"TotalWeb Partners" Integrated Marketing *(Inbound Marketing Packages)*

Package Inclusions	Specifications	Platinum	Titanium	Kryptonite

Maximize WebSite's Effectiveness	Maximize & redesign the site or update existing content as needed to optimize the user experienced. Includes:
	• Custom Design with SEO responsive architecture
	• Modified navigation & Updated home page
	• Redesigned & Optimized layout
	• New header or logo & Favicon (if applicable)
	• Revised content as required on all existing pages
	• New pages including copywriting services
	• Customer Service Module; translator, chat, FAQ pg.
	• On-demand updates and reporting
	• Hosting, analytics, and client access to CMS
	• Multiple theme recommendations with up to 10 proofs and revisions using a best practices site audit to identify key improvement factors.
	• Html & interactive pages
	 o **Image, Photo, or Video Gallery** - Generation of a database with dynamic interactive functionality to display pictures, images, & videos (embedded via YouTube) and segregated by category.
	   ▪ Thumbnail, standard, and expanded views
	   ▪ Upload tools for self-service; Up to 3,000 files
	 o **Press Room** - Includes generation of a database with dynamic interactive functionality to display press releases and segregated by category. *Press Release writing included below.*
	   ▪ Publish existing releases
	   ▪ RSS feed
	   ▪ Upload tools for client; Up to 3,000 files
	 o **Locator** - Includes generation of a database with dynamic interactive functionality to display store or distributor locations based on geography and integrated with Google maps.
	   ▪ Map & text display
	   ▪ Upload tools for client; Up to 500 locations
	• E-commerce / Database option (Allocated as 3 pages)
	 o 100 sku entry into a secure catalog platform
	 o Client editing, import & reporting tools
	 o Selectable layout formats; title, text, attributes, & images
	 o Family tree index style
	 o Keyword and custom search
	 o Variable pricing; quantity or order total basis
	 o Shipping calculator, cross selling, + adv. features
	 o Includes 2 hrs per quarter e-commerce maintenance
	 o *See E-commerce packages for advanced details. Extra Sku's available at additional costs.*
	Web page count includes standard Html, Interactive, and SEO landing pages. (E-commerce = 3 pgs)
	Additional pages and services are available at an additional charge. See Web Site Add on Offers
		Up to 25 Pages	**Up to 30 Pages**	**Up to 40 Pages**

		5 Phrases	8 Phrases	12 Phrases
SEO Services; *Site Optimization, Landing Pages, Meta Data, Linking Campaign, Directory Optimization, and Sitemap Creation and Updating*	• **On-Page Optimization:** • Keyword research & selection • Page and image title setup and refinement. • Meta data (source based keywords and descriptions) to be integrated in the first several sentences of text on each page. • Relevant keywords to be integrated in related pages. • Landing pages (content rich pages) will be created for 50% of keywords based on the highest search yields, or if targeted pages exist, they will be updated expanding unique content and limiting duplicate content. • Pages are cross linked to increase prominence. • RWD or mobile pages will be updated or created to maximize exposure from mobile devices which is the fastest growing sector of search. • A sitemap is created, or updated if one exists, and submitted to the major search engines highlighting page titles to maximize keywords. • Local programs will have geographical modifiers throughout the meta data & optimized content, Google map integration, and SM GEO links. *Additional changes may be implemented dependent upon the keywords and site condition.* • **Off-Page Optimization:** • Inbound links, links from other sites, project a site's relevancy and a campaign targeting links to sites with relevant content will be implemented interest (minimum of 2 per keyword). • A social bookmarking campaign focused on sites with related content and / or user interest (minimum of 2 per keyword) will be implemented and updated periodically. • Links to related forums, news sites, blogs, Social media sites and directories will also be created and periodically updated. • Search engine submissions will be done upon launch and periodically only for new pages or pages with significant changes. *Additional content may be added*	**5 Phrases**	**8 Phrases**	**12 Phrases**
Social Media Marketing & Optimization	• A full spectrum SM marketing & optimization strategy will be implemented including joining relevant SM groups, cross linking SM profile urls within directories, integration of WebSite url to SM profiles, commenting on related posts, compelling video integration, and integration of content specific WebSite url's within SM posts. • Monthly profile updates on the Social Media sites. Profiles will be expanded with custom pages based on information from ongoing analyses and interviews. • Custom social media pages integrated with the company url. • Includes monthly discussions with the client on topical information (; company, product, service, and case study) to develop SM key word, customer targeting and post strategy. • **Local programs will have geographical modifiers throughout the profile content, map integration, and SM GEO links.**	**FaceBook Twitter Google + LinkedIn**	**FaceBook Twitter Google + Linked Specialty SM Site**	**FaceBook Twitter Google + Linked 2 Specialty SM Sites**

Blog, Social Media Posts, and Blog Comments	Keyword rich blog posts will be written & published on: • All social media sites • A blog on the company's site (including an RSS Feed) • The top 10 relevant directories. • Commenting on related blog posts and sites Posts are created from a "current market trend perspective" and focused on business services.	**8 each / Month**	**12 each / Month**	**16 each / Month**
E-Newsletters & Press Releases	• A CRM database, RSS press release feed, and opt-in E-Newsletter subscription, E-Newsletter publishing, and press release pages will be created. • New Web leads & current contacts will be loaded into the CRM. • TotalWeb will consult monthly to gather information, write the E-Newsletters and press releases, and provide guidance for promotions and topics to maximize user interaction. • Subscriber tracking, newsletter open, click through, and return rates will all be analyzed for performance with topic activity generation analyzed to guide upcoming newsletter content.	**2/ Mth**	**3 / Mth**	**Weekly**

White Paper, E-book, & Video Production & Optimization	• E-books and/or white papers will be produced based upon provided company differentiation or technical information.
	    o The copywriting service will be rendered by a market specialist or engineer dependent on the business type.
	    o Consultation and copywriting is included, but the client must provide the core details of unique market or business facts centric to the document topic.
	• Videos will be produced presenting key company or product information synchronizing to the targeted keyword search and social media site phrases. The videos will be 30 -60 seconds in length dependent upon available data. 2 Format options:
	    o Slide presentations
	    o Animated
	Including custom graphics, text bullets, and background sound or narration.
	Videos will be posted on YouTube and integrated into the client's site if desired.
		1 / Qtr	**2 / Qtr**	**Mthly**

Search Term Based Landing Pages	Unique content landing pages created and specifically optimized for the top targeted keywords. The pages will serve as the entry point for search engine visitors entering specific search terms and will focus on unique content, deep linking into the body of the WebSite, and promoting calls to action.	**2**	**4**	**6**

Strategic Consulting, Site Analysis, & Updating	The initial interview series, 3 - 2 hour sessions, will focus on understanding the services, customer targets, sales process, and establishing KPI's. That information will be used for initialization and throughout the program's term to align the Web focus with the core business objectives and processes. Periodic discussions with the client regarding topical information; company, product, service, and case study updates will provide information to be leveraged in the periodic refinement, analysis, and implementation of: • WebSite design, updates, and call to action targeting • Keyword research, targeting, and site optimization • Social Media profile management & optimization • Social Media & Blog writing • E-newsletter & Press release writing • Landing page evaluation and refinement • User path, keyword tracking, Google Analytics data, calls to action, and competitive keyword review and analysis. • Client can submit required changes to TotalWeb for modification of any existing content, navigation, or layout as needed. 2 hours per session of consultation and/or design. *As this function is intended to maintain an updated site, unused service hours can only be saved for one month to pass forward.* • Strategic analysis and consultation. Periodic analysis of Google Analytics, SEO rank reports, SM reporting, E-Newsletter activity, and resulting KPI's yielding strategy adjustment recommendations.	**Monthly**	**Bi-Mthly**	**Bi-Mthly**
Strategic Lead Nurturing	Implementation of the "Moz.com Pro Tools" software suite and Raven Tools Analytics; basic or advanced feature implementation. BASIC LEAD NURTUTING AUTOMATION • CRM lead database (sfdc) with lead management • Lead source analytics (Raven Tools) • Lead E-mail integration (Constant Contact) ADVANCED LEAD NURTURING AUTOMATION • Basic + • Lead quality insights • Site, SEO, & SM content recommendations based on activity results and lead activity.	**Tracking Only**	**Tracking + Basic Lead Nurturing Automation**	**Tracking + Advanced Lead Nurturing Automation**
Setup	NO SETUP CHARGE	$0	$0	$0
Monthly Cost		**$2,400**	**$3,200**	**$4,000**
Additional Pages or Mthly Blog Post		$20	$20	$20
Additional Key word phrases		$40	$40	$40

6 Month minimum commitment
Down Payment: First 2 months of service
Subsequent billing will begin for month 3

Contact TotalWeb Partners for ordering details
Email: sales@TotalWebPartners.com ~ Phone: 216-264-3573