



Shanahan Global Consulting Inc. DBA "SEO4Advisors"
bshanahan@seo4advisors.com
Phone: (516) 299-6063
97 Bellmore Road, East Meadow, NY 11554

Search Engine Optimization (SEO) Services Order Form

Please scan and email to bshanahan@seo4advisors.com or request e-signature link.

Client Information:

Client Name: _____

Primary Office Address: _____

Website URL: _____

Telephone: _____

Primary Contact Name: _____

Primary Contact Email: _____

Proposed Service Offerings:

WEBSITE DESIGN AND HOSTING

Wordpress Website: Beautiful, customizable, easy-to-manage website

___ **Wordpress Website Design** (\$3,500 for up to 10 pages, \$5,000 for up to 20 pages)

- Website design with beautiful, responsive Wordpress Themes
- Full compatibility for PC, tablet, and mobile
- Advanced design functionality including image slideshows, video, social media integration
- Unlimited storage, Auto archiving, Plugin selection and installation
- Coaching of staff members on site management and page creation

___ **Website Hosting** (\$30 / month, paid annually = \$360)

SEO AND MARKETING

___ **SEO Audit:** A key first step in assessing and improving your firm's online presence (\$800)

- Comprehensive website audit for full analysis and recommended steps for online success
- Analyze on-page SEO metrics including page titles, meta descriptions, headline and image tags, interlinking of pages, content strategy, etc. Create list of most important changes to be made.
- Analyze most important off-page SEO metrics including website authority, inbound links from important sites, and social media positioning. Make recommendations for next steps.
- Compare keyword rankings and key metrics with top competitors. Create list of recommendations based on findings.
- Compile all findings and present to client. Answer questions on implementation and provide up to one hour of support guidance.

___ **Analytics and Local SEO** (\$1,400; \$500 for each additional office location)

- Set up Google Analytics to monitor Website traffic; Link with premium SEO tools
- Create and/or optimize Google Places profile and Bing Local to attract mobile and local search
- Create profiles in the 15 most important local business directory sites

On-Page SEO Content (\$3,500 for 4-pgs /\$5,300 for 8 pgs./\$6,200 for 12 pgs./\$7,100 for 16 pgs.)

- Interview to understand business and identify keywords
- Keyword research: create list keywords with estimated reach projections and competitiveness; create plan for targeting keywords throughout website
- Edit or write up to 1,200 / 2,400 / 3,600 / 4,800 words of website copy to target keywords
- Optimize on-page SEO: page titles, keywords, meta description
- Use SEO-friendly mark-up techniques including bullets, headline tags, bold text
- Change website URLs to make them SEO friendly, where possible
- Create and submit to Google a XML sitemap
- Optimize image file names, alt tags, and/or captions according to target keywords

Post-Optimization Analysis and Analytics (\$1,400)

- Monthly SEO Reports for 3 months after initial optimization and link building
 - Keywords being targeted with corresponding search engine ranking
 - Competitor comparison; Website traffic increase/decrease percentage
- Tweak initial SEO optimization according to post-engagement reports and competition comparison (ongoing for 3 months)
- Analyze Google Analytics and provide solutions for improving visitor conversions
- Ongoing recommendations for SEO and online marketing best practices

Off-Page SEO and Link Building (\$2,300)

- Review competitor websites to compare inbound link portfolios and identify opportunities
- Identify and optimize relevant online profiles for key business and advisor listing sites
- Set up blog, help create content strategy and calendar
- Coaching on content distribution strategy via social media and other means

Social Media (\$800)

- Create/optimize social media profiles (Twitter, Facebook, LinkedIn) for 1 advisor, 1 firm profile (\$500 each additional advisor)
- 1 hour of coaching on best practices

SEO Guru (\$3,200 annual retainer, paid quarterly: \$800) – 8 hours per quarter

- Ongoing website tracking and analysis with premium SEO tools
- Track SEO improvement regularly and make adjustments as necessary
- Provide monthly SEO reports showing keyword rankings and competitor analysis
- Adjust optimization according to search engine updates
- Check and clean website HTML errors to maximize SEO efforts
- Analyze competitor websites to compare inbound link portfolios
- Build website domain authority by gaining high quality, relevant inbound links at pertinent directory sites, creating online profiles, and via organic link exchanges with other advisors and allied professionals
- Facilitate promotion of company news and blog posts over the web



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___ **Google AdWords (Pay Per Click)** (*\$500 setup then \$1,400 annual retainer, paid quarterly for budgets less than \$500/month; \$800 setup then \$2,000 retainer for budgets more than \$500/month*)

- Set up Google AdWords (Pay Per Click) to target more competitive keywords
- \$50 in Google Adwords credit if firm's first campaign; 1st quarter mgmt. fee included in setup fee
- Creation of multiple text and image ads
- Analysis of web analytics on landing page to improve new visitor conversion percentage
- Quarterly reports listing number of clicks, click %, and AdWords money spent

___ **Hourly Web Design / Consulting and Support** (*\$150 hourly, package of 20 hours for \$2,000*)

Total Costs:



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SEO SERVICES AGREEMENT

THIS AGREEMENT IS MADE (Date)_____ by and between Shanahan Global Consulting Inc., DBA "SEO4ADVISORS" (hereinafter referred to as "SEO4Advisors") and _____, (hereinafter referred to as "Client"). Page one and of this agreement (the "Order Form") is considered an integral part of this agreement.

WHEREAS CLIENT is in need of professional assistance with search engine optimization (SEO) of a website and related online marketing; and WHEREAS SEO4ADVISORS is in the business of providing such professional assistance with respect to website search engine optimization and online marketing for the financial service industry; now THEREFORE, it is hereby agreed by and between the parties as follows:

FIRST: SEO4ADVISORS will provide the services listed on page one of this agreement.

SECOND: CLIENT agrees to pay upon signing this agreement the fee for SEO Services of \$_____. If including ongoing retainer, client will be billed quarterly for a minimum of one (1) year. After one year, client may cancel in writing (email).

THIRD: CLIENT acknowledges that neither SEO4ADVISORS nor any principal or employee thereof is an attorney or compliance officer and that neither SEO4ADVISORS nor any principal or employee thereof has or shall provide any legal, regulatory, compliance advice to CLIENT whether professional or otherwise. CLIENT accepts responsibility for all legal, regulatory, and compliance-related issues arising out of the CLIENT website and search engine services and agrees to indemnify and hold SEO4ADVISORS and all of its principals and employees and any related entities harmless and free of liability from any economic damages or financial losses arising from any legal or compliance-related issue(s).

FOURTH: CLIENT acknowledges and agrees that: SEO4ADVISORS services are provided on an "as is" basis, and CLIENT's use of the services are at CLIENT's own risk; SEO4ADVISORS will provide such services to the best of its professional knowledge and ability but does not warrant that the services will be error-free, or completely successful, and does not claim to make any guarantees, including but not limited to, attaining particular search engine rankings or a particular number of website visitors or new business for CLIENT. CLIENT agrees to indemnify and hold harmless and free of any liability SEO4ADVISORS and all its principals, employees, and related entities from any economic damages or financial loss arising as direct or indirect result of the services provided under this agreement.

FIFTH: If any provision of this Agreement or its application to any person or circumstances is found to be invalid or unenforceable, the remainder of this Agreement or the application of that provision to other persons or circumstances shall not be affected and shall remain in full force and effect.

LASTLY: This Agreement contains the entire understanding of the parties. Any oral understandings are incorporated and merged in this Agreement. No representations were made or relied upon by either party except as set forth. This Agreement may not be changed unless both parties agree to the change in writing.

Agreed To By: (Client Signature) / (Client Name in Print)

Date: _____