

# The E-Impact Marketing Starter Plan Website Proposal



**COST: \$2,500.00**

## **The E-Impact Marketing Starter Plan:**

E-Impact Marketing will build a basic website that is mobile friendly and have basic on page SEO optimization. The website will include features outlined on page 2 including an attractive home page, 3 product pages, lead management software, an email marketing program, site maps on major search engines and room for plenty of growth. A double layer backup system will be in place to protect your website and secure browsing is included in the hosting costs. The goal is provide a solid platform that can grow as your online marketing begins to work for you.

## **The E-Impact Marketing Business Philosophy:**

E-Impact Marketing was birthed by a desire to implement Jesus' first message when he said, "Repent, for the Kingdom of Heaven is at hand." We seek to make that Kingdom alive by helping your business succeed while providing training in marketing and design to newly arrived refugees in Lancaster, PA and offering them a *living wage* with which to support their families.

Thank you for considering us for your marketing needs! - **The E-Impact Marketing Team**

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## The Starter Plan Marketing

### Stage I: Info Gathering Stage

1. A one-hour consultation to understand your line of products.
2. Collection of photos on the E-Impact Marketing server in preparation for implementing on the site.
3. Compiling of information about your company. How long you have been in business, location info, contact info, hours etc.

### Stage II: Implementation Stage

1. The website will be built on our predesigned MOBILE FRIENDLY theme with our specific layout. Customization is available at an hourly rate. The Starter Plan Pages included will be:
  - a. A Home Page, Three Product Pages (Wood, Vinyl, Metal or as you wish), About Us Page, Contact Us Page, Free Quote Form Page, A page saying Thank You after filling out the form.
  - b. Additional pages can be added through our hourly rates.
  - c. Each page will be optimized for a Shed or Garage related keyword and the overall website will be optimized for local search results.
2. The plan includes one photoshopped Shed or Garage situated in a landscaped scene. This will most likely be on the home page to create a good first impression. Additional product photos will be cut out with a white background. Additional photoshopped images can be included via our hourly rate.
3. Add a Lead Management program to capture leads and manage quote requests as well as provide a platform for email marketing to leads.
4. Connect the website to two social media sites that are already setup. If we need to setup the social media sites there will be extra charges based on our hourly rate.
5. Each page will have a clear Call-to-Action to encourage visitors to engage with your company.

### Stage III: Launch and Testing

1. Launch the Website on the E-Impact Marketing Server.
2. Implement Google Analytics for monitoring website performance.
3. Submit a sitemap to Google and Bing for crawling your site.

### Stage IV: After Launch

1. We will recommend a \$250.00 per month budget for ongoing maintenance, website growth, further SEO work and blog postings to help you reach a wider audience. The \$250 per month would give you 3 to 5 hours of work per month. Most of the work would be done on a quarterly basis so we could focus more on the project and be more efficient with the time available. So, for example, we can accomplish more with 15 hours every three months, than trying to break that up into three different periods to honor the \$250.00 monthly input.

### Optional: Paid Ads and Misc Projects

We offer video and photography services, catalog design and printing, assistance with branding, local search marketing plans, Paid Ad Management, Social Media Posting, link building strategies to increase the authority of your site and much more.

**Rates and Charges:** For custom work hourly rates will be \$45.00 to \$85.00 in 2017. We charge based on the level of expertise of the employees in our office then send an invoice at the end of the month.

1. Hosting Costs: \$29.95 per website per month includes one domain. Hosting includes a double layer of backup for your website and secure browsing is included for Free. This is charged annually.
2. Email Automation and Lead Generation Platform: \$25.00 per month for up to 1,000 leads.

**Please Note:** To begin the project we ask for a \$2,500 payment. When the check arrives in our office, your place will be confirmed in our schedule. Any extra features requested will be billed on an hourly basis and be invoiced at the end of each month the work was accomplished. **To accept this proposal, please sign below and email or mail to E-Impact Marketing LLC, 408 Laurel Street, Lancaster, PA 17603.**

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Signature

Company Name

Date

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**Important Terms:**

**Search Engine Optimization:** SEO is the process of creating and optimizing a website in order to be found by major search engines. This includes both optimizing work on every page of the websites to focus on a particular keyword in your industry and outside influences that help a page rank higher.

**Keyword Research:** To begin with, E-Impact Marketing will do detailed keyword research to find out what your potential clientele are searching for online and the search terms they are using. We look for high volume keywords that have a lower level competition and then implement them on the pages.

**Focus Keyword:** The keyword on each page which we are aiming to bring to the top of the searches. We will consider that keyword throughout the page so that when the search engines index the page, it will be clear what product you are promoting. Each page will have a different focus keyword so that your site will rank for many different keywords organically.

**On-Page Optimization:** When we have found a suitable keyword or list of keywords, E-Impact Marketing will implement those keywords on the pages of your site. These keywords are implemented in titles, text, meta tags, filenames and much many other ways on the chosen page.

**Off-Page Optimization:** After a page is optimized, we then seek to promote that page in the search engines. We do this by first informing the search engines that this page or pages exist so the search engines can index them. Then we try to find high quality websites in your field to link to that page. All of this will increase the possibility that your new page/s will rise closer to the top of the searches.

**Content Development:** Not only will we optimize the existing pages on the websites, together with your office we will find ways to increase the pages on your site. Every page is a potential for capturing visitors searching with a different keyword or set of keywords. E-Impact Marketing will add new pages to the site monthly to continue to grow your monthly visitor levels.

**Mobile Friendly Development:** We strive to ensure that your websites works well with any device. This includes photos that are optimized for mobile users, responsive websites design and other factors related to a websites that works well across all devices.

**Organic Clicks:** Clicks that come because your page is optimized for that keyword. These clicks are free but take substantial input to capture because they require that your page is carefully optimized to reach the top of the searches. This is a long-term plan that requires ongoing input to stay ahead of the competition.

**Pay Per Click:** Ads managed by E-Impact Marketing in Google and Bing in which you company will bid on particular keywords in the industry. This can bring your site to the top for a small fee per click without all the optimization. However, a better optimized site typically means a lower cost per click. Around 64% of people looking to buy something online click on paid ads. <http://www.wordstream.com/blog/ws/2012/07/17/google-advertising>

**Remarketing Ads:** Ads that are created by E-Impact on Google and Bing which will appear to customers who have visited other sites like yours or to past visitors to your site. These ads can follow a potential client for 60 days or another set period of time to keep your company in front of them.

**Google Analytics:** Google Analytics on your site us the opportunity to closely evaluate what is happening to your visitors. It shows number of visitors, pages visited, time on your site, what actions they took and much more.

**Conversions:** Our goal is to have a potential client perform an action on your websites besides just clicking around. We want them to either call in, purchase an item in the store, fill out a form or be added to your mailing list. When they do this, it is considered a "conversion." When we track conversions in Google, it can both reduce your cost for paid ads and increase the value of your websites.

**Email Automation Marketing:** A platform that will capture leads from your website's visitors and allow us to see the items of interest and thus provide helpful email content to keep them engaged.