



# DIGITAL MARKETING PROPOSAL



© 1st on the List Promotion Inc.

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# Let Us Help Your Website Reach Its Full Potential

Hi

Thank you for your interest in partnering with 1st on the List to grow your business and online visibility!

This Digital Marketing Campaign is designed to provide \_\_\_\_\_ with all of the major elements you need for attracting high-quality traffic to your website and converting them into customers through a phone call or webinar demo.

With this in mind, we have reviewed your website in more detail and based on our conversations have developed this campaign that allows you to start seeing near immediate results and grow at your own pace. Each campaign has its own unique opportunities and goals:

1. **Search Engine Optimization (SEO)** – establish a long-term strategy for attracting and maintaining organic traffic growth.
2. **Pay Per Click (PPC)** – start generating website traffic near immediately.

Overall, I believe that my team of Project Managers are a cut above the rest because we know how to properly address the 200+ SEO ranking factors needed to do well in Search Results. We pride ourselves in delivering customized search marketing solutions specific to your website and not cookie-cutter solutions that other lower cost options provide.

It is because of this that we are able to get better and more sustainable ranking visibility and traffic than lower cost alternatives.

I will be in touch with you in the next few days to help answer any questions you may have regarding this proposal and the success of your SEO campaign. Please let me know if you have any additional questions in the meantime,

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**Keiran Griffiths**  
*President & Managing Director*  
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## About Us: Get to Know Us a Little Better

If you are looking for a trustworthy and experienced Digital Marketing Partner to maximize your campaign's results, we think we'd make a great team!

### Who is 1st on the List?

We are a boutique Digital Marketing Agency located just outside of Vancouver, BC specializing in Search Engine Optimization (SEO). Founded in 1997, we bring over two decade's worth of knowledge to the table and have a team of qualified experts who provide the perfect combination of technical and practical proficiency.

As one of the SEO industry's early pioneers (we're even older than Google!), we have witnessed virtually every change in this rapidly evolving and complex industry. We bring a unique perspective to our services because we fully understand where search has come from and how search has evolved. With a commitment to the highest quality work, our approach is designed to provide the absolute best visitor experience and to make your website more search engine friendly.

### Our Approach – Treating Your Business as Our Own

Everything we do revolves around making you look good. Our strategy with all clients is to treat your business as if it's our own. This means we strive to understand your business in as much depth as possible in order to ensure success in everything we do. Our approach to this is to look at your business from three different perspectives:

**Business Owners** – In this role we like to ask several questions: What is the goal for the year? How were the numbers last year? Why were they good or not? What are the other marketing divisions doing? Are there business changes happening that affect our work? We feel that it is extremely helpful to understand what else is going on in the company as it pertains to our marketing initiatives. It's also helpful to know what others are doing so that we can learn from one another.

**Marketers** – As marketers, we use our years of experience and apply our accumulated learning to every aspect of your business. We have a laser-focused approach on your goals that are based on metrics and understanding your customer. With your budget, we will learn quickly what's working and what isn't. We track the ROI on every marketing initiative we execute. If it's working well, we'll find ways to double down our efforts. If not, we will tweak and modify in order to improve it.

**Customers** – For every keyword chosen, ad written and landing page we direct to customers to, we ask ourselves what would I look for if I were that person. That insight coupled with historical data allows us to understand how to align all the working parts of an account from click to purchase or application submitted.

We use these perspectives collectively when making all decision in your account. This strategy has proven to be extremely beneficial for our clients.

## What Makes Us Different?

Our primary focus will be to help you set realistic goals based on your market and develop long term feasible strategies that have strong potential for sustainable success.

- There's no such thing as a "one-size-fits-all" mentality. Each one of our campaigns is 100% customized to get the best results possible given your market and goals. Optimization is what takes place when you do everything right on your website. In this way we take a holistic approach to our optimization efforts.
- As our client, you will be assigned a veteran Project leader with at least a decade of experience. All of our work is done in Canada!
- A deep understanding of Search Engine history and how Search Engines work enable us to achieve long term, stable visibility for our clients with scalable growth.
- We protect the integrity of your business by following a Best Practices approach employing only ethical, industry accepted strategies.
- Frequent positive customer feedback tells us we are doing something right! Our longest standing client has been using our services for 20+ years. Even though we do not have signed contracts we have a 98% client retention rate – the results we achieve for our clients keep them using our services. We'd be happy to provide client references for you to contact.
- Our team has the ability to explore the best options to grow your visibility in the Search Engines (both organic and paid) means that you will have multiple solutions for any issue we come across.

## Some of the Happy Clients We've Worked With

Westland Insurance

Bell Aliant



HENRY SCHEIN

AVCORP

RIVIERA NAYARIT

UrbanBody

MICHAEL'S LAW FIRM

ACE IT Driving School

Kneezing Kreations

“Our overall experience has been very positive. 1st on the List has been very good at keeping us informed on the latest trends/ changes in the SEO industry. The results speak for themselves ... the number of daily hits we get has DOUBLED and we have achieved and maintained good positioning!”

- Terry Page, President – Artful Dragon

“1st on the List is the best and brightest of the bunch ... everything that I had hoped for has been realized and our working relationship is very enjoyable. It's been a true partnership! I am extremely pleased with the results and our company is looking for ways to further strengthen our relationship with 1st on the List.”

- Brendan Duffy – Caravan Tours

“Our web traffic flattened out and that affects our sales ... we wanted to grow web traffic. I asked around to my network and four different businesses suggested 1st on the List. Our traffic results have gone up 20 percent year over year. We've seen an increase in sales also.”

- Ben Humes, CEO – Mirage Screen Systems Inc

“1st on the List Promotion delivered on all fronts. In terms of results, we saw a month-to-month improvement in organic search traffic, with several pieces of content ranking on the first page of Google. We were able to extend our brand awareness. Overall, we were targeting awareness in the local area more than sales, and that was successful.”

- As reviewed on [Clutch.co](https://www.clutch.co)

View more [Client Testimonials](#).

## Client Results



### Online Traffic Tripled, Effectively Eliminating the “Off Season”

*Website Design/SEO for Riviera Nayarit*

Riviera Nayarit is located just north of Puerto Vallarta on the Pacific Coast of Mexico. The Riviera Nayarit Visitors and Conventions Bureau (CVB) has several objectives – to promote the Riviera Nayarit as a top vacation destination in Mexico and to increase hotel occupancy for their hotel members. While visitors come from around the globe, the majority are from Canada and the United States. Riviera Nayarit wanted search engine optimization built into their new website design, which has helped to triple their online traffic within the last two years. With higher occupancy, the CVB reports that the “off season” no longer exists! Read more: <https://www.1stonthelist.ca/portfolio/riviera-nayarit/>



### Increased MoM Sales Surpassed Client’s Expectations

*Website Design/SEO for Urban Body Laser*

Urban Body Laser medical spa in Vancouver, BC, Canada was searching for a way to reverse the trend of declining new customers. Our ultimate goal was to increase website traffic and improve website conversion rates in order to attract new customers and book consultations. The new website focused on branded messaging and engaging content. The result is increased sales MoM that are still climbing. Read more: <https://www.1stonthelist.ca/case-studies/urban-body-laser/>



“Getting the results that matter!”

### 4x Growth in Monthly Search Visitors to Website

*SEO for Michael’s Law Firm*

Michael Lesage first contacted 1st on the List in 2015 upon opening his Toronto law firm. Needing to gain better online exposure, the SEO Campaign focused on targeting his most profitable and lucrative legal services as well as branding. With a focus on steady growth and development of the website, Lesage says his Michael’s Law Firm now enjoys a substantial number of new clients obtained primarily through his website and SEO efforts. Read more: <https://www.1stonthelist.ca/case-studies/michaels-law-firm/>

## Awards + Recognition



## Your Team of Digital Marketing Specialists

I truly believe in my team's abilities to develop and execute a winning Digital Marketing strategy for your website – one that will help achieve a long-term solution for growing your ROI. Each person brings a unique skillset to your project and our team is always working together to maximize their efforts in the realm of a campaign's website, SEO, Paid Advertising, and Social Media. Here is a little snapshot of each of their abilities and accolades.



**Donald Kim – Lead PPC AdWords and Social Media Specialist**



Donald comes highly endorsed by all he works with and always rises to the challenge regardless of what project he finds himself in. He is passionate about all things digital including SEO, AdWords, Content, Social Media, and Inbound Marketing. Donald is accredited with an MBA, Project Management, Google AdWords & Analytics, Bing, Hootsuite Social Media, and HubSpot Inbound & Email Marketing. He's also an active member of the BC Chapter of the American Marketing Association (BCAMA), Project Management Institute (PMI), and Greater Vancouver Board of Trade.

# Overview: Your Digital Marketing Plan

Based on 20+ years of practise, our approach to Digital Marketing is designed to improve digital footprint, drive traffic to your website and increase ROI. Once each campaign is launched, your Project Manager(s) will develop a specific strategy that targets the quickest gains that will have the biggest impact on your visibility. Our goal is to focus on your visitors' needs and the Search Engines' requirements in order to boost your bottom line – all while making it a pleasurable experience between our two teams!

## Goals + Objectives

Before developing any Digital Marketing campaign, it is critical to determine what we are trying to accomplish and what metrics are most important in measuring your goals. Based on our conversations and review of your existing web presence, we see the following goals as a great place to start for your campaign:

1. Establish rankings for website.
2. Continue to improve rankings both in Organic and Paid results.
3. Increase targeted traffic.
4. Increase conversions (phone calls, emails, contact).
5. Increase overall brand awareness and product/service recognition.
6. Educate on SEO and Digital Marketing best practises and how to improve web presence.

## Investment and Fees

	Start Date	Timeframe	Investment
<b>Search Engine Optimization (SEO)</b>			
SEO Growth Phase	Immediate	12+ months	\$3,000/month
<b>Pay Per Click Campaign (PPC)</b>			
AdWords Campaign Setup	Immediate	1 month	\$3,595 one-time fee
Conversion Optimized Landing Pages	Immediate	1 month	\$995/page (at least 2 required for Campaign)
Monthly Campaign Management (Based on Advanced \$10,000 AdSpend paid directly to Search Engine)	Starts upon completion of PPC Campaign Setup	Ongoing	20% of Actual AdSpend (Calculated based on actual monthly AdSpend; Minimum \$5,000 x 20% = \$1,000)
Ad Retargeting Campaign Management (Based on \$1,000 paid directly to Search Engine)	Starts upon completion of PPC Campaign Setup	Ongoing	\$995/month

## A. SEO Growth Campaign

SEO is what takes place when you do everything right on your website. It's really about doing hundreds of little things that makes the difference between good and great results. Once your new website is launched and you are ready to start your Monthly SEO Campaign we will develop a specific strategy that targets the quickest gains that will have the biggest impact on your visibility. Our goal is to focus on your visitors' needs and the Search Engines' requirements in order to boost your bottom line – all while making it a pleasurable experience between our two teams! This campaign includes growth optimization initiatives, consultation on new opportunities, and monthly SEO reports and update.

### Schedule

This SEO Campaign consists of 2 major phases:

SEO Setup (Month 1 – 4)	Monthly SEO Growth (Months 5+)
Kickstart your campaign and establish strategic groundwork for search rankings.	Continue the momentum and growth!
<ul style="list-style-type: none"> <li>• Site Audit</li> <li>• Research + Strategy Development</li> <li>• SEO Implementation</li> <li>• Properties + Tracking Review/Setup</li> </ul>	<ul style="list-style-type: none"> <li>• Growth Optimization</li> <li>• Consultation on New Opportunities</li> <li>• Monthly SEO Report + Update</li> </ul>
<b>\$3,000/month</b>	

**Please Note:** The monthly SEO price is a minimum recommended amount we believe your website deserves given your market and goals, and reflects how much time we will spend on your project.

Increasing your monthly budget will allow for more optimization, link acquisition, and content development which allows for increased visibility and traffic to your site from a constantly growing list of keyword phrases. If you are always adding new content, blog posts, or products to your website we highly recommend a more proactive monthly SEO plan.

The following pages outline the details of both the SEO Setup Phase and the Monthly Growth Phase.

## Phase 1: SEO Setup Details

The first four months are spent performing in-depth research on your site structure and setup as well as research on which keywords will provide the best results for optimization in your campaign. This research and analysis outline the detailed strategy for your SEO Campaign that will help build visibility and traffic to your website.

We also perform all of the base SEO work that is needed for your website to start performing well in the Search Engines. Based on the results, we may make additional recommendations or changes from what is outlined within this proposal in order to achieve the best results possible for your website.

1. SITE AUDIT		
	Importance	Deliverables
<p><b>A. Technical SEO Site &amp; Server Audit</b></p> <p>This is often the difference between good and great results!</p>	<p>Uncovers deficiencies and reasons why your site is not ranking as well as your competitors. As we identify and help correct deficiencies to improve your site and its performance you gain a better understanding of what needs to happen next with your website.</p>	<ul style="list-style-type: none"> <li>• Analysis of critical areas within Site Configuration, Website Architecture, Content Optimization, User Optimization, and Social Offsite Optimization.</li> <li>• Send formal Site Audit report.</li> <li>• Review report results and recommendations with client.</li> </ul>
2. RESEARCH AND STRATEGY DEVELOPMENT		
	Importance	Deliverables
<p><b>A. Keyword Research and Strategy Development</b></p>	<p>Know which phrases to use on your website that will attract qualified traffic and customers. Ensures your website is being found for the terms people are actively searching for.</p>	<ul style="list-style-type: none"> <li>• Develop a list of relevant search phrases people are using to find your products or services.</li> </ul>
<p><b>B. Content Strategy Development</b></p>	<p>Identify website's strengths and weaknesses, and determine the best strategy for SEO moving forward. The end result is better page performance, visitor experience, and conversions or sales.</p>	<p>Assess site structure, usability, credibility and consistency, including:</p> <ul style="list-style-type: none"> <li>• Review indexed pages</li> <li>• Review top landing pages</li> <li>• Check for duplicated and orphaned content</li> <li>• Review competitor sites</li> </ul>
3. INITIAL SEO IMPLEMENTATION		
	Importance	Deliverables

<p><b>A. Onsite Optimization</b></p>	<p>Makes the content and structure on top profile pages easier to read and more relevant to the targeted keywords and regions.</p> <p>This helps you be found for your brand, products and services and offers visitors the information they need.</p>	<p>Fix on-page factors that are directly related to content and structure of the website, including:</p> <ul style="list-style-type: none"> <li>• Source Code Meta Tags</li> <li>• Page Headings</li> <li>• Sitemap.xml</li> <li>• Robots.txt</li> <li>• Custom 404 page</li> <li>• Proper cross-linking, branding, and call-to-actions</li> </ul>
<p><b>B. Content Optimization</b></p>	<p>Puts your keyword strategy into action!</p> <p>Gives your website persuasive copy to improve page performance and helps your website to rank well in the Search Engines, directing more traffic to your website.</p>	<ul style="list-style-type: none"> <li>• Optimize text visitors see on your website to support selected keyword phrases.</li> <li>• IF website does not have suitable content, we can assist you in writing this.</li> </ul>
<p><b>C. Technical SEO Implementations</b></p>	<p>Makes it even easier for the Search Engines to recognize and understand the information on your website while improving user experience.</p> <p>Many of these areas can influence your visibility and appearance in Search Results.</p>	<p>Apply relevant backend updates, including:</p> <ul style="list-style-type: none"> <li>• Schema Markup</li> <li>• Open Graph Protocol</li> <li>• Optimize website code</li> <li>• Page load times</li> <li>• Mobile Usability</li> <li>• Adherence to Google and Bing Guidelines</li> </ul>

**4. PROPERTIES + TRACKING SETUP/REVIEW**

Importance	Deliverables
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<p><b>A. Google Properties Setup/Review/Integration</b></p>	<p>Track your website traffic and visitor behavior. Based on the information provided we can make informed decisions to make improvements in areas that need attention.</p>	<ul style="list-style-type: none"> <li>• Install Google Analytics and Search Console (if needed).</li> <li>• Review of Google Analytics and Search Console for proper setup and accurate collection of data.</li> </ul>
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**B. Advanced Google Analytics Conversion Tracking**

Understand specific website goals and set up conversion tracking to monitor these goals in order to help measure results and make informed decisions.

- Develop list of goals to track.
- Create and install tracking code.
- Test tracking and collection of data.

**C. Dynamic Call Tracking**

Measure phone call conversions from your Search, Paid, Social, and offline marketing campaigns. As the marketer, we use this call tracking software to uncover which campaigns and keywords drive your phone call conversions.

- Installation of Call Tracking code on website.
- Dynamic Toll-Free Tracking Number Pool for use on website.
- Up to 100 call minutes/ month (typically enough for most businesses. Additional minutes are \$0.11 each.)
- Monthly Call Activity included in SEO Report.

## Phase 2: Monthly SEO Growth Details

Your business is always evolving, your competitors are always pushing a little harder, and the Search Engines are always tweaking their algorithms. These are three solid reasons to continue with ongoing SEO once we ensure all the initial work is implemented on your website.

During the monthly optimization and growth stage, we continue optimizing parts of your website that fell outside of the original setup and consult with you on new opportunities to continue increasing your Search Visibility.

For many websites depending on the competitiveness of their industry, it can take between 4 and 6 months once our initial optimization work is live on your website before we start seeing the full results. As we monitor results, we adjust the SEO Strategy to continue improving rankings and growing traffic.

### MONTHLY SEO GROWTH PLAN

	Importance	Our Focus/Deliverables
<b>A. Growth Optimization</b>	Initial optimization is just the start to improving your rankings. This keeps the momentum going and steadily grows your website and business. This also allows us to fine-tune results and concentrate on areas that have the most opportunity for improvements.	Monitor, tweak and continue to improve your website to keep building visibility and traffic, including: <ul style="list-style-type: none"> <li>• Adding new content and descriptions.</li> <li>• Adjusting existing content.</li> <li>• Improving internal linking.</li> <li>• Regular SEO Health Checks.</li> </ul>
<b>B. SEO Consultation on New Opportunities</b>	Ensures your website stays one step ahead in Search and any website changes on your end are strategically made to get the biggest SEO benefit.	Explore new opportunities for Search growth through new SEO best practices, technologies, and strategies.
<b>C. Monthly SEO Report</b>	You know what we have been working on, how your website is growing and how much return you are getting from your SEO.	Send monthly SEO report including update on the work completed and results achieved.

The ongoing monthly SEO price is a minimum recommended monthly amount we believe your website deserves and reflects how much time we will spend on your project. Increasing the monthly budget will allow for more optimization and content development which allows for increased visibility and traffic to your site from a constantly growing list of keyword phrases. If you are always adding new content, blog posts, or products to your website we highly recommend a proactive monthly SEO plan.

## B. Paid Search Advertising

Search Engines and Social Media platforms are becoming more and more of a “Pay to Play” arena where running ads is required for exposure. A Paid Advertising campaign will include selecting the best opportunity platforms (Google, Bing, Facebook, Instagram, LinkedIn, etc.), creating campaigns in each selected platform, and optimizing and managing campaigns overtime. We adjust AdSpend and settings in order to maximize the results you achieve.

### Campaign Goals + Objectives

Before developing any PPC Campaign it is critical to determine what we are trying to accomplish through your ads and what metrics are most important in measuring your goals. Based on our conversations we see the following goals as a great place to start for your campaign:

1. Increase traffic to website by improving click-through-rates.
2. Increase sales or leads by increasing Conversions.
3. Raise brand awareness through display network and retargeting.
4. Educate on PPC and digital marketing best practises and how to improve web presence.

If selected, the Ad Retargeting campaign will further support the following goals:

1. Increase brand exposure.
2. Further increase conversion rates.
3. Further increase ROI.
4. Enhance ads with audience targeting.

### Opportunities

While discussing your campaign, we came across multiple opportunities that we are confident will significantly improve your bottom line. The plan will be to test each one to determine how successful it is. If the numbers dictate that it is successful, we'll roll it out to the rest of your markets. If not, we will try a new opportunity.

#### Ad Schedule Optimization

Ad scheduling allows us to customize when your ads will be shown. Using Google's hour of day report we can see what times have the best conversion rates and based on that determine the optimal times to run your ads. Changing the times when your ads run will optimize your investment by spending more at the best (most profitable) times of the day.

#### Ad Retargeting

If only 2% of your website visitors made a purchase, what happens to the other 98% of visitors who left without making a purchase?

Ad Retargeting provides timely ads to these 98% of people after they visit your website. Remarketing or retargeting ads allows you to reconnect with them as they browse the web in attempts to bring them back to your website.

Typically, people will research 3 to 5 websites before making a decision. Sometimes this is over several days or weeks. Ad Retargeting keeps your brand in front of these potential buyers by showing your ads on various other websites they visit. Thus, they keep seeing your brand when they do other things like go on social media, check the news, and more.

When you do this, they are reminded of your website and everything it has to offer. This motivates more people to return to your website when they are ready to purchase resulting in increased sales.

By including Ad Retargeting in your PPC Campaign you can follow-up on people who are actively looking for your product and services. This gives us a chance to help them understand why your offering is the right one for their needs.

### **Competitor Campaign**

A competitor campaign is a proven method to generate new business by targeting your competitor's domains and names. The rationale is that if they are searching for your competitors, they are by default searching for you as well.

### **Phone Call Extensions**

Google allows advertisers to create various types of extensions to ads. This is an opportunity to stand out from your competition by adding additional elements to your ads. Adding the Phone Call Extension will give your ad more exposure.

### **Structured Snippet Extensions**

This is another way to increase exposure and differentiate you from the competition, leading to a larger impression share, higher CTR, lower cost per click and ultimately more conversions.

## **Schedule**

The schedule below details our focus in the short term as well as on an ongoing basis. This will give you an idea on how your Project Manager will spend their time.

**Immediate**     **PPC Campaign Setup** - Within the first month of managing your account, our attention will be on implementing the tasks included in your selected Account Setup as well as starting to make adjustments to improve performance.

**Ad Retargeting Campaign Setup** – If selected, this one-time setup will include installing proper tracking code on website, configuring tracking systems, setting up retargeting ads, and collecting information on website visitors.

**Ongoing**     **PPC Campaign Management** - Once launched, we manually review your account and apply optimizations to improve key metrics such as Click-Through-Rate, Cost-Per-Click, quality score, conversion rate, and more. We also explore new marketing initiatives, address key opportunities, and apply additional proven strategies to improve business. As expressed by a client, we *“never seem to run out of ideas and*

*never stop making recommendations and tinkering with the account to achieve goals.”*

**Ad Retargeting Management** – Once launched, we continue optimizing the retargeting campaign to bring the most qualified traffic to your website. This includes tasks such as target market optimization, traffic optimization, conversion optimization, cost vs. profit optimization and general system optimization.

Google also releases new tools and beta features on an ongoing basis. As they are released, we will assess them to see whether or not it makes sense to implement them in your account.

For every marketing initiative we execute we take an iterative approach to ensure that it’s successful on a small level before rolling them out all markets.

## Cost Structure

The costs for our PPC Management services are small compared to the savings we are able to help you achieve.

**Setup Costs –**  
Paid to 1st on the List

A one-time fee to create or revamp your existing account, which includes research, development, and consulting on a single PPC Campaign (ex. AdWords).

**Monthly Management Costs**  
- Paid to 1st on the List

Typical of the industry, our monthly management fees are calculated based on your actual spend with the advertising platform (ex. AdWords).

**Advertising Costs -**  
Paid directly to Search Engine

All actual PPC fees (incurred when a visitor clicks on your ad) are paid directly to the respective search engine(s) through your own account with the search engine, which we will help you set up.

## PPC Campaign Setup Options and Pricing

We provide three options for creating and managing a single account on Google AdWords or Bing Ads.

	<b>Advanced RECOMMENDED</b>
<b>Recommend Monthly AdSpend Budget</b> (actual dollar amount paid directly to the Search Engine)	\$5 – 10K
<b>Account Setup</b>	
Ad Strategy Development	✓
Account creation/transition	✓
Customer research	✓
Competitor analysis	✓
Campaign segmentation	✓
Budget allocation	✓
Ad group planning	✓
Keyword planning	✓
Ad copy creation	✓
Keyword optimization (match type, negative)	✓
Phone call extensions	✓
Structure snippet extensions	✓
<b>Account Enhancements</b>	
Full account audit ( <i>valued at \$995</i> )	✓
Ad schedule optimization	✓
Device bid adjustments	✓
Keyword modifications	✓
Quality score optimization	✓
Competitor campaign (bid on competitor names)	✓
<b>ROI + Performance Enhancements</b>	
Conversion tracking	✓
Gmail ad targeting	Optional
Google display networks	Optional
A/B Ad testing	Extra Charge
Shopping ads	Optional
<b>Dashboard Report</b>	<b>Weekly</b>
<b>One Time Setup Fee</b> (Pricing is for one Search Engine platform – Google AdWords or Bing Ads)	<b>\$3,595</b>
<b>Monthly Management Fee</b>	<b>20%</b> of total ad spend

## Ad Retargeting Campaign Pricing

When deciding whether or not to run a Retargeting campaign alongside your PPC campaign keep in mind that retargeting provides more bang for your advertising dollar because you are advertising to people who have already shown an interest in your products or services. Retargeting can provide great opportunities to increase brand exposure, obtain better click-through-rates, higher conversion rates, and better ROI.

<b>Recommend Monthly Ad Spend Budget</b> (Actual dollar amount paid directly to the Search Engine)	<b>\$1,000+</b> per month
<b>Retargeting Campaign Setup</b>	
✓ Create website visitor information collection system	<b>\$1,995<sup>1</sup></b>
✓ Create ad delivery system	
✓ Add tracking and visitor information system on website	
✓ Configure Facebook ad system for retargeting	
✓ Configure Google display ad network	
✓ Configure additional Ad networks to display ads	
✓ Configure tracking system to follow website traffic and display ad traffic	
✓ Create ad copy and design ads	
<b>Retargeting Monthly Maintenance</b>	
✓ Target market optimization	<b>\$995/month<sup>2</sup></b>
✓ Traffic optimization	
✓ Conversion optimization	
✓ Cost vs. profit optimization	
✓ System optimization	

<sup>1</sup> One-time retargeting campaign setup fee.

<sup>2</sup> Monthly management fee is based on actual retargeting Ad Spend.

## Ready to Get Started?

It's easy to start maximizing your website's visibility and performance!

**STEP 1**      **Sign Up** for your digital marketing Campaign (form attached).  
Email to [contact@1stonthelist.ca](mailto:contact@1stonthelist.ca)

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**STEP 2**      **Let us** process the paperwork.

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**STEP 3**      **Complete** a kick-off phone call with your SEO.

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**STEP 4**      **Communicate** with your SEO via phone and email as they work to optimize your website.

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**STEP 5**      **Receive** confirmation of completion at each stage.

Still have more questions about this proposal and what is involved with SEO?



Call our friendly experts at **1-888-262-6687**.



Email our support team [contact@1stonthelist.ca](mailto:contact@1stonthelist.ca)



[Read our blog articles.](#)



# Digital Marketing Agreement

Page 1 of 4

Please complete agreement and email to [contact@1stonthelist.ca](mailto:contact@1stonthelist.ca).

**Commencement Date** This agreement is made \_\_\_\_\_.  
(Month/Date/Year)

**Description of Parties**

**BETWEEN Provider:** 1st on the List Promotion Inc., whose address is:  
201-33119 South Fraser Way, Abbotsford, BC, V2S 2B1  
P: 604-484-2334 | F: 604-746-5475 | E: [contact@1stonthelist.ca](mailto:contact@1stonthelist.ca)

**AND Purchaser:** \_\_\_\_\_, whose address is,  
(Company Name)  
\_\_\_\_\_  
(Address, City, State/Province, Zip/Postal Code, Country)  
\_\_\_\_\_  
(Phone #) (Fax #)

**Digital Marketing Agreement Details**

Search Engine Optimization (SEO) Campaign		
<b>SEO Setup</b> (Months 1 – 4)	<input type="checkbox"/> <ul style="list-style-type: none"> <li>-Technical SEO Site &amp; Server Audit</li> <li>-Keyword Research and Strategy Development</li> <li>-Website Content Strategy Development</li> <li>-Standard Onsite Optimization</li> <li>-Content Optimization to Support Keyword Strategy</li> <li>-Technical SEO Implementations</li> <li>-Google Properties Setup/Review/Integration</li> <li>-Advanced Google Analytics Conversion Tracking</li> <li>-Dynamic Call Tracking Setup</li> </ul>	<b>\$3,000/month</b>
<b>SEO Growth Campaign</b> (Months 5 – 12+)	<input type="checkbox"/> <ul style="list-style-type: none"> <li>-Growth Optimization</li> <li>-SEO Consultation on New Opportunities</li> <li>-Monthly SEO Report</li> <li>-Call Tracking – up to 100 minutes/month</li> </ul>	

Paid Search Advertising (PPC) Campaign			
PPC Campaign Setup (One Time)	<input type="checkbox"/>	 AdWords Campaign Setup	<b>\$3,595</b>
	<input type="checkbox"/>	Ad Retargeting Setup	<b>\$1,995</b>
	<input type="checkbox"/>	2 Conversion Optimized Landing Pages (required)	<b>\$1,990</b>
Ongoing PPC Campaign Management (Monthly)	<input type="checkbox"/>	<b>Advanced</b> – anticipated AdSpend Over \$5k (Calculated based on actual monthly AdSpend with Search Engines; Minimum \$5,000 x 20% = \$1,000)	<b>20%</b> of actual ad spend
	<input type="checkbox"/>	Ad Retargeting Campaign Setup & Management	<b>\$1,995</b> <b>\$995/month</b>

Digital Marketing Agreement (Page 3 of 4)

**Website Update and Implementation Package Agreement Details (OPTIONAL)**

Yes! I have a Web Developer or Web Designer available to make all recommended website updates, additions and changes within 48 – 72 hours in order to maximize the effectiveness of my Campaign.

**OR**

No, I do not have a Web Developer or Web Designer available to make changes within 48 – 72 hours and will require the following Website Update and Implementation services by 1st on the List:

<p><b>Website Update and Implementation Package</b></p>	<ul style="list-style-type: none"> <li>- Add new approved website content and blog articles (does not include actual content development).</li> <li>- Apply approved navigation changes.</li> <li>- Apply approved form updates.</li> <li>- Apply basic conversion optimization adjustments.</li> <li>- Apply basic site speed updates.</li> <li>- Additional SEO and basic website changes as recommended by your SEO team.</li> <li>- BONUS! Monthly Security Updates</li> <li>- BONUS! WordPress Theme and Plugin Updates</li> <li>- BONUS! Website Backups</li> </ul>	<p><b>\$479 per month,</b></p>
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**(All pricing is indicated in CDN Funds and is valid for 60 days.)**

**Website Update and Implementation Package**

In order to get the best results, this SEO Campaign will require updates, additions, and changes to your website (upon your approval). 1st on the List offers an affordable add-on plan for all SEO Campaigns that allows us to quickly and efficiently implement the approved recommendations made by your SEO team. This is **highly recommended** for clients without a web developer/web designer who can make changes within 48 – 72 hours. Many clients with web developers/designers also benefit from this option as it is quicker and more affordable to implement changes than having a third party involved.

Initial here

Note this package covers the implementation of website updates and does not include the actual content, images, or data to be used in the updates. This is an average size update and implementation package that is suitable for most websites and SEO Campaigns of your size and includes up to 3 hours of work per month. In the future, 1st on the List reserves the right to evaluate whether this size package is sufficient for your needs.

**Performance and Results**

We perform all search engine optimization according to current best practices. Implementing SEO changes takes time and effort and it can take between 9 and 12 months once our initial optimization work is live on your website before we start seeing the full effects. We highly recommend that you run the SEO Campaign for the full minimum 12-month period before assessing results.

Initial here

**Payment Schedule**

Purchaser shall pay fees outlined in above Digital Marketing Agreement Details with first months' payment(s) and setup fees charged within one week of Commencement Date outlined above and at the start of every consecutive month thereafter.

Initial here

**Agreement Renewal and Cancellation**

SEO Campaign is based on a 12 month agreement which starts on the Commencement Date outlined above, and continues month-to-month immediately after completion of the 12 month agreement until otherwise specified by Purchaser. This agreement can be terminated anytime with 30 days' notice.

Initial here

PPC Campaign Management Services can be terminated at any time with 30 days' notice. In event of cancellation mid-month Purchaser's account will be still be invoiced for management fees based on partial-month of actual AdSpend.

Social Media Campaign Servies can be terminated at any time with 30 days' notice. In event of cancellation mid-month Purchaser's account will be still be invoiced for the full month of Social Media Management and will be provided with full month's plan offerings, and invoiced for Advertising management fees based on partial-month of actual ad spend.

**Acceptance - Signatory Information**

By signing the following authorization you agree to the Terms and Conditions agreement listed at [www.1stonthelist.ca/tac](http://www.1stonthelist.ca/tac). The person signing below also certifies that he or she is duly authorized to purchase these services if services are purchased on behalf of a company or corporate authority.

By: \_\_\_\_\_  
Authorized Signatory

**1ST ON THE LIST PROMOTION INC.**  
By: \_\_\_\_\_  
Authorized Signatory

Name: \_\_\_\_\_

Name: Keiran Griffiths

Title: \_\_\_\_\_

Title: Managing Director

Email: \_\_\_\_\_

Email: [keiran@1stonthelist.com](mailto:keiran@1stonthelist.com)

Date: \_\_\_\_\_

Date: \_\_\_\_\_



# Credit Card Authorization Form

## Purchaser's Information

Company Name: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Province/State: \_\_\_\_\_ Postal Code/Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Signatory Information

I, \_\_\_\_\_, authorize 1st on the List Promotion Inc. to charge my credit card listed below for agreed upon purchases and as per the Terms and Conditions agreement listed at [www.1stonthelist.ca/tac](http://www.1stonthelist.ca/tac). I understand that my information will be saved to file for future transactions on my account.

\_\_\_\_\_  
Customer Signature

\_\_\_\_\_  
Date

## Credit Card Information – PLEASE LEAVE BLANK – Our office will call to collect information.

Card Type:  VISA  MasterCard  AMEX

Cardholder Name: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_ / \_\_\_\_

Verification Code: \_\_\_\_\_

**Please Note: Invoices will be emailed to the email address provided in Purchaser's Information.** If you have any questions regarding this form, invoices, payments, or if you would like to request your invoices be sent to an address other than the credit card billing address provided above, please contact [billing@1stonthelist.com](mailto:billing@1stonthelist.com).