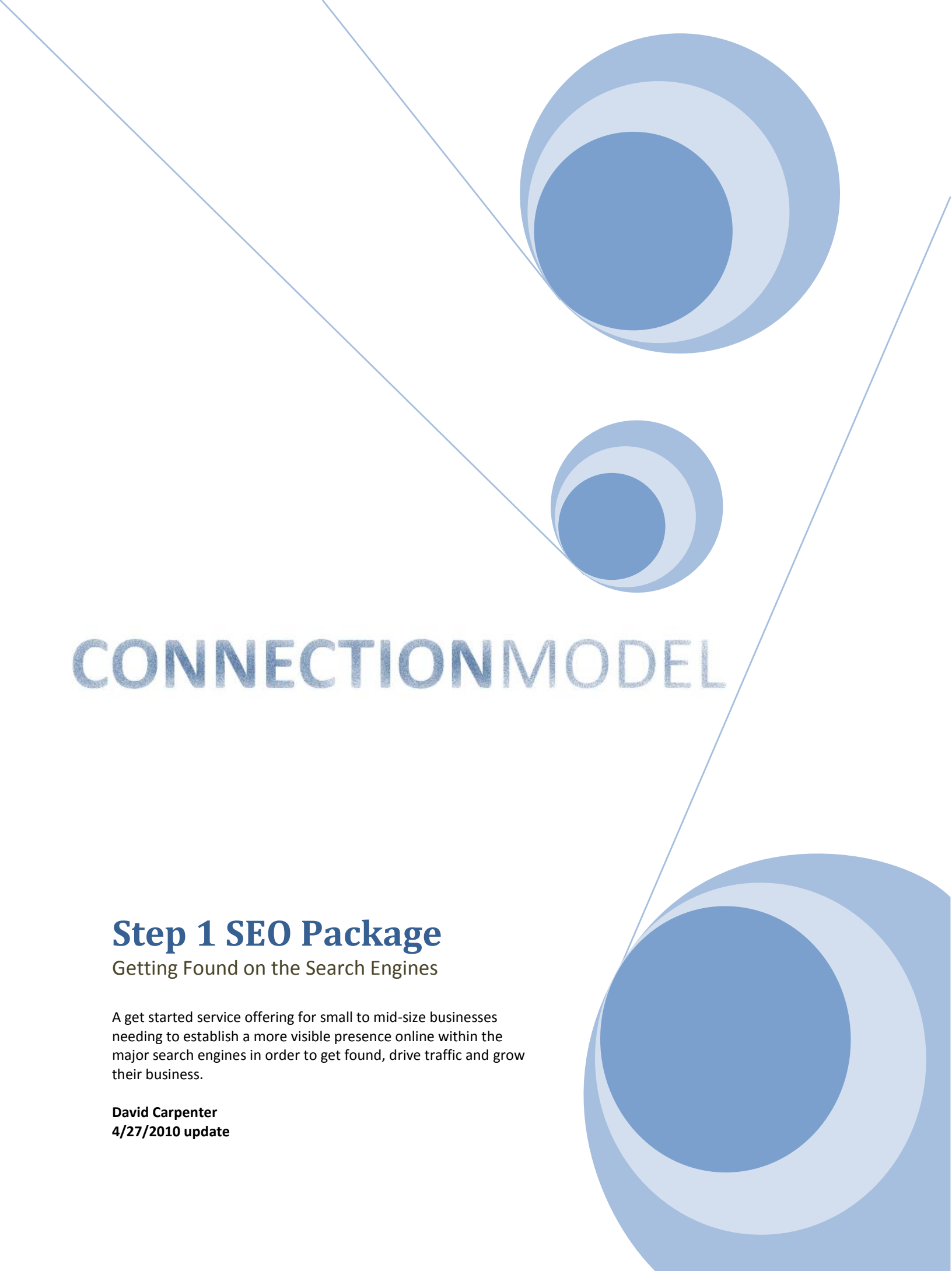


A decorative graphic featuring three blue circles of varying sizes, each composed of concentric rings. Two thin blue lines intersect at the top left, and a third line extends from the top right towards the bottom right. The circles are positioned in the upper right, middle, and bottom right areas of the page.

# CONNECTIONMODEL

## Step 1 SEO Package

Getting Found on the Search Engines

A get started service offering for small to mid-size businesses needing to establish a more visible presence online within the major search engines in order to get found, drive traffic and grow their business.

**David Carpenter**  
**4/27/2010 update**

## WHO WE ARE

Connection Model is a West Coast-based digital search firm that focuses on ROI driven campaigns. Our roots are in measurable, accountable direct marketing, so everything we do is measured and evaluated in order to meet business objectives.

## EXPERIENCE

- Specialists in Search Marketing Since 2002
- Direct marketing/communication experts – know how to integrate the traditional with the contemporary.
- Proven track record delivering results for small and medium-sized businesses
- Working with Integrated Online Marketing Programs Including Affiliate, Display, Email, Natural Search, Paid Search and Social Media to Maximize Results
- Managing dozens of programs for companies ranging from 20 to thousands of employees
- Using Best-of-Breed Analytical Applications and key 3rd party market research companies including AdGoroo, Compete.com, Google Trends, Google Insights, Keyword Discovery, Quantcast and Wordtracker.

## CERTIFICATIONS

- Inbound Marketing Certified Partner – HubSpot and InboundMarketing.com

## RESULTS\*

Our Organic SEO initiatives have resulted in Top Rankings for extremely competitive generic keyword phrases on Google (sometimes in as little as a few weeks after engagement!). Below are examples of live rankings:

- #1 for Microsoft hosting Seattle
- #3 for exchange hosting Seattle
- #2 and #3 for unified communications Seattle
- #8 for Microsoft training center
- #5 for art galleries Vegas
- #4 for digital search agency
- #19 for digital marketing blog
- #4 for digital marketing orange county
- #1 for idol prediction project
- #1 for connection model
- #1 for search, social media and digital marketing
- #12 for mechanical engineering consulting

\*Please note: some of these rankings will vary by geography, personalization (iGoogle), etc.

## SEARCH ENGINE OPTIMIZATION

**What is SEO?**

Search Engine Optimization (SEO) involves marketing and making adjustments to your website to help you appear higher in the list of results on Bing, Google, Yahoo and other major search engines. With several hundred million searches daily, businesses need to focus on their web presence. When prospects go searching online for your services, it's important to appear on the first page of results in order to bring significant traffic to your website and, ultimately, more business to you.

**How We Achieve Results**

We start by doing an analysis of your current website and online rankings. From there, we determine the work needed and the keywords and phrases we'll be working on to bring your site to the front page of Google. We'll make adjustments to your current website making it as 'search engine friendly' as possible for the terms we're targeting. We'll fix errors that may be preventing rankings and make changes to your content to help boost your position.

- Keyword Research to Identify optimal keywords for your business
- Keyword Target List Development, geographic modifiers
- Search Engine Position Keyword Ranking Reports
- On-site page optimization edits for up to 20-pages

**Regional SEO Focus**

SEO on either a regional, local or national level can be challenging but we have service programs to match each objective. This JumpStart package is economically priced to provide local and regional SEO search result ranking improvements. With Bing, Google and other search engines moving to a more "localized" search algorithm for results, targeting local and regional keywords will only become more valuable over time. The goal: Win the web; starting from your town out.

**Reporting**

Our traffic building SEO program comes with a free installation of Google Analytics into your website. This allows you to monitor increases in traffic to your site on a daily basis. In addition, you'll receive reports via email every month detailing your current ranking position for all keywords and phrases on the campaign.



**STEP 1 SEO PACKAGE SCOPE OF WORK****PHASE 1 – WEBSITE & SEO ANALYSIS**

Analyze site structure, meta tags, alt tags, headings, images, and more  
Research off page SEO results for indexed pages, traffic, inbound links and more  
Check site readability level, PageRank, Moz Rank and more  
Evaluate site architecture for “spiderability”  
Analyze competitor traffic, links, keywords and more  
Discover top target keywords (30-40)  
Recommend SEO implementation

**PHASE 2 – ON-SITE OPTIMIZATION**

Install Google Analytics on site, set automated weekly reports  
Add SEO tags: title, description, keywords, H1 tags, alt images and more  
Edit site for ideal SEO keyword placement and density  
Edit internal link structure and anchor text  
Optimized for up to 20 pages of site  
Create and/or update XML sitemap  
Establish baseline metrics  
Deliver detailed Monthly SEO ranking and summary reports

**PHASE 3 – OFF-SITE OPTIMIZATION**

Submit your site to more than 300 search engines and directories  
Create and/or optimize primary social media accounts (Facebook, Twitter, LinkedIn, YouTube)  
Bookmark site on social sharing networks (Digg, Delicious, etc.)  
Write and submit one article or press release  
Optimize and distribute article or press release to more than 50 sites  
Submit and/or update and confirm local Bing, Google and Yahoo directory listings  
On a monthly basis, we will analyze the results of your campaigns and make changes and/or recommendations

**ONGOING REPORTING & SUPPORT**

Weekly Google Analytics dashboard reports  
Monthly detailed SEO summary reports  
Ongoing refinements and tweaks to on-page and off-site SEO elements  
Full email and phone support

## PRICING & GUARANTEE

### PRICING

For a limited time this SEO Step 1 package is being offered to small businesses at a reduced rate of \$7,500; 40% off our normal rate. This is a one-time fee, paid equally over six months.

### GUARANTEE

**At least 40% of the total keywords will land on the first page of Google at some point throughout the campaign.**

- We will always strive for 100% of keywords to hit the 1st page of Google. **The SEO GUARANTEE** is just to assure you results, NO matter what, or you will get your money back.
- If we do not meet our **SEO GUARANTEE**, we will continue working for up to three months free of charge to meet the promised rankings. If, at this point in time, the promised rankings are not met, all proportional money paid towards the keywords that did not meet their promised rankings will be refunded.
- Your Package costs are prorated in equal installments and billed to your credit card, in order to maximize your monthly marketing cash flow while provided tangible results, now!

### GET STARTED

To get started with this package, request a proposal meeting with our team. We will walk you through the details of the package and showcase some SEO quick wins and low hanging fruit specific to your site and target keyword objectives.

If you agree to move forward we will sign an agreement and immediately perform your keyword research within two business days. Once you approve that target list, we'll install the baseline Google Analytics and begin work on your on-page SEO elements within two business days.

You will be provided weekly dashboard reports, monthly summaries and have access to our team at any time should you have questions about your SEO package or results.

You can literally see noticeable improvements in your SEO rankings within weeks, with off-site optimization efforts beginning to take hold in two and three.

Our SEO optimization process works, and we're willing to guarantee the results to you.