



Project Ideation

Prepared for:

Prepared by: Sage Lewis, President

April 2, 2010

Executive Summary

Objective

You are looking to expand their online presence through search engine optimization.

SageRock has put together a proposal of services that give options of services based on scale and scope. With these options you will be given a variety of options that can meet both financial budgets and desired goals.

What follows is a list of basic services that SageRock offers. Different services are meant for different clients at various stages of their web marketing implementation and are not meant to be a one-size fits all or cookie-cutter solution. Instead they are presented to show an array of the different ways that SageRock could help as your digital marketing solution.

Any of this can be customized in order to meet specific needs.

Consultation Services

Since 1999, SageRock has been proud to offer its search engine expertise to businesses of all sizes in the form of customized consultation. Many businesses attempt to bring certain aspects of their digital marketing efforts in-house. We enjoy working hand in hand with your marketing and development teams to ensure that your strategies fall into line with current search engine best practices and ideals.



Ideation

- **Site Assessment and Evaluation** - If you are new to Web marketing or you are simply interested in getting to know SageRock one of the best ways to quickly and affordably do that is through a 60 minute site assessment and evaluation by phone with Sage, the president and owner of SageRock. Sage started SageRock with his wife Rocky in 1999. They have been doing Web marketing ever since. Sage is a renowned expert in Web marketing and speaks at national search engine marketing conferences and major corporations around the country. A 60 minute site assessment with Sage is assured to give you a unique perspective of your online presence.
- **Private Monthly Webinars** - The decade-long experience of being steeped in Web marketing has given Sage a unique opportunity to see a great deal in this space. SageRock makes available private monthly webinars with Sage and the people on your interactive team. These one-hour webinars are an excellent way to increase your knowledge about Web marketing in general and your web presence specifically. These are an affordable and quick way to get your Web marketing questions answered.

Engagement

Custom Site Audit - A custom site audit created by SageRock is one of the most comprehensive documents you will ever receive concerning your online strategy. If you are new to Web marketing or are interested in seeing the quality of work that SageRock produces a custom site audit an excellent place to start. In addition, you also receive a three-hour overview strategy session at SageRock or as a online webinar. We are also able to offer this overview strategy session at your company for an additional fee.

Complete Site Audit includes a thorough SEO analysis of your existing site, including a detailed breakdown of what is going right and wrong on your website from an SEO standpoint. This document can be used as a basis for your overall web marketing plan. The site audit includes: Keyword Research, Web Site Design & Content Analysis, Link Analysis, Search Engine Strategy Recommendations, and Summary.

Analytics Assessment and Key Performance Indicators Strategic Analysis - We generate comprehensive reports analyzing the site's most-wanted response, traffic entry points, paths through site, stickiness/page-view ratio, and the visitor-to-sales conversion rates. SageRock then meets/conference calls with clients to discuss and analyze the results and make recommendations about web marketing strategy and site usability.

Search Engine Optimization

80% of all Internet users go immediately to a search engine when online. 30-40% of the users click on the first organic listing. SageRock wants to work closely with you to ensure you 1) don't lose any current positions and 2) understand best practices for moving higher in the SERP's.

Sage Lewis is awesome with SEO. I was excited to take this class and he did not let me down.

Ideation

- **Industry Market Research** - Online Market Industry Research and corresponding document – determining “competition,” site legitimacy landscape, looking into what your competitors online generally do well (community building, good usability, consistent online presence, etc.), determining your website’s advantages and disadvantages within the online space. This document will also consider your target markets online and help isolate your online marketing campaign objectives, such as page views, sign ups, downloads, etc.
- **Key Phrase Research** - Determining the most searched and best long-term keyword strategy. This will determine what your customers are searching for and what phrases companies like yours are using on their sites. By determining this we can focus on phrases that not only bring in qualified traffic but also are often overlooked by the competition. This research is the base for all other search-engine-marketing efforts.
- **Competitor Research** - Online Market In-depth Competitor Research and corresponding document – analyzing your competitor's Design, Content, and Links for organic optimization viability, usability, and other online marketing savvy. This data will tell you your competitor's strengths and

weaknesses. SageRock will take a closer, more in-depth look at what certain competitors are doing in the social media space.

- **Complete Site Audit** - A thorough SEO analysis of your existing site, including a detailed breakdown of what is going right and wrong on your website from an SEO standpoint. This document can be used as a basis for your overall organic optimization services and general web marketing plan. The site audit includes: Keyphrase Research, Web Site Design & Content Analysis, Link Analysis, Search Engine Strategy Recommendations, and Summary.
- **Link Bait Strategy** - Link popularity is an essential part of organic optimization services. These incoming only links cannot be bought or bargained for effectively any longer. Websites must create content worth linking too and then promote that content to encourage linking. SageRock can help brainstorm and create a link bait campaign that will establish your website as an industry leader and generate the incoming links needed to do well in organic search listings.

Engagement

- **Optimize the Technology -- Site Technical / Redesign Consultation** - SageRock will work with your designer to review the existing website(s) and make detailed technology and design recommendations that pertain to achieving higher results in organic search listings. These recommendations will be for SEO-friendly design and will include best practices for coding, navigation, URL structure, redirects from old site, and other factors influencing organic optimization. Clients will need to help designers prioritize these organic optimization service elements and will need to insist on implementation if changes are desired.
- **Optimize the Content -- Site Wireframe Creation** - SageRock will structure the best organic optimization themeing strategy based on the breadth of the chosen phrases, their competitiveness in your field, and the current design, navigation, and content structure of your sites. Themeing is defined as deciding what pages will be optimized for which phrases and how all those pages should

interconnect to best guide spiders through the site and give engines the best presentation of important content.

- **Meta Tag and Content Optimization** - Working with existing site pages to optimize the Meta tags and make organic optimized content recommendations for existing internal site pages. These new optimized codes and content suggestions will be based on our phrase research and sent to you or your designer as .txt files to be pasted into appropriate pages.
- **Site Map Creation** - Creating or optimizing the text and XML site map for your website. This helps search engine spiders move through the website quickly without getting hung up in traditional navigation.
- **Optimize Links** - Internal Link Optimization - Implement keyword-rich text links through the site to improve keyword saturation rates, search engine placement, navigation, and usability.
- **Link Directory Placement** - Our link expert will dedicate time targeting link placements with related directories. A master document will be created to track which links were acquired and which are pending.

User Experience

- **Blended Search Organic Optimization Services -- Google Business Center** - SageRock will submit the address feeds, help follow up with Google and your offices about the listings, Follow up in the Business Center interface to make edits and updates, create Paid Listings in the center when appropriate with maps and logo links.
- **Social Media Organic Optimization Services** - SageRock will make sure that all Social Media content is properly tagged with key phrases to help with blended search SEO. This includes press re-

lease review and recommendations before online distribution, video and picture tagging recommendations, and content recommendations within sites like Facebook, MySpace, and Linked In.

Review

- **Organic Position Tracking Report** - SageRock will also run monthly SEO Position reports to determine where your site is positioned currently online. We organize that information in several spreadsheet and visual formats. This service will illustrate growth in organic engines and measure the success of our organic optimization service initiatives.
- **Missed Opportunity Matrix** - Using web log tracking, search result, and search query data, we can determine the number of potential customers searching for your products or services online and then determine what percentage of the market share you currently capture within the online space. We then outline each opportunity for expansion and growth and project potential market share increases after SEO implementation is complete.
- **Quarterly Strategy & Review** - This service encompasses all elements of digital marketing. There is the Review of User Experience through analyzing test results, web log or tag data, and conversion results. But there is also the review of the conversion goals themselves, the marketing cycle, user behavior, the industry trends, the changing online landscape, and competitor market position.

Strategic Web Analytics

Web analytics tools like Site Catalyst, Yahoo! Web Analytics, Web-Trends, and yes even Google Analytics, are mostly glorified data collectors. At SageRock we have the knowledge and experience to understand what this data means and how to take effective actions focusing on goal-oriented results.



Ideation

- **Strategic Analytics Audit** - SageRock will perform a thorough review and analysis of your existing Web Analytics accounts including tag, URL, and log tracking. We will isolate where data holes exist and make recommendations on what tools or system changes can best connect dots between missing data gaps in different conversion, marketing, and sales cycles. Elements analyzed include online downloads, form submissions, end to end purchase, call tracking, account setup, interaction opportunities, buy flow drop off points, etc.
- **Missed Opportunity Matrix** - Using web log tracking, search result, and search query data, we can determine the number of potential customers searching for your products or services online and then determine what percentage of the market share you currently capture within the online space. We then outline each opportunity for expansion and growth and project potential market share increases after SEO implementation is complete.

Engagement

- **Google AdWords Tracking Setup** - SageRock will require Google AdWords code implementation to key process "Thank You" pages within all websites. This code is essential for Paid Search ROI tracking by Phrase and Ad Copy and will be a requirement for desired Paid Search and Usability tracking.
- **Google Analytics Setup** - SageRock will recommend but not require that Google Analytics code be used on as many pages as possible in the MMOH websites to help ensure the accuracy of Web Trends and to collect more levels of data on Paid Search and Usability tests.
- **Web Log Tracking Program Setup** - After gaining vendor access SageRock will review all reports and Log Software Setup as it exists currently. We will then make Setup Requests to capture the information we will need in an ideal format for our purposes. SageRock will then run Regular Reports and issue an executive summary and analysis with additional deeper level details about key points of interest.

User Experience & Review

- **Strategic Web Analytics Report Generation & Analysis** - We generate comprehensive site traffic and usability reports analyzing and compiling data from all of these tracking tools. SageRock then meets/conference calls with your team monthly to discuss and analyze the results and make recommendations about web marketing strategy and site usability.
- **Organic Position Tracking Report** - SageRock will also run monthly SEO Position reports to determine where your site is positioned currently online. We organize that information in several spreadsheet and visual formats. This service will illustrate growth in organic engines and measure the success of our SEO initiatives.

SageRock SEO Bundles

- What follows are five potential search engine optimization bundled solutions that are meant to give a comprehensive plan for a variety of budgets.
- These services are organized in a way that give you a wide array of services that we have seen over the years give our clients a systematic SEO approach.
- By choosing a SageRock SEO bundle you will be sure that you are receiving all of the search engine optimization services you need to maximize your presence on all the major search engines.
- In addition to being comprehensive, these SageRock SEO bundles are also a cost savings. Packaging these services together will cost you less than if you were to purchase them from SageRock in an à la carte fashion.
- Keep in mind that any of these bundles can be customized and tailored to your specific needs. If you feel there is something you don't need or would like to augment a particular solution all of that can be done.
- We feel that any of these solutions would give you all of the services they need for a comprehensive search engine optimization strategy.

Monthly Search Engine Optimization Complete Solutions - Ordering as a complete solution gives you a comprehensive plan and saves you money.	Small Business SEO Solution	Savvy Small Business SEO Solution	Medium Business SEO Helper Solution	Medium Business SEO Assistant Solution	Medium Business SEO Complete Solution
Comprehensive Key Phrase Research - If you get your key phrase research wrong, all your other SEO will be wrong.	✓	✓	✓	✓	✓
Link Building - Possibly the most important aspect of search engine optimization today.	✓	✓	✓	✓	✓
5 Link Requests per month	✓	✓	✓	✓	✓
10 Link Requests per month		✓	✓	✓	✓
20 Link Requests per month			✓	✓	✓
30 Link Requests per month				✓	✓
40 Link Requests per month					✓
Optimization - This is the on-the-page work that helps you target very specific key phrases in the search engines.	✓	✓	✓	✓	✓
Meta Tag and Content Optimization	✓	✓	✓	✓	✓
5 total pages optimized per month	✓	✓	✓	✓	✓
10 total pages optimized per month		✓	✓	✓	✓
20 total pages optimized per month			✓	✓	✓
35 total pages optimized per month				✓	✓
50 total pages optimized per month					✓
Statistics - Web marketing is so powerful because of the level of statistical analysis available. Not measuring your campaigns is like throwing money away.		✓	✓	✓	✓
Statistical Analysis and KPI Review		✓	✓	✓	✓
Emailed Report		✓	✓	✓	✓
Call to review monthly statistics and KPI's			✓	✓	✓
Search Engine Positioning Statistics - One very clear way of determining SEO success is measuring increases in search engine positions on the major engines. You will be able to track your progress with these reports very clearly.	✓	✓	✓	✓	✓
Search Engine Positioning Statistics KPI Review	✓	✓	✓	✓	✓
Monthly Emailed Report	✓	✓	✓	✓	✓
Call to review monthly statistics			✓	✓	✓
Overview and Proactivity - A high level view of your online marketing progress is crucial in determining how you are doing as the industry continues to grow and change at its constantly fast pace.	✓	✓	✓	✓	✓
Assessment of Strategy & Proactivity Guidance	✓ Bi-annually	✓ Bi-annually	✓ Quarterly	✓ Quarterly	✓ Quarterly
Emailed Document	✓ Bi-annually	✓ Bi-annually	✓ Quarterly	✓ Quarterly	✓ Quarterly
Phone Call Overview			✓ Quarterly	✓ Quarterly	✓ Quarterly
Phone Call Overview with Sage			✓ Bi-annually	✓ Quarterly	✓ Monthly
In person meeting with SageRock team Including Sage			✓ Annually	✓ Bi-annually	✓ Quarterly
SageRock Fee	\$1450 per month	\$2450 per month	\$4500 per month	\$10,000 per month	\$15,000 per month
Individual Services Value	\$1,800	\$4,000	\$7,400	\$13,500	\$19,500
Your Monthly Savings	\$300 per month	\$1500 per month	\$2900 per month	\$3500 per month	\$4500 per month

Since 1999 SageRock has worked with many companies of many sizes.

These are some of our clients:



Case Studies

Choosing the right Web marketing company for your needs can be a confusing process. While there are many aspects to consider, there is one ultimate priority: RESULTS.

SageRock bases every campaign on measurable, specific results.

SageRock is completely focused on getting your more traffic, more leads, more sales and more money.

These are some of the successes companies have had with SageRock:



Problem: Brand Leader has poor positioning online in an incredibly competitive free listing arena. The project started February 2008 with the understanding that we will begin to see results in July 2008.

Solution: Develop and implement a Phased SEO program that drives some immediate results in free listing and builds on that success for the future.

Strategy:

- Phase 1: Extensive Market, Competitor, and Phrase Research; Tag Optimization; Site Map Creation
- Phase 2: Content creation; Blog Setup
- Phase 3: Measurement and Refinement

Result: Even though SEO will not fully pay off until July through Jan. 08, after only 3 months we have placed the site on:

MSN

Position #3 for Fax

Over 900 million competitors: 943,000,000

Google

Position #7 for Fax

Over 1 BILLION competitors: 1,020,000,000



Charter Communications

Problem: Charter sees a dramatic drop in overall activity on charter.com and online orders during the months of February through April, year after year.

Solution: Instead of focusing on generating orders, focus on building engaged site traffic through Social Media and Paid Search and the orders will follow.

Strategy: Build buzz and traffic (unique and repeat) with a memorable, buzzworthy campaign. An eBay-style auction, letting customers and prospects bid to pay a single price for High-Speed Internet service for the rest of their lives. Build a viral component with an official Sweeps contest and then create a page presence on MySpace, FaceBook, and numerous blogs (to establish fans and friends). Reinforce that presence with text and banner advertising in multiple Social Media channels: YouTube, Friendster, and other Demo and Location targeted PPC.

Result: Over 2000 new unique registered users giving email, phone, and address information. Over 20% online order volume lift during Q1.



Problem: After acquiring a new domain for branding, Organize.com (formerly Organize-Everything.com) was

afraid of not being able to come up for their name, since the key phrase "Organize" has about 78,000,000 competitors.



Solution: SageRock was hired to consult and help with the redesign transition.

Strategy: During the restructuring we instituted massive 301 redirects. We have also pursued an aggressive link and affiliate management campaign to reinforce the new name. Approximately 30 pages of product level Meta tag and copy optimization was also completed.

Result: The new website, which will still undergo additional optimization, is currently number 1 in Google and MSN for "Organize." This phrase has 76,600,000 competitors in Google.



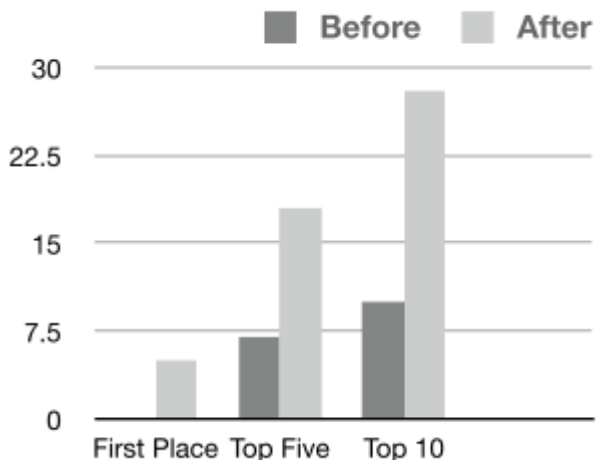
Problem: NCSA has seen great results in Paid Search, but spends up to \$500/day for qualified lead generation. Could SEO get them "free" clicks and qualified leads?

Solution: They asked us to take the knowledge we have gained from running their Paid Search and leverage that data to de-

velop and implement an SEO strategy for long term, low cost, qualified leads.

Strategy: We isolated top converting phrases from Paid Search, completed extensive market and competitive research in the free listing space, and then unified phrase messaging throughout the site in tags and copy. We also helped optimize technical site issues like navigation, use of CSS, and URL structure.

Result: After 6 months the website has tripled free search listings, including five never-before-seen first place positions, including #1 in Google for Sports Recruiting Specialists with 1,860,000 competing sites. And #2 and #3 in Yahoo for College Athletics Scouting with 5,230,000 competing sites.



About SageRock

Founded in 1999

The screenshot shows the SageRock website homepage. At the top left is the SageRock logo with the tagline "the digital marketing agency™". To the right of the logo is a search bar and a "Home" link. Below the logo is a navigation menu with links for Home, Solutions, Services, Resources, Company, and Contact. The main content area features a large image of a smiling woman. Overlaid on this image is a text box that reads: "SageRock - The Web Marketing Digital Agency. The Web Marketing Digital Agency, SageRock Inc., was founded in 1999 to help clients engage customers across an ever expanding interactive marketplace. By using a nationally experienced, independent marketing agency focused only on digital deployment, our clients are able to navigate easily through this industry, take a holistic approach, leverage the right tools, and experience seamless implementation." To the right of the main image is a "Request a Proposal" button with a right-pointing arrow. Below this is a "SageRock Digital Marketing Blog" section with two entries: "Search Engine Marketing News – August 18, 2009" and "Celebrating Bad Poetry Day". Below the blog section is a "Sage's Videos" section with a video player titled "Why Hire SageRock:". To the left of the video player are two columns: "Ideation" with a lightbulb icon and "Engagement" with a gear icon. At the bottom right of the screenshot is a "TESTIMONIALS" section with a heading and a paragraph of text.

The Digital Marketing Agency, SageRock Inc., was founded in 1999 to help clients engage customers across an ever expanding interactive marketplace. We enable our clients to be effective through a multi-tiered strategy while utilizing our various web marketing services including search (SEO), paid search (PPC), social media, and vertical targeting. Embracing and performing in emerging digital fields such as mobile, rich media, behavioral targeting and dynamic engagement while constantly refining our efforts to yield the best return for our customers is our specialty.

Web Marketing Success with SageRock

- Ideation - Your SageRock team takes the time to understand your unique industry, brand, and market position, so that we can combine our expertise with yours and create the right strategy to reach your customers and meet your objectives.
- Engagement - Effective and on-schedule implementation is a given when working with SageRock. Our experienced staff work only with digital media and are not overloaded with web design or offline projects. Your team has time to take care of your account and time to research their specialties to stay on top of what's cutting edge in their digital field.
- User Experience - The experience your customers and leads have with your brand is a top priority at SageRock. We don't just push promotions into digital channels and hope for results.

In this industry, everything about user behavior and experience is measurable. Once we engage your audience, we take the time to understand their experience and optimize campaigns in real time.

- Review - We set the baseline, measure the results, analyze the data, and gain valuable insight to refine on-going strategy. With a perpetual review of its performance, we are able to constantly perfect your campaign and ensure it exceeds your expectations.

SageRock Inc. has never in its 10 year history risked our client domain integrity with black hat techniques such as cloaking, tag or pixel stuffing, hidden text, link farming, comment spam, or layering content under images using div tags.

The SageRock Difference

SageRock is all about making you money. Since we began in 1999 our work has always been judged by how many sales we have gotten for our clients and what our cost per sale is. Design firms don't think this way.

**Your professionals are
the best**

"We enjoy working with you and the entire team over at SageRock. Your professionals are the best and have really helped us to learn and improve in terms of SEO." -- Tracie Kuczowski, Foundation Software

"Great work - we are really pleased we had you come to do this! . . .

Not only do we understand that if no one can find your site, you might as well not have a site at all, we also understand that if your site isn't making you money you might as well not have a site at all.

SageRock makes you money. Period.

About Sage



Sage Lewis is the President of SageRock Digital Marketing. SageRock has been a leader in Web marketing since 1999 offering search engine optimization, paid search marketing, social media marketing and analytics. Sage speaks nationally with Search Engine Strategies and other prominent Web marketing organizations. Sage is also “The Web Marketing Video Guy” with over 500 Web marketing videos published. Sage writes as an expert for SearchEngineWatch.com in the “Promotion and Link Building” section of the site. Sage is a highly dynamic speaker that offers a depth of knowledge only possible through his decade of experience in the Web marketing industry.

Sage believes that Web marketing is possibly the greatest transformation in the history of marketing. The passion he has for Web marketing is continually communicated and instilled into the culture of SageRock. This passion creates an environment of only doing what is absolutely best for the SageRock clients and providing the highest possible level of Web marketing service.

This dedication to extreme excellence isn't something that is hoped for as some sort of long-term goal, it's the base level of expectation for everyone who works at SageRock.

Sage doesn't want to be the biggest. He just wants to be the best.

SageRock Contract Terms

SageRock Indemnification

Notwithstanding anything to the contrary contained herein, SageRock warrants to Client that the services and other related materials provided to Client under this Agreement by SageRock will not infringe any United States patent, trademark, copyright, or other intellectual property right of any third party. Moreover, SageRock hereby agrees to indemnify, defend, and hold Client harmless from and against any claims, actions, or demands alleging that the services and/or the other related materials provided to Client by SageRock under this Agreement infringes any patent, copyright, or other intellectual property right of a third party. Should the services and/or other related materials become the subject of any infringement claim or suit, Client shall permit SageRock, at SageRock's option, to either replace or modify any affected SageRock services and/or other related materials so as to avoid infringement or to procure the right for Client to continue using such items or, if neither of such alternatives is available to SageRock on commercially reasonable terms, the infringing items shall be returned to SageRock and SageRock shall refund the amounts paid therefore by Client under this Agreement.

Client's Intellectual Property

Title to and ownership of Client's Intellectual Property Rights shall at all times remain with the Client. This Agreement shall be not construed to grant to SageRock or any other party any right, title, or interest in any of Client's Intellectual Property Rights whatsoever, or any right to copy, modify, or lease Client's Intellectual property Rights. Under no circumstances shall SageRock, nor shall SageRock permit any third party to knowingly, reverse assemble, reverse compile, reverse translate or otherwise reverse engineer Client's Intellectual Property Rights or otherwise attempt to learn or derive the source code, structure, algorithms or ideas underlying any of Client's Intellectual Property Rights. In no event shall SageRock knowingly use, or knowingly permit any third party to use, Client's Intellectual Property Rights in any manner not specifically authorized hereunder. "Intellectual Property Rights" collectively means any and all copyrights, patents, patent registration rights, business processes, disc rights, mask works, trademarks, trade names, service marks, servicenames, trade secrets, and know-how rights arising or enforceable under U.S. law, foreign law, or international treaty regime.

Termination

Either party may terminate this Agreement upon thirty days written notice to the other party. Except as expressly required by law, in the event of termination of this Agreement, neither party shall be liable to the other, because of such termination, for compensation, reimbursement or damages on account of the loss of prospective profits or anticipated sales or on account of expenditures, inventory, investments, leases or commitments in connection with the business

or goodwill. Termination shall not, however, relieve either party of obligations incurred prior to the termination.

Confidentiality

Each Party agrees at all times during the term of this Agreement and thereafter, except as may be otherwise required by law, to hold in strictest confidence, and not to use, except for the benefit of the Disclosing Party, or to disclose to any person, firm, or corporation except for the benefit of the Disclosing Party and with written authorization of an authorized officer of the Disclosing Party, any Confidential Information of the Disclosing Party. The Parties understand that "Confidential Information" means any of the Disclosing Party's proprietary information, technical data, trade secrets or know-how, including, but not limited to, franchise owners, potential franchise owners, leads, vendors, suppliers, accounts, business plans, marketing plans, research, product plans, products, services, customer lists and customers (including, but not limited to, customers, franchise owners and/or potential franchise owners, suppliers, and/or vendors of the Disclosing Party on whom the Receiving Party called or with whom the Receiving Party became acquainted during the term of this Agreement), software, developments, inventions, processes, formulas, technology, designs, drawings, engineering, finances or other business information disclosed to the Receiving Party by the Disclosing Party either directly or indirectly in writing, orally, or by drawings or observation. The Parties further agree and understand that Confidential Information does not include any of the foregoing items that has become publicly known and made generally available through no wrongful act of the Receiving Party or of others who were not under confidentiality obligations as to the item or items involved or improvements or new versions thereof. For purposes of this Agreement, the Party disclosing Confidential Information shall be referred to herein as the "Disclosing Party" and the Party receiving such Confidential Information shall be referred to as the "Receiving Party."

Access, Authorization, and Content

For the purposes of providing these services, client agrees to provide:

- FTP access to the main site for uploading new pages and proprietary software, and making mutually agreed changes in order to achieve and maintain positioning.
- Where FTP access is not possible, client agrees to provide an email address of a technician who can upload requested changes on a timely basis. SageRock.com cannot be held responsible for delays once the technician has been notified of the upload request. A copy of the request will be sent to client.
- Client authorizes SageRock Inc. use of all client logos, trademarks, Web site images, etc., for use in creating optimized pages and other uses as deemed necessary by SageRock.com for search engine marketing and optimization.

- If Client's site is light in textual content, client will provide additional relevant text content in electronic format for the purpose of creating additional Web pages. If clients cannot provide content and require SageRock.com to create content, additional charges will apply.

Permission to Link

Client hereby grants SageRock.com permission to include the Client's graphic logo and a hypertext link from SageRock's "Our Clients" Web page to the home page of Client's Web site. Neither party shall be liable to the other party for the content of its Web site or links on its Web site to other Web sites. SageRock acknowledges that Client may terminate this Permission at any time with or without cause by giving notice to SageRock.com. Grantee must remove the hypertext link to Grantee's Web site within 10 days of receiving such notice.

Work Edits

SageRock.com will produce a maximum of three copy written versions of optimization work – the original version, a second edited version after client input, and a final edited version after client input. Optimization work includes Title, Description, Keyword, and Alt tags; all modifications for optimization of existing content, creation of new content for optimization, and creation of Google, Yahoo, and other PPC ad copy.

Changes to Work

Once our work is approved in writing, clients take ownership of said work and SageRock.com is not responsible for changes made to the work -- by other parties or by the client, either before or after uploading to the web site -- after this final approval. Changes made to our work after final approval that adversely affects the search engine rankings of the Client's website will not be SageRock's responsibility. Re-implementing search optimization WILL require additional service charges.

Ownership of Data

After the first twelve (12) months of payments are received, SageRock.com agrees that its work product produced in the performance of this Agreement shall remain the exclusive property of the Client, and that it will not sell, transfer, publish, disclose or otherwise make the work product available to third parties without Client's prior written consent. Any rights granted to SageRock.com under this Agreement shall not affect Client's exclusive ownership of the work product.

Payment Terms

SageRock.com will begin work immediately upon receipt of this signed contract/proposal, but no work will be delivered until the deposit or first monthly payment is received.

Client shall make full payment for services by the date stated on the invoices and shall pay contract deposit upon receipt and agreement to the contract. SageRock.com shall provide detailed invoices and shall maintain, and provide, upon request, backup documentation for a period of

one year from the date of the respective invoices. For monthly payments, the client is billed at the first of every month. Payment is due Net 30 days. Work is suspended if payments lapse beyond Net 45 days.

Invoice Schedule

The above SageRock Services shall be performed only for the specified contract agreed upon by the Client. The total price shall depend upon the services selected by the Client.


Proposal Acceptance

I authorize SageRock to perform the services as selected below. I understand by signing this Agreement that SageRock will begin allocating and scheduling resources in advance to perform the services as indicated above and that work will not be delivered to client until payment is received. If this Agreement is canceled before completion, Client agrees to pay for all completed services.

Select Desired Service

- Small Business SEO Solution - \$1450 per month**
- Savvy Small Business SEO Solution - \$2450 per month**
- Medium Business SEO Helper Solution - \$4500 per month**
- Medium Business SEO Assistant Solution - \$10,000 per month**
- Medium Business SEO Complete Solution - \$15,000 per month**

SageRock, Inc.
129 N Summit St #4
Akron, OH 44304
(330) 379-9000
By: Sage Lewis, President

By: 
Date: April 2, 2010

Client: _____

Address: _____

Phone: _____

Email: _____

Signature: _____

Print Name: _____