



Local Submit Proposal

Presented by:

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PROPOSAL VALID FOR 30 DAYS

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Smart Link Local Submit

Local Submit enables a local business to create a Master Business Profile™ which distributes core business data to the major Search Engines, Internet Yellow Pages, Local Directories, and Local Search Engines. The Master Business Profile is also built for organic distribution on search engines like Google. Algorithmic search engines will crawl, index, and rank the profiles, which serve to compliment advertiser exposure achieved through the distribution of profile content. Profiles are created and store within a branded-reseller directory or local search environment. See attached flyer for more details on our newest and most effective product for getting more local traffic and business from your website.

We offer the following packages:

Enhanced Package – \$100.00 Monthly Investment; Annual Commitment and Renewal

- Create a Master Business Profile which distributes core business data to the major Search Engines, Internet Yellow Pages, Local Directories, and Local Search Engines.
- We will create a comprehensive set of keyword phrases for your business. These keyword phrases are search queries that prospects type into a search engine when looking for your product and service offerings.
- Work with client to choose the most relevant keywords to include in the Master Business Profile.
- Enter all information provided by client into the Master Business Profile.
- Train client on the use of Business Profile Back Office.

Call Tracking - \$15.00 Monthly Investment; Annual Commitment and Renewal

- Unique toll free number used to track the calls received directly from the Profile.
- Rings to existing local number.

Copywriting & Editorial Services – \$40.00 Monthly Investment and Annual Commitment

- Text from current website, marketing materials and keyword research will be used as a basis to create ad copy for the Business Description, which includes:
 - What We Do
 - Business Products
 - Business Services
 - Brands Offered
 - Specialties
 - Custom Services Tab
 - Special Offers Tab (If Applicable)
- Text will be posted to the Master Business Profile and You will have an opportunity to approve / revise text once.

Local 6-Pack Optimization Package – \$100.00 Monthly Investment; Annual Commitment and Renewal

- Do keyword research to maximize traffic, leads and customers.
- Claim listings in the 6 major Local Directories – Google local, Yahoo local, Bing Local, SuperPages, InsiderPages, and MLive.
- Add photos and videos to listings if available from client.
- Increase the number of citations or links to local listings.
- Increase trust in local listings by submitting to over 50 Internet Yellow Pages, Local Directories, and Local Search Engines.
- Provide before and after listing results in first 90 days. Quarterly traffic results of current listings in Google for the first year.



**Reputation Management, Email Marketing & Online Surveys – \$120.00 Monthly Investment;
Annual Commitment and Renewal**

Smart Link Solutions, LLC will work with you to develop a successful Online Reputation Management (ORM) strategy that will drive word-of-mouth sales and establish or restore your online reputation and customer trust.

Our Services include 3 components, all built into 1 simple package

1. Customer Feedback

- Collect reviews and Testimonials about your business; let your customers sell for you.
- Our dispute resolution feature will collect additional information from the customer and put you in touch with them privately to help you resolve their issue before it gets posted online.
- Your SLS account will allow you to collect unlimited reviews and testimonials through links, emails, Twitter, Facebook, and more!
- Our review publishing tools will easily let you post your reviews onto your website.
- Creation of a custom page on your website or Smart Link Solutions' website with instructions and links to your Local Business Listings for Google, Yahoo, Yelp and Insider Pages so your customers can leave positive reviews.
- Set up thank you page with coupon on your website (if desired) to encourage customers to leave a positive review.
- E-Book with detailed explanation on how to implement a successful Customer Review Policy for your business.

2. Email Marketing

- Create (2) customized E-mail template for follow-up with clients, encouraging them to leave positive reviews on your local business listings.
- Import e-mail addresses of website visitors and current customers into our sequential auto responder software.
- Send (1) email blast to existing customer base encouraging them to leave positive reviews on your local business listings.
- E-mail software can then be used to send e-mails to customer base informing them of new products, specials, services, and newsletters.
- Up to 2,500 customers are included with unlimited e-mails. Nominal charge for over 2,500 customers.
- Opt-in e-mail and statistical analysis package included with software.
- Two hours of basic training and support included per year. More extensive training packages available upon request.

3. Online Surveys

- Learn what your customers are thinking send them a survey.
- Easy to use and flexible.
- Choose from Yes/No, Single & Multiple Choice, Free-Form and Matrix-style.
- Send your surveys by email and share them on Facebook and Twitter.
- View responses as they come in.



Additional Website Optimization Plans:

Enhanced Pay per Click Package

- Research of high traffic, targeted, relevant keywords for your products, services or industry.
- Design landing pages and write content for landing pages
- Headlines and various offers will be tested, drawing from a history of proven methods from our other clients.
- Only pay for traffic that actually visits your site.
- Traffic will be targeted to your specified area (regional, national or international)
- Use keyword research to determine appropriate bids.
- Cost of clicks is between \$0.10 and \$2 per click, depending on what you are willing to pay. We will set daily limits per campaign based on your monthly budget.
- Set up account with Google Adwords.
- 24-7 access to real-time reporting for all traffic counts.
- Weekly management of bids to keep client in top positions of Google.
- Minimum \$300 per month for bids.
- Traffic will begin to appear within one week after submission.

Consulting Fee for Local PPC: \$3,500.00 One Time Investment, Plus \$300 per Month to Manage Bids (\$300 Monthly Minimum in Usage).

Blog Setup, Submission & Postings

Smart Link Solutions, LLC offers a complete blog solution that builds links to your website which promotes traffic, visitors and greater page rank. This includes:

- Link to your blog from the homepage of your website
- Create a subdomain with your registrar
- Setup blog and customize design blog to look like your website
- Keyword and topical research on relevant topics.
- Copywriting for four keyword rich blog articles that will be systematically posted.
- Write a title for your article
- Optimize blog articles with best practices for SEO
- Connect your social media accounts for analysis and publishing
 - A. Twitter, Facebook Business Pages, LinkedIn, YouTube and your website
- Each blog post is automatically formatted to attract search engines

Consulting Fee: \$1,900.00 One Time Investment – Optional \$100.00 Monthly Investment for 4 new submissions to major blog directories.

Facebook Social Media Campaigns

A quarter century ago, successful **marketing** meant handing out business cards. Today, it means an extensive social media campaign rooted in a **Facebook** business page. **Social media** has never been more important when establishing your business as a viable market competitor. Let **Smart Link Solutions, LLC** create and populate your Facebook business page and steer you in the right direction toward solidifying your **Social Media** presence.

Some Facebook Facts

- Over **550 million** active users. ***Your clients and prospects are there!***
- **50%** sign in every day – ***sometimes more than once!***
- Over **690 million** status updates posted daily. ***Your clients and prospects are engaged!***
- Over **2 million** businesses are on Facebook. ***Get your Facebook real estate ahead of your competition!***



Facebook Deluxe Business Page

Extensive social media campaign rooted in a Facebook business page. Let **Smart Link Solutions, LLC** create and populate your basic business page and steer you in the right direction toward solidifying your **Social Media** presence. Let us consolidate and refine up to two pages of your current website, and tab them right into your **Facebook** business page. This graphical approach will set you apart from your competition; **Facebook** members will land on a business page that is more than just a standard blog wall with pretty pictures. This approach also gives your existing website very targeted and relevant visitors, immediately.

- Development/Creation – With optional monthly management
- Company Overview, Mission & Goals, Copy Editing, Logo & Brand Incorporation, Likes & Interests, Web Links, Partnerships & Affiliations, Products & Services, Photo Uploads & Optimization, Contact Information, Addresses & Locations, Phone & Fax Numbers, Directions & Parking...

Consulting Fee: \$1,200.00 One Time Investment

Optional Monthly Maintenance Packages

Level One: Facebook Maintenance Basic (\$299.00 monthly investment)

The preponderance of information and the sheer velocity of the metamorphosis of marketing practices make it virtually impossible for any business owner to effectively manage their corporate identity in the social networking world. At **Smart Link Solutions, LLC**, we are the specialists. Let us do it for you. In addition to three hours a month spent generating content, this package includes a monthly marketing meeting with you to discuss status updates, current company events, fan strategies, and asset updates.

Level Two: Facebook Maintenance Plus (\$499.00 monthly investment)

Facebook is an arena that is constantly evolving with new features and capabilities. Several hours must be spent weekly to keep your fans, and ultimately your customers involved. This package includes six hours of Facebook updates a month. Additionally, bi-weekly contact will keep **Smart Link Solutions, LLC** up to date with the latest news in your company so that we can convey this activity to your customers.

Level Three: Facebook Maintenance Ultimate (\$699.00 monthly investment)

Fortune 500 companies have in-house marketing strategists working full-time to develop and implement Facebook content. Let **Smart Link Solutions, LLC** dedicate a professional to become familiar with your business, and ultimately make it a true Facebook success. This package includes eight hours of Facebook management a month with weekly client contact. There is no better way to gain exposure for your company and convert the hundreds of millions of members on Facebook into clients of your company.

Facebook PPC (Cost of Campaign plus 30% fee (minimum monthly investment of \$250.00/month))

With the astounding amount of consumer time spent on Social Media versus search engines, Facebook pay-per-click (PPC) campaign serves as the perfect complement to any Facebook package. Let **Smart Link Solutions, LLC** manage your Facebook campaign and get fans that are destined to be your future clients. This option is available for the advertising of a business page or a specific product or service.



Enhanced Link Package

- Submit your site to the following high page rank directories:

DMOZ	Yahoo Directory	Jayde.com
GoGuides	JoeAnt	Gimpsy
Uncover the Net	Site-sift	Web Directory
Linkopedia	Search Site	Internet-Web-Directory.com
- Write one keyword-dense Press Release and submit to PR Web.

Many of these links will appear gradually, over time, as directories get around to adding you and as other sites syndicate your content, we will have set into motion a gain of anywhere from 50 to several hundred links to your site.

Consulting Fee: \$2,700.00 One Time Investment; \$1,250.00 Annual Commitment and Renewal

Local Website Optimization (Website Required)

Keyword and Search Engine Optimization

- Research and report on relevant keywords in client's industry, number of historical clicks as well as predictors of future click through (this report usually turns up a minimum 100 keywords, usually more depending on the product and industry)
- Work with client to choose relevant keywords
- Enhance Meta tags such as keywords, title and page descriptions.
- One time manual submission up to 92 major search engines.

Consulting Fee: \$1,500.00 One Time Investment and Submission

Other Details

Change Management

Sometimes the scope changes during a project. If, during the creation process, a need arises to have additional work done, that work will be bid on as a separate project. Additional work may or may not affect the timeline of the overall project; each instance will be assessed individually. Additional work beyond the scope detailed here will not be done without the client's approval.

Travel

Smart Link Solutions, LLC routinely completes successful projects without needing any on site meetings between designers and clients. Most communication should take place through phone, fax, and email to streamline the speed of completing the project. However, on site meetings will be done as required.

TERMS AND CONDITIONS

You agree to cooperate fully with **Smart Link Solutions, LLC** and provide to us, in a timely fashion, any and all materials, information, data etc. requested of You by **Smart Link Solutions, LLC**.

Warranty

Smart Link Solutions, LLC warrants that its services hereunder will be of a professional quality conforming to generally accepted industry standards and practices.



Limitations on Warranty

The warranties above are exclusive and in lieu of all other warranties, whether express or implied, including the implied warranties of merchantability and fitness for a particular purpose. In order to receive warranty remedies, deficiencies must be reported to **Smart Link Solutions, LLC** in writing within 30 days of completion of those services.

Limitation of Liability

Under no circumstances shall **Smart Link Solutions, LLC** be liable to client as a result of the services provided by **Smart Link Solutions, LLC** under this Agreement or arising from any claim relating to this Agreement or the subject matter hereof. Such limitation of liability shall apply to prevent recovery of direct, indirect, incidental, consequential, special, exemplary, and punitive damages whether such claim is based on warranty, contract, tort (including negligence), or otherwise (even if **Smart Link Solutions, LLC** has been advised of the possibility of such damages). Such limitation of liability shall apply notwithstanding a failure of essential purpose of any limited remedy and to the fullest extent permitted by law.

Severability

In the event that you fail to provide to **Smart Link Solutions, LLC** the materials, information, data, etc. within a reasonable period of time, **Smart Link Solutions, LLC** may at its sole discretion terminate this contract. Should termination of this agreement occur by **Smart Link Solutions, LLC**, You shall lose their deposit.

Terms of Payment

The undersigned, you, agree to pay to **Smart Link Solutions, LLC** for goods and services according to **Smart Link Solutions, LLC's** terms and conditions which are: Net cash on the 30th day of the following month after date of service. If not paid by the 30th of the following month, the account is past due and you agree to pay interest on the unpaid balance in the amount of one and one half percent (1.5%) per month until the account is paid in full. Should it be necessary for **Smart Link Solutions, LLC** to place this account for collection, suit or other legal proceedings you agree to pay all costs and expenses of collection, suit or other legal action, including reasonable attorney's fees.

Term of Contract

This contract shall be in effect for one year from date of acceptance and is not subject to cancellation during the first year of the contract. Also, renewal contracts are of one year duration and after acceptance by **Smart Link Solutions, LLC** such contracts are not subject to cancellation.

Venue

You agree to waive all privileges and rights which you may have under the Michigan statutes and court rules relating to venue, as it now exists or may hereafter be amended and further agree that any legal action may be brought in an appropriate court in OAKLAND COUNTY, MICHIGAN or Novi, Michigan at the election of **Smart Link Solutions, LLC**.



Summary Pricing Recap for You And Acceptance of Contract

Please choose the Local Submit plan that best suits your business:

- Enhanced Package \$100.00 Monthly Investment; Annual Commitment & Renewal
- Copywriting Option \$40.00 Monthly Investment; Annual Commitment
- Call Tracking Option \$15.00 Monthly Investment; Annual Commitment & Renewal
- Local 6-Pack Optimization \$100.00 Monthly Investment; Annual Commitment & Renewal
- Reputation Management \$120.00 Monthly Investment; Annual Commitment & Renewal

Additional website optimization plans:

- Enhanced Pay per Click \$3,500.00 One Time Investment, \$300 per month to manage bids (\$300 monthly minimum in usage)
- Blog Setup/Submission \$1,900.00 One Time Investment, Optional \$100.00 Monthly Investment for 4 new submissions
- Facebook Deluxe Bus. Page \$1,200.00 One Time Investment, Optional Monthly Maintenance Packages Available
- Enhanced Link Package \$2,700.00 One Time Investment; \$1,250.00 Annual Investment
- Local Website Optimization \$1,500.00 One-Time Investment and Submission

Terms: One month payment due at signing for all monthly credit card plans. For Cash or Prepaid plans a nonrefundable 50% deposit is due upon acceptance of project and the balance is due upon completion.

Company Name: _____

Authorized Signature: _____ Date _____

Website Address: _____

Email Address: _____

Smart Link Solutions, LLC _____ Date _____



Confidential

CREDIT CARD PAYMENT AUTHORIZATION

Company: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Fax: _____

Email: _____

Credit Card Info:

Type: _____

Card Number: _____

Expiration Date: _____ Pin Code: _____

Product/Services Purchased _____

Monthly Charge Amount: _____ for: _____
Number of Months

Authorized Signature Printed Name Date

Personal Guaranty

I hereby personally and unconditionally guarantee all amounts owed for the above mentioned products and/or services. I agree that Smart Link Solutions may proceed against me separately from the purchasing customer. I agree that the personal guarantee shall be governed by the laws of the commonwealth of Michigan and any suit relating to the personal guaranty shall be brought only in a state or federal court in Michigan and I irrevocably consent and submit to the jurisdiction of such courts, and I waive trial by jury. I agree that my faxed signature shall be considered as good as my original signature and admissible in court as conclusive evidence of this personal guaranty.

Authorized Signature Printed Name

Social Sec # DOB Date