availability to help.

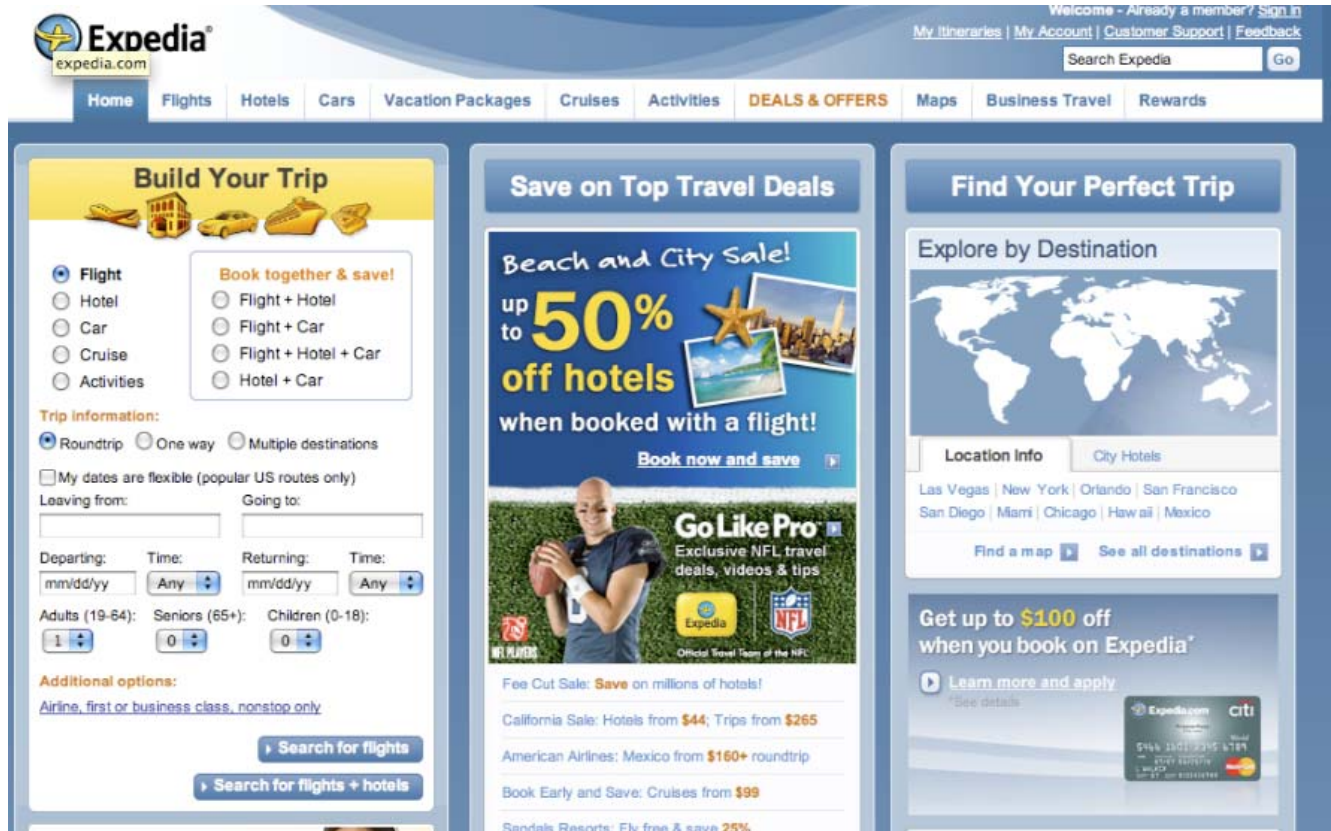
## **D. Technology**

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- **Applications** –a variety of custom developed tools that operate its products and services including: *RelevantAds Manager, RelevantYellow, Relevant Boost* and *Keyword Discovery Tool*. Our internal and proprietary tools are design to develop and manage bidding strategies, apply rules and thresholds with Pay-Per-Click search Engine Marketing Campaign.
- **Software Platform** –several servers to operate its business. We use Microsoft technologies including Windows Servers, Windows SQL Servers and has developed applications using Microsoft .NET and Visual C++.
- **Datacenter** –maintaining a production facility hosted at County of Orange County datacenter located in Santa Ana, California provides an uptime service level agreement of in excess of 99.95%.

## E. Samples of Optimized Campaign Work

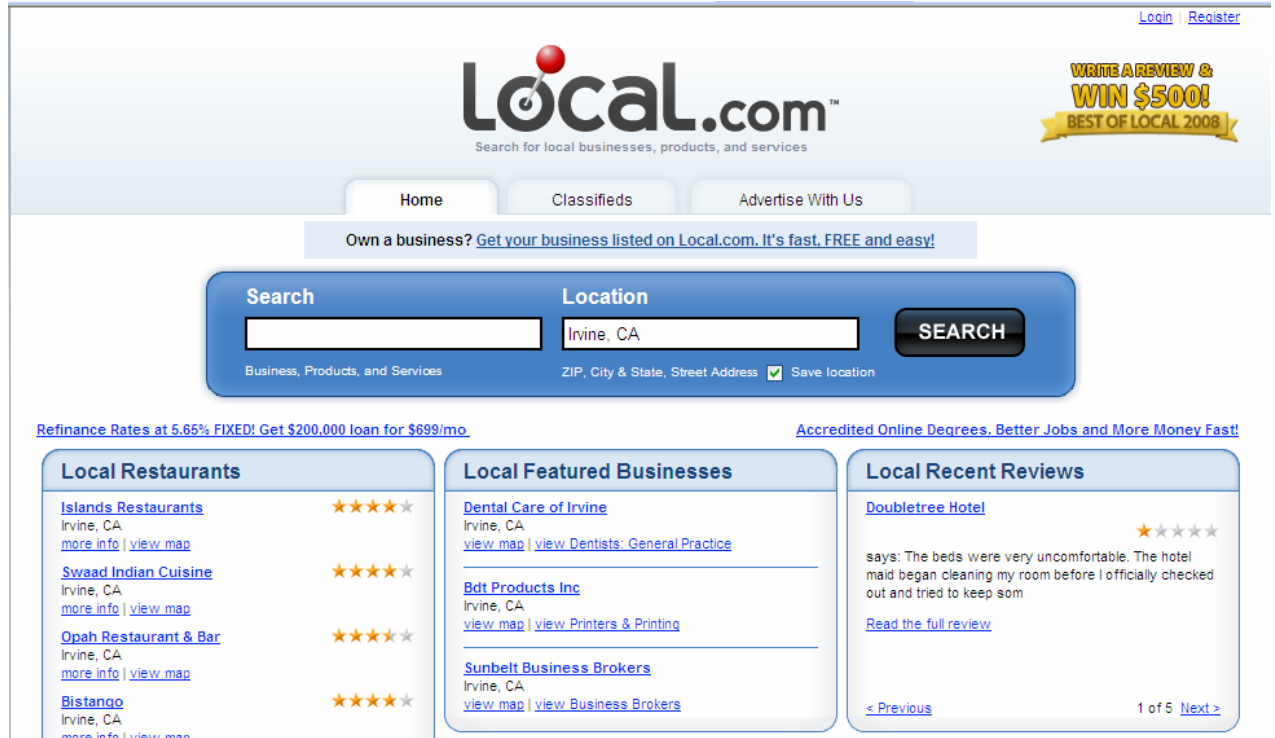
### i. Expedia (www.expedia.com)



RelevantAds managed and optimized Expedia's Corporate Services for search marketing.

- ✓ **85%** decrease in Cost Per Action Spending
- ✓ Increased qualified lead flow by **15%**

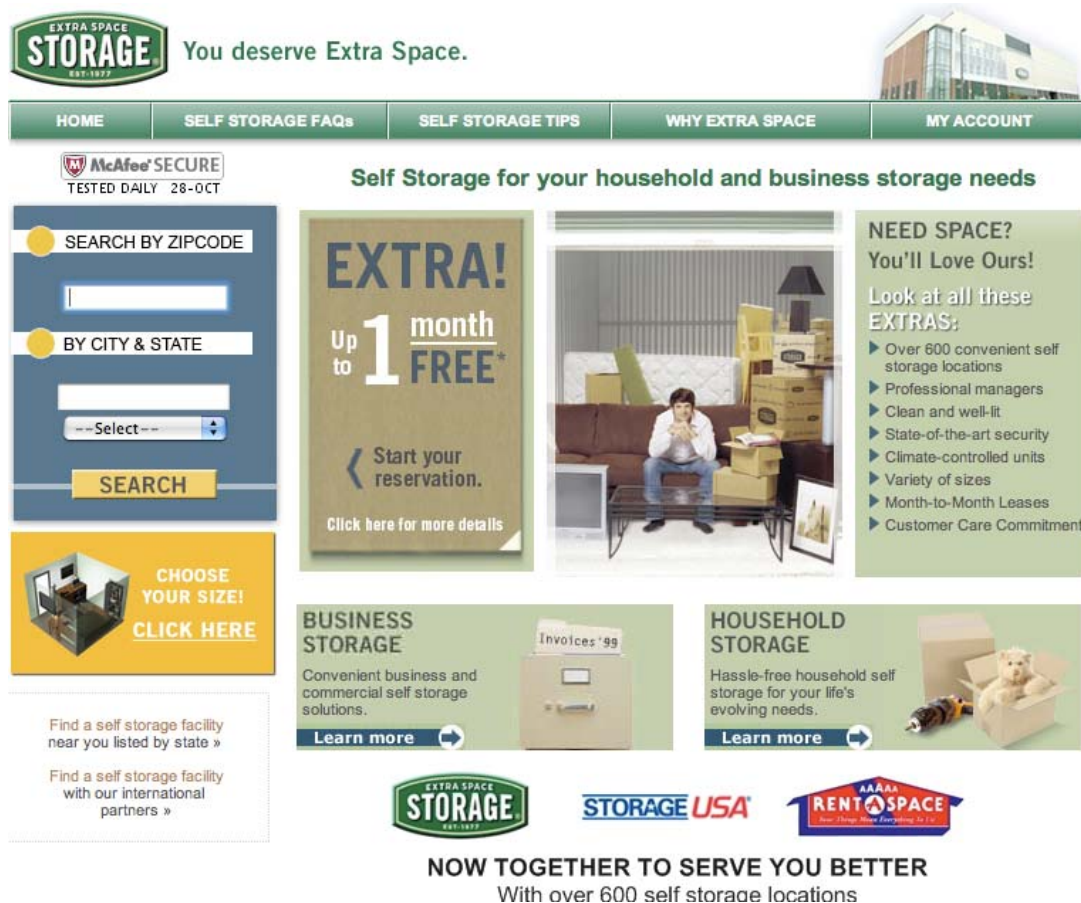
ii. Local.com ([www.local.com](http://www.local.com)) (NASDAQ:LOCM)



Developed, built and operated the search syndication technology

- ✓ Recognized as Fastest Growing Internet Site *by Comscore*
- ✓ 5 million unique visitors and over 21 million page views  
*November 2005*
  - ✓ 4,414,000 unique visitors in *November 2005*
  - ✓ 8 million unique monthly visitors *January 2006*
    - ✓ Over 39 million page views *January 2006*
- ✓ Managed a search marketing budget over \$1MM per month

**iii. Extra Space Storage (www.extraspace.com)**



The screenshot shows the Extra Space Storage website homepage. At the top, the logo reads "EXTRA SPACE STORAGE EST. 1977" with the tagline "You deserve Extra Space." and a photo of a storage facility. The navigation menu includes HOME, SELF STORAGE FAQs, SELF STORAGE TIPS, WHY EXTRA SPACE, and MY ACCOUNT. A McAfee SECURE badge is visible. The main content area features a search bar with options for "SEARCH BY ZIPCODE" and "BY CITY & STATE", a "SEARCH" button, and a "CHOOSE YOUR SIZE! CLICK HERE" button. A central banner advertises "EXTRA! Up to 1 month FREE" with a "Start your reservation" link. To the right, a "NEED SPACE? You'll Love Ours!" section lists "EXTRAS" such as over 600 locations, professional managers, clean and well-lit units, state-of-the-art security, climate-controlled units, variety of sizes, month-to-month leases, and customer care commitment. Below this, there are sections for "BUSINESS STORAGE" (convenient commercial solutions) and "HOUSEHOLD STORAGE" (hassle-free for evolving needs). At the bottom, logos for Extra Space Storage, Storage USA, and Rent-A-Space are displayed with the text "NOW TOGETHER TO SERVE YOU BETTER With over 600 self storage locations".

- ✓ Optimization and management of 600+ locations
  - ✓ Complete listing verification per location
- ✓ Data management and syndication to 200+ destinations
- ✓ Full tracking metrics and dynamic data modeling
- ✓ Rich media and unique content per location

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### **3) SEARCH MARKETING SOLUTIONS SUMMARY**

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Relevant Ads uses only proven placement techniques best practice optimization. This means the ability to maximize the efficiency of templates for any content management system no matter the complexity. Relevant Ads never participates in any unethical practice including the use of shadow domains, keyword stuffing, doorway pages, throwaway or cloaked pages. Relevant Ads is proud to share that it has never had a client removed or decreased significantly in the rankings for use of any exclusive techniques.

#### **A. Search Engine Optimization (SEO)**

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Our expertise in Search Engine Optimization (SEO) has a proven track record with many large and small companies, helping them to achieve primary search engine placement and dramatically increasing revenues.

- ❖ **Keyword Discovery & Webpage Optimization**
  - Data sources may include: WordTracker, Trellian, Good Keywords, SpyFu, Keyword Spy Google Analytics and Google AdWords (depending on access).
- ❖ **Title Tag Optimization**
  - Insure titles are less than 67 characters, contain the targeted search term, contain a value proposition, and contain a call-to-action, when possible.
- ❖ **Robots.txt Optimization**
  - Set the search engines informational crawl path
- ❖ **W3c Validation**
  - We validate website XHTML and CSS, as per W3C guidelines.
- ❖ **Reducing/Extracting Excessive HTML Source Code**
  - JavaScript and CSS can be optimized to improve the Text to HTML ratio.
- ❖ **Editing Content**
  - Our copywriters will work on modifying existing content based on the keywords being optimized. Keywords will be strategically used within the content based on various keyword densities. Spelling and grammar are also reviewed.
- ❖ **Image & Hyperlink Optimization**
  - We incorporate keywords in image tag "alt" attributes and title attributes of internal (onsite) hyperlinks.

## B. Link Building

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- ❖ Manual Links Submitted Monthly to Related Sites
  - We research a number of related sites and convince webmasters to add a keyword-rich link to the target page on the website Relevant Ads mini-sites.
- ❖ Submission to Local & International Search Engines & Directories
  - We submit your site to various local and international search engines and directories.
- ❖ Blog Network Management
  - We work with the blogosphere and blog networks to incentivize bloggers and as a targeted link building campaign
- ❖ Google, Yahoo!, MSN XML Sitemap Creation and Management
  - We insure the feed is up-to-date and submitted at least once per month
- ❖ Article Writing & Submission
  - We write and submit keyword-rich articles, with keyword-link rich link text

## C. Sponsored Search Engine Advertising (Paid Search)


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Sponsored listings can place a business at the top of Google and more within a matter of minutes. Our standard paid search account setup provides a balanced approach to pay per click advertising (PPC). Each location receives:


- ❖ Google Adwords account setup
- ❖ Personalized key phrase research and suggestion
- ❖ Daily maintenance of ad spend budget
- ❖ Detailed monthly reporting

### Sponsored Links

[Disneyland Discount](#)   
Book **Disney** Hotels, **Tickets** & Air  
Packages and Save at Expedia.com.  
[www.Expedia.com](http://www.Expedia.com)

[Tickets Disneyland](#)   
Info on **Tickets Disneyland**.  
Get Prices, Pictures & Ratings!  
[travel.yahoo.com](http://travel.yahoo.com)

[Free Disneyland Tickets](#)   
Get 4 free season **tickets** to  
**Disneyland**. Limited time offer.  
[Disneyland.Theme-Parks-360.com](http://Disneyland.Theme-Parks-360.com)

[Disneyland Tickets](#)   
Great Deals on Hotel Near  
**Disneyland/MGM** on CheapTickets@!  
[www.CheapTickets.com](http://www.CheapTickets.com)

## D. Reports

Our web statistics offer an insightful look into how your placement and ranking in each of the top search engines. This very critical metric provides a basis for ongoing optimization of text, design, search functionality and more. Each location will be able to track ranking and placement metrics individually.

- ❖ Placement analytics
- ❖ Monthly keyword ranking report
- ❖ Real time placement tracking

### RelevantAds Inc. publications

**Local Data Distributions**  
 The following websites use our enriched business listing to serve more relevant and higher ranking results on their site. Your enhanced business is listed with these sites and thereby providing broad exposure. rank (non-ranked): 4info.net, 90210.com (every us zip code url), Addresses.com, Anywho, Areaguides.net, Comcast, Cox Search – newspaper sites, Google (via distribution), Homestore, Insiderpages.com, Kudzu, Merchantcircle.com, Move, MSN YP (in addition to MSN Local), Openlist, Pricegrabber, Realtor.com, Smalltown, Superpages, Tylon, Welcomewagon, Yahoo, Yellow.com, YellowAssistance.com, YellowPageCity.com, Yellowpages, Yoke!, Yp.com, Yp.net.

**Select Publications**  
 Business listings are submitted directly to Google, Superpages and Yahoo. Below are verifications.

Local Placements					
Name	Keyword	Location	GoogleLocal	YahooLocal	MSNLocal
Team Appraisals Inc.	Appraisers	92840	1	5	
Team Appraisals Inc.	Real Estate Appraisal	92840	2	2	
Team Appraisals Inc.	Team Appraisals Inc.	92840	1	1	
Team Appraisals Inc.	Appraisal	92840	1	1	
Team Appraisals Inc.	Appraisals	92840	1	1	
Team Appraisals Inc.	Appraiser	92840	2	5	

Web Placements				
Name	Query	GoogleWeb	YahooWeb	MSNWeb
Team Appraisals Inc.	Team Appraisals Inc.	2	1	6
Team Appraisals Inc.	Appraisals in Garden Grove	1	1	7
Team Appraisals Inc.	Appraisals of Garden Grove, Orange County, CA	1	1	2

Keyword Coverage			
From :	10/28/200	To:	
	10/28/200	<a href="#">Submit</a>	
Keyword	Impressions	Clicks	Average Position
appraisal orange county	8905	54	3.822000
appraiser orange	3034	39	4.238000
appraisal in garden grove	289	4	7.046000
appraisal garden grove	163	2	4.894000
appraisals garden grove	82	3	5.945000
appraiser garden grove	72	1	7.108000
appraisers in garden grove	35	3	6.851000
reo appraisal san diego	20	0	4.880000
Total - content targeting	10	0	8.500000
property appraiser Garden Grove	8	0	5.500000
reo appraisal riverside	6	0	2.850000
reo appraisals southern california	5	0	5.980000
reo appraisals san diego	3	0	7.000000
reo appraisals orange county	3	1	2.700000
reo appraisals san bernardino	1	0	14.000000
reo appraisers southern california	1	0	9.000000
reo appraisal garden grove	1	0	4.000000
reo appraisal orange county	1	0	6.000000
<b>Summary:</b>	<b>12639</b>	<b>107</b>	<b>6.128556</b>

## 4) PROGRAMS & OPTIONS

Marketing Return on Investment is critical to any organization. A significant return aids in melding creativity with strategy to generate advertising solutions that are directly aligned with your marketing goals and objectives. We believe that everything we do must serve a purpose.

Relevant Ads **Local Splash** Programs (*Required for Extended Services*)

**Local Splash Select (\$159)**

- o Organic SEO and Local Maps
- o Local Business Directory Placement
- o Mobile Business Directory Placement
- o Local Business Profile
- o Mobile Business Profile
- o Results Tracking

**Local Splash Advance (\$199)**

- o Basic + \$40 Toward AdWords Sponsored Ads

**Local Splash Premium (\$259)**

- o Advance + \$100 Toward AdWords Sponsored
- o Local Splash Video (coming soon)

[OPTIONAL] Relevant Ads **Local Splash Website** Program (\$999 Setup, \$399/mo)

Includes:

- o Setup of one or more Relevant Ads mini-websites
- o On-page search engine optimization and aggressive keyword-targeting
- o **Strategic link building services** to mini-websites
- o Results tracking (ranking of 30 keywords + Google Analytics reporting)
- o Ability to write to a blog and syndicate content

[OPTIONAL] Relevant Ads **Hand-Built PPC** Program (See Appendix for Cost)

Includes:

- o Aggressive pay-per-click landscape built by PPC Experts
- o Conversion tracking and detailed campaign, ad, and keyword reporting
- o Minimum monthly budget for Google AdWords is \$1,500/mo.

[OPTIONAL] Relevant Ads **Extended SEO** Program (coming soon)

Includes:

- o 24/7 access to a dedicated Search Engine Optimization Expert

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**5) RELEVANT ADS CONTACT**

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Contact information for your Internet Marketing Consultants:

**[SALES REP]** *Internet Marketing Consultant*  
**[REP]**@relevantads.com

**Steve Wiideman**, *Production Manager*  
swiideman@relevantads.com

**Disclaimers:**

1. Total organic delivery varies and can take up to 90 days
2. PPC "build" takes up to three weeks, optimization can take up to 150 days
3. Relevant Ads will **not** require FTP access or any other login credentials
4. Relevant Ads does not control Google's algorithm, however our results are unparalleled

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**6) APPENDIX A: KEYWORDS**

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Below is a list of initial search terms the SEM Team and the customer have identified as the benchmark key phrases for (terms are based on behavioral targeting & conversion):

## 7) APPENDIX B: PAY-PER-CLICK ACCOUNT SETUP

Campaign management varies based on budget and ranges between 10% and 20% depending on budget (the more you spend, the lower the commission threshold).

The size of the account build out and number of keywords is also based on monthly ad spend projections. A smaller account, for example, may get three highly targeted campaigns with 5,000 keywords, where a larger account build may be just as targeted with up to 40,000 keywords.

Factors involved in the building of a robust PPC account include:

- Brand & Competitor Brand Names
- Behavioral-Targeting (buy, purchase, order, etc)
- Geo-Targeted (as applicable)
- Day-Parting (based on competitive landscape)
- Position Preference (based on competitive landscape)

### **PPC Build Costs**

<b>Monthly Ad Spend</b>	<b>Account Setup/Build</b>
\$1,500 - \$4,999	\$850
\$5,000 - \$9,999	\$1,450
\$10,000 - \$14,000	\$2,000
\$15,000 - \$19,999	\$3,000
\$20,000+	\$4,000