



Proposal
12.06.2023

WEBSITES | DIGITAL | MARKETING

SEARCH ENGINE OPTIMIZATION

It's so frustrating when your customers can't find you on Google. But SEO is complicated, confusing, and nearly impossible to do well if you're not an expert. Even worse? It's hard to tell if what your SEO company is doing for you is *actually* working.

You shouldn't be stuck trying to figure out why you're not ranking on Google. And you definitely shouldn't have to be an SEO expert to understand what your SEO company is doing. You need a partner you can trust to improve your visibility on search engines, so you get found. Here's how our proven SEO strategy can help:

Full Site Audit – The first step is knowing what's working and what's not. We'll conduct a full technical audit to uncover any issues that may be hurting your rankings. We'll also evaluate your site structure and navigation to make sure it's easy for people to use and for search engines to crawl.

Keyword Research – We develop a list of keywords based on what your audience is searching for. That allows us to optimize the content, images, and technical elements of your website, so your pages are more likely to show up when people search for those keywords.

On-Page Optimization – Based on your site audit, we fix the errors on your website that are hurting your rankings and optimize your content for your keywords. We'll continue to monitor your site health and rankings so we can make ongoing optimization improvements.

Optimized Local Listings – There are 1000's of websites online that list your business data, including your **Google My Business (GMB)** profile. The problem is that many of these listings are incomplete, inconsistent, or just wrong. We will add, correct, and optimize your information across key directories like GMB, which helps build trust with search engines.

Keyword-Rich Content Marketing – Search engines look for sites that provide the best and most relevant answers for the searcher's question. We'll create content that answers customer pain points using keywords that let Google know your content is relevant. This may include blogs, infographics, videos, or updates to your existing web copy and service pages.

Monitoring & Reporting – SEO is a long-term process that requires continual monitoring and adjustments. That's why we set up tracking tools, so we can adjust our strategy to deliver the best possible results. We'll also provide easy-to-understand monthly reports so you can see clear progress and know what's working.

How It Works

1. **Audit & Implementation Plan** – After performing our full site audit and keyword research, we'll put together a plan for how to optimize your site structure, navigation, and content to improve your visibility.
2. **Execute the Plan** – We fix what's wrong. This includes things like headers, broken links, missing tags, and other technical issues we identified during the site audit.
3. **Create Content** – We create keyword-rich content that answers the questions your customers are searching for, so Google is more likely to list you for those searches.
4. **Evaluate & Improve** – We continuously monitor your site's visibility and rankings and adjust our strategy accordingly. Our easy-to-understand monthly reports will show you our ongoing progress and any action items for the upcoming month.

SEO PLANS

What's Included in ALL Plans?

Full Site Audit

- Site health checks for errors & warnings
- Technical SEO review (broken links, redirects, crawlability, etc.)
- Site structure, navigation, and UX reviews
- Backlink audit

On-Page Optimization

- Metadata optimization (title tags, h1s, meta descriptions, alt tags)
- Technical fixes (ex. errors, broken links, site speed, image compression, and JS/CSS minification)
- Keyword optimization & localization
- Duplicate content review
- Backlink disavows
- 404 page creation
- Submit sitemap.xml
- Robot.txt optimization
- Schema tag creation
- Canonicalization review & optimization

Keyword Research

Local Listing Management

- Data aggregators
- Directory listing creation & correction
- Google My Business setup & optimization
- Ongoing GMB management

Content Marketing Opportunities

- Content review & recommendations
- Content planning & wireframing
- Service page updates
- New content: Blogs, infographics, videos, etc.

Tracking & Reporting

- Google Analytics
- Google Search Console
- Keyword tracking
- Phone call, conversion & goal tracking
- Monthly reports of current results & actionable items for upcoming months

SEO Plans (per month)	Builder (\$1,000)	Complete (\$1,500)	Advanced (\$2,500)
Keyword tracking & optimization	Up to 50	Up to 100	Up to 150
Content marketing	Every 2 months	1x/month	2x/month
Recurring full site audit	Annually	Bi-annually	Bi-annually
Competitor search ranking tracking & analysis		✓	✓
Manual outreach & link building			✓
Conversion optimization (personas, journey mapping & heat mapping)			✓
A one-time \$1,500 setup fee will be charged along with Month 1 for all plans			

Timeline

SEO is a long-term process. While you should see some improvements in ranking and traffic within 90-120 days, the real power of SEO happens in about nine months to a year.

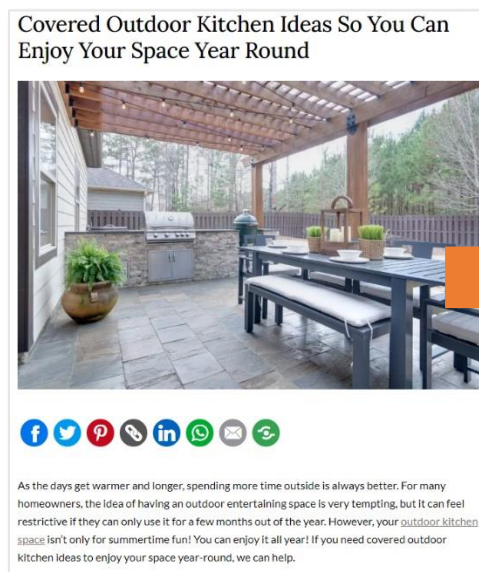
BLOG TO VIDEO CONVERSION

Refresh your written blog content and rank better on Google and YouTube by converting your blog posts to videos.

We can convert any existing blog post into professional video content, complete with engaging footage, text captions, narration, and more. There's no filming required and zero hassle for you.

Here's an example we've done for one of our clients:

<https://www.lanchestergh.com/blog/enjoy-the-weather-all-year-round-with-a-covered-outdoor-kitchen/>



How it Works

1. **Choose Blog Posts** – Select existing blog posts that you would like to convert into videos.
2. **We Create the Video** – We'll turn your blog post into an engaging, professional video.
3. **We Add it to Your Blog & YouTube** – We add your finished video into your blog post and upload it to your YouTube channel. If you don't have a YouTube channel, we will assist you in setting one up.

Investment: \$250/blog post

ADA-COMPLIANT WEBSITES

The Americans with Disabilities Act (ADA) is a law that prohibits discrimination against people with disabilities in all areas of public life. Although it was written before the internet, the law is now being applied to websites.

What is ADA Compliance for Your Website, and Why Does It Matter?

While there are no set guidelines for website compliance, ADA requires that your website provide reasonable accessibility to people with disabilities, such as vision or mobility issues. Your website should be easy to understand and navigate for everyone, including visitors using screen readers and other assistive devices.

More and more businesses are getting sued for web accessibility issues every year. An ADA-compliant website will help protect your business against expensive lawsuits and fines in addition to providing better access to your potential customers.

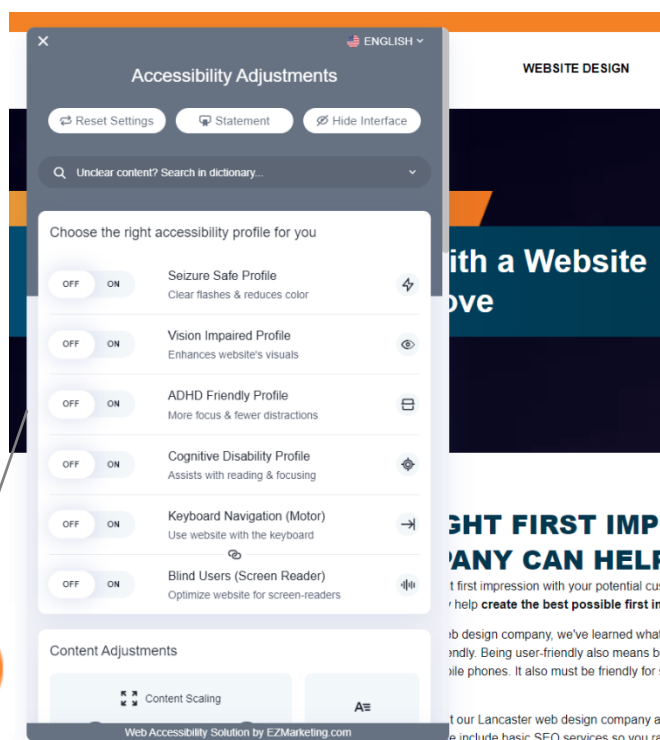
How We Make Your Website ADA Compliant:

- Color contrast
- Font size and readability
- Descriptive labels on images
- Descriptive link and button text
- Heading tag organization
- Form field labels
- Navigation issues
- Element tags to identify different sections of your website

We use a customizable software tool that keeps your site compliant on an ongoing basis. The software allows visitors with ADA needs to customize your site on the fly. Using powerful AI, your site is re-scanned every 24 hours to provide ongoing compliance with WCAG 2.1 Level AA, Section 508, and more.

Websites under 1,000 pages: **\$100/mo**

Websites under 10,000 pages: **\$350/mo**



GOOGLE ADS

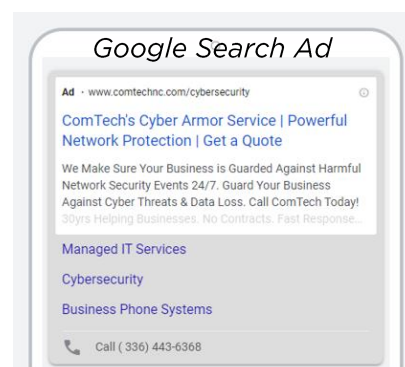
Right now, potential customers are searching online for products and services like yours. If you need results now, then Google Ads are a great option.

Google Ads

Google paid ads let you reach customers while they are actively looking for your service or product. This is a great solution to boost traffic to your website and get fast, measurable results—significantly quicker than an SEO program.

Google Remarketing (Follow Me Ads)

After someone visits your website, we can display graphic ads when they visit millions of other sites within Google's network to remind them about your products and services.



How It Works

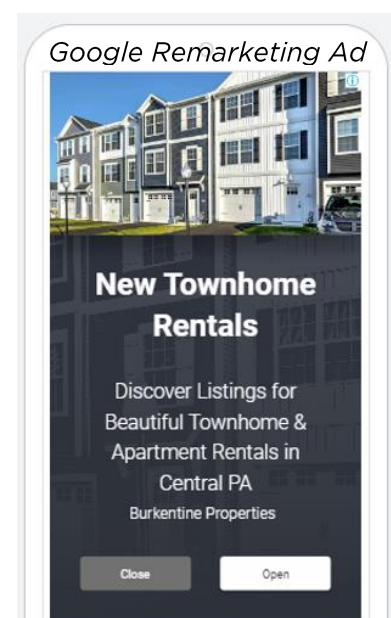
Determine Keywords & Targeting – We'll learn about your customers and research the keywords they use to search for your products and services.

Set Up Campaign – We'll organize your keywords into groups and design relevant ads and landing pages to target those groups.

Run Your Ads – We'll handle all the details of your campaign. Every month, we'll review performance, make adjustments, and report on the results.

What's Included

- Keyword Research & Selection
- Targeting Strategy
- Account & Campaign Setup
- Ad Creation
- Landing Page Creation (1)
- Conversion Tracking
- Monthly Maintenance & Review
- Monthly Reporting



Monthly Investment

	Basic	Builder	Advanced
Keyword Groups	1	2	4
Monthly Management	\$1,000	\$1,250	\$2,000
Google Click Spend (min)	\$1,000	\$1,500	\$3,000+

A one-time \$1,500 setup fee will be charged along with Month 1 for all plans

**Your ad spend will be paid directly to Google. We will help you set an appropriate budget. Additional landing pages will be charged at \$750/ea*

SOCIAL MEDIA ADS

Need to promote your business, but not sure how to reach your customers? Social media has powerful ad targeting options. If your audience is on social media (which we bet they are), we'll help you create and send ads that get them to click.

How It Works

1. **Pick Your Social Channels** – You select your platforms. Facebook, Instagram, Reddit, LinkedIn Business Page, and LinkedIn Personal Profile. (YouTube or TikTok quoted separately)
2. **Set Up** – We'll assist you to set up an ad account.
3. **Audience Selection** – We'll determine the right targeting options to reach your audience, including uploading your existing list.
4. **Create Ads** – We'll design your ads — which can use photos, videos, slideshows, and more — and create a matching landing page if needed.
5. **Run Your Ads** – We'll manage your campaign and track your ad performance, so you know you're reaching the right people and getting the most from your investment.
6. **Reporting** – You'll also receive monthly reports, so you can see your progress without having to do anything!

Monthly Investment

	Basic	Builder	Complete
Ads Per Month	1	2	4
1st Social Channel	\$750	\$1250	\$2,000
Additional Channels	\$250	\$500	\$750
Media Spend (minimum)	\$250	\$500	\$1,000

A one-time \$1,500 setup fee will be charged along with Month 1 for all plans.

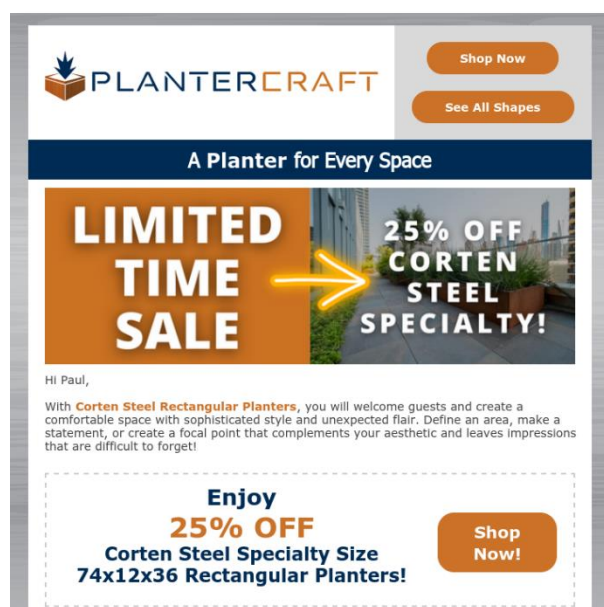
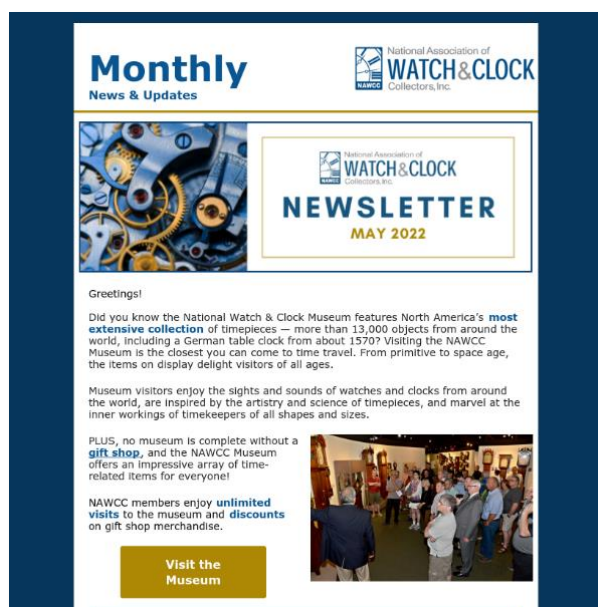
The creation of Video Content will be quoted separately and is not included in the above pricing.

To manage your account and track the results, we will need access to your website and Social Channel accounts. Your Ad Budget is directly paid to the selected social channel on your credit card. If new landing pages are required, they will be charged at \$750/ea.

EMAIL MARKETING

Everyone knows it's easier to sell to an existing customer than a new one. But to do that, you need an effective way to communicate directly with your clients and deliver personalized offers that drive sales.

Email marketing is one of the best and most cost-effective ways to communicate and upsell your customers and warm prospects. We will create an email marketing strategy for your business, then manage every aspect of your campaigns.



How it Works

- **Setup & List Creation** – We'll set up your email platform, upload your existing list, and add an email signup area on your website to continue building your list.
- **Strategy** – We'll work with you to develop an email marketing strategy, so we can get the right message to the right people on your list to promote your business.
- **Email Content Creation** – We design your emails and write all the copy.
- **Send Your Campaigns** – We handle all the scheduling and sending before-hand, all the tracking and unsubscribes after sending.

Monthly Email Campaign

\$1,500 setup

\$750/month per email

AUTOMATED WELCOME EMAILS

Welcome Email Series

\$2,500 (one-time fee)

We'll create an automated email series to welcome subscribers to your email list and help nurture them into leads.

- **Email 1: Thank You** – Thank subscribers for joining your list and offer them a free resource or coupon to build rapport.
- **Email 2: Company Info** – Let subscribers know more about your business, how you can help them, and provide additional resources.
- **Email 3: Conversion Offer** – Get your subscribers to take action. Highlight an offer, discount, or special that encourages them to buy.

Sending fees depend on the size of your list and the email marketing platform. A Welcome Email Series requires a paid email service provider. We can use your platform if it allows this feature, otherwise we will select one for you. Most platforms start at \$75/month and you will pay them directly.

The image displays three overlapping email templates for the National Association of Watch & Clock Collectors, Inc. (NAWCC). The top-left template features the NAWCC logo and a header image of a museum building with the text "Get to Know the NAWCC" and "OUR MUSEUM, MEMBERSHIP & MORE!". The top-right template shows the NAWCC logo and a header image of watch gears with the text "CONTINUING YOUR NAWCC JOURNEY!". The bottom-center template is the most prominent, featuring the NAWCC logo, a large "Welcome" script over a gear background, and the heading "Welcome to the NAWCC Community!". The body of this email includes a welcome message, a thank you for signing up, and an invitation to explore the website. The right side of the image shows a partial view of another email template with text about membership benefits.

Template 1 (Top Left):

Hi friend,

We want to thank you again for signing up to our community!

Founded in 1943 by three watch collectors, the NAWCC has grown into a worldwide community of watch and clock enthusiasts. Advances in timekeeping have come from setting train schedules to calculating a second. Today, nearly everything is a timepiece. Horology offers an impressive collection of timepieces from all over the world. Visitors can see timepieces from every stage of human history - primitive to space-aged! Visiting the NAWCC Museum is the closest you can come to time travel. [Explore Our Museum Exhibits](#)

Template 2 (Top Right):

CONTINUING YOUR NAWCC JOURNEY!

Template 3 (Bottom Center):

Welcome to the NAWCC Community!

Welcome!

Thank you for signing up to learn more about the National Association of Watch & Clock Collectors (NAWCC) community!

We're thrilled to have you here. If you haven't already done so, we invite you to explore our [engaging, simple-to-navigate website](#) that lets you easily discover what the NAWCC is all about and what we have to offer our members and visitors!

Template 4 (Right Side):

Our members have a wide range of horology. If you have any questions, please contact us.

Continuing your NAWCC journey? After joining the NAWCC is for you, here are some of the benefits:

- Access to in-depth articles and resources
- A marketplace for members and activities
- Access to [events](#) and Chapter meetings
- Access to the Association of Science and Technology Museum plus Gift Shop
- Access to the NAWCC Library & Research
- Access to publications on timepiece collecting, history, and horology
- [Member Discounts](#)

Thank you for joining the NAWCC community!

PROGRAMMATIC DISPLAY ADS

Have you ever noticed ads for a website you've visited following you around online, or ads for a place you've been popping up on your favorite sites? It's likely those ads that seem to read your mind on news sites are programmatic (digital) display ads.

Who sees these ads?

- Past site visitors
- Email list subscribers and similar audiences
- Targeted users by interests, professions, income, and keywords
- Locals in specific regions
- Tailored audiences using AI-driven, precise targeting

Where are these ads shown?

- **Banner Ads:** Positioned at the top of a page or in sidebars.
- **Native Display Ads:** Styled to resemble articles, increasing engagement.
- **App Ads:** Appear on mobile devices, reaching users across an extensive network.

How does it work?

- **Target Market:** We identify and connect with your online audience, using our extensive network of ad exchanges for broader reach.
- **Email Addresses:** We effectively use your email lists to target potential customers.
- **Ad Creation:** Our team designs impactful ads, leveraging machine learning for optimization.
- **Campaign Management:** We oversee and run your advertising campaigns on various platforms, including web, mobile, and video.
- **Reporting:** We continuously monitor and analyze campaign performance, using detailed metrics to ensure ongoing success.

What sites will my ads be on?

Our ad space encompasses over 120,000 leading websites, from major news outlets to specialized niche sites, and over 50,000 apps, ensuring broad and effective reach.

Across 120,000+ sites and apps, including:



Monthly Investment

	Basic	Builder	Advanced
Ad Groups	1	2	4
Monthly Management	\$1,000	\$1,250	\$2,000
Media Spend (min)	\$1,000	\$1,500	\$3,000+
A one-time \$1,500 setup fee will be charged along with Month 1 for all plans			

**Your ad spend will be paid directly to StackAdapt. We will help you set an appropriate budget. Additional landing pages will be charged at \$750/ea.*

GEOFENCING – MOBILE MARKETING

As a local business, getting your name out there can be tough, especially if you have a lot of competition in the area.

Imagine if you could display ads on your target customer's cell phone or tablet, based on locations they have visited — like specific stores, events, neighborhoods, even your competitors! Geofencing gives you a better way to reach your local customers with powerful, location-based mobile ads.

How it Works

1. **Select Your "Fences"** – These can be your locations, competitors, neighborhoods — anywhere your customers spend time.
2. **Tag Everyone Who Enters** – Whenever someone enters a fenced-in area, they are tagged to receive your ads. With lookback windows, we can even serve ads to people who have been in your target zones in the past.
3. **Display Mobile Ads** – Serve ads on the mobile sites and apps your target audience uses most. Our technology targets your audience's behaviors to show your ads on sites and apps they're visiting across the Internet (ex: news sites, weather apps, or sports).

What's Included

- Targeting Strategy
- Keyword Research
- Ad Creation
- Landing Page Creation (1)
- Campaign Setup & Management
- Monthly Reporting

Timeline

- Month 1 - Setup & campaign creation
- Ongoing - Make improvements or create new ads based on results



Monthly Investment

	Basic	Builder	Advanced
Ad Groups	1	2	4
Monthly Management	\$1,000	\$1,250	\$2,000
Media Spend (min)	\$1,000	\$1,500	\$3,000+

A one-time \$1,500 setup fee will be charged along with Month 1 for all plans