



Clicks Online, LLC
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Website Management & Internet Marketing Services

www.clicks-online.com

(Revised September 14, 2010)

Complete Website Management
Website Design & Redesign
Website Optimization
Search Engine Optimization (SEO)
Search Engine Marketing (SEM)
Pay Per Click (PPC)
Internet Marketing Solutions
Virtual Video Spokesperson
Website Hosting
E-Commerce Solutions
Business Marketing & Advertising Consulting

Description:

The programs outlined in this document are designed to bring more visitors to your website, and to improve conversion rates (turning visitors into sales). These goals are accomplished through effective website development and internet marketing strategies. Website Management, Search Engine Optimization (SEO) and Search Engine Marketing (SEM), such as Google AdWords, are among these strategies. New page creation, content improvements, and ongoing website edits are included in all SEO Plans.

Website Marketing Services

- ✓ **Consultations with a Professional Internet Marketing Specialist assigned to you:**
Email, phone, and/or in person introduction and ongoing correspondence for all service levels. Levels 2, 3 and 4 include unlimited phone and email support with an assigned *Internet Marketing Specialist* (IMS).
- ✓ **Improved Search Engine Rankings:**
Receive a stronger web presence and greater penetration to your online market by appearing in the top of the major search engine listings (Google, Yahoo!, Bing).
- ✓ **Website Assessment:** Comprehensive periodic assessments include details on your website's performance as well as continued Keyword Research & Analysis and Competition Analysis based on product and service demographics for specific markets.
- ✓ **Website Optimization:** Proper page architecture and content with search engine positioning strategies tailored toward your market needs will improve the positioning of your web pages in the search engine listings.
- ✓ **Monthly Reports:** Emailed monthly reporting and regular updates that detail the status of your marketing campaigns and website performance.
- ✓ **Choose the level of service that's RIGHT for you!** Clicks-Online.com offers 4 levels of service. You can change your service plan at any time.

Website Marketing Service Level Options:
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- **Level 1 – Local Marketing Plan**
Designed for geo-targeting citywide or metropolitan audiences – up to 4 service hours
(\$250.00 per month)
- **Level 2 – Regional Marketing Plan**
Designed for geo-targeting a statewide audience – up to 6 service hours
(\$500.00 per month)
- **Level 3 – Nationwide Marketing Plan**
Designed for targeting a nationwide audience – up to 8 service hours
(\$750.00 per month)
- **Level 4 – Global Marketing Plan**
Designed to target a global audience – up to 12 service hours
(\$995.00 per month)

Set Up Fee: \$250.00

This one-time fee includes:

- Initial setup of files necessary for proper major search engine indexing
- Initial setup of Google Places account for Google Maps inclusion.
- Initial setup of marketing email account for use with social networking, directory submissions, etc.
- Initial setup of Clicks-Online HyperSubmit account (monthly directory submissions)

Search Engine Optimization (SEO)

SEO/Website Marketing and Management Packages are recommended for targeting Local, Regional, Nationwide, or International markets. Search Engine Optimization (SEO) is a necessity for your website pages to be properly listed and ranked in the major search engines where a person searches for products or services using particular keywords or phrases. Your personal Clicks-Online Internet Marketing Specialist (IMS) will provide hands-on consultations and will customize marketing campaigns that fit your market needs. Your personalized campaign includes advanced SEO/Website Marketing and Management Services, outlined below:

Clicks-Online SEO/Website Marketing and Management Service Packages include up to 12 hours per month of SEO, Internet Marketing and Website Management services which include, but are not limited to, the following items:

- Keyword / Keyword Phrase Research, Analysis and Targeting – increases potential for search engine listings and rankings.
- Proper construction of page titles, Meta description and Meta keyword tags – improves potential for higher search engine rankings.
- Proper construction, submission and modifications of files necessary for improved search engine indexing (robots.txt, sitemap.xml, urllist.txt, etc.).
- Monthly submissions to major search engines (Google, Yahoo, Bing).
- Monthly submission to secondary search engines and directories for better exposure and increased traffic.
- Proper creation and construction of keyword phrase targeted anchored text links – increases the possibility for someone to find the corresponding pages of your site to match keyword targeted search queries; improves site crawl rate.
- Article submission – article(s) created or edited and submitted to select article directory or directories each month based on client supplied information; improves traffic, site popularity and search engine rankings
- Social network account management and postings, such as Twitter and Facebook for improved traffic and website popularity.
- Site Map generation or modification, submission and monitoring with Google.
- Link Management – developing links to your website from relevant websites to improve site ranking for improved traffic.
- New page creation and copywriting (up to 500 words per page).
- Blog creation / maintenance – up to 4 postings per month.
- Monthly Search Engine Ranking Reports – emailed directly to you within the first two weeks of each month detailing the website and marketing performance for the previous month.
- Standard press release creation and submission. Premium Press Release submissions available at additional cost.
- Listing setup, submission and/or modifications to Google Maps, Yahoo Maps, Bing Maps.
- Website Management (changes, edits, updates to existing pages per time allocated).



Search Engine Marketing (SEM)

Google AdWords

SEM, or Search Engine Marketing, is recommended for targeting Local, Regional, Nationwide, or International markets for instant traffic to your website from those consumers searching online for your products and/or services via "paid" or "sponsored" links. Google AdWords is the most popular SEM venue. Your personal Clicks-Online Internet Marketing Specialist (IMS) will provide hands-on consultations and will customize campaigns that fit your market needs. A Google AdWords account will be setup using your credit card and address information. Your assigned Clicks Online IMS will manage the account on your behalf. FEE: Clicks Online charges a 25% account management fee each month, based on the monthly Google AdWords budget you provide.)

Search Engine Marketing (SEM) / Pay-Per Click Professional Google AdWord Management Google Sponsored Link Account

Monthly Budget: \$ _____

For Office Use:

Ad Scheduling: Eastern. Time Zone – From _____ AM TO _____ PM
Central Time Zone – From _____ AM TO _____ PM
Pacific Time Zone – From _____ AM TO _____ PM

Service Area: Please indicate with an "X" which method of targeting you prefer below:

Local Targeting

Option 1: Target a radius of _____ miles from the center of (City): _____

Option 2: Target the following local cities: _____

Option 3: Target the following local counties: _____

Regional Targeting:

Target the following State(s): _____

Nationwide: Yes No (Circle)



Generic Video Spokesperson Service

Video Spokesperson turns your website from a static brochure to a 24 hour a day member of your sales or customer service team. If you have a goal for your web marketing then Video Spokesperson will help you reach that goal... seconds after you go live.

Full - Service Features for your Videos:

- Clicks-Online.com Beacon Code installed on your key landing pages
- International Flash Media Content Delivery Network (CDN)
- 2,000 minutes/month/video streaming allowance (approx. 4,000 views)
- Streaming over the allowance is discounted from \$.01 to \$.005/minute
- Marketing and script writing team consulting
- Full Clicks-Online.com interactive marketing application support
- Monthly viewing reports and performance assessment

Pricing:

Per Video:

\$300 One -Time Start Up fee per video (one video spokesperson)

Fee is waived for any additional videos

- 1 Video: \$59 Month - to - Month Subscription
- 2 Videos: \$69 Month - to - Month Subscription
- 3 Videos: \$79 Month - to - Month Subscription
- 4 to 10 Videos: \$89 and up (add \$10 for each additional video)

Note: Subscription fee does not increase on a month-to-month basis up to 10 videos

Small Business Subscription Features

- Web strategy and script writing consultation
- Choose any custom (in-house) actor
- Hi-Def, world –class streaming from an international Content Delivery Network (CDN)
- 5,000 minutes video play per month
- Search Engine and full server-side control of video play
- Sequential or alternate video plays for repeat visits
- Monthly viewing reports and performance assessment
- Requires no web design work...at all

Set up Fee: \$300.00

For Office Use:

Maintenance Fees will be paid as follows:

\$ _____ monthly \$ _____ quarterly \$ _____ yearly

Total Investment: \$ _____



Custom Video Spokesperson Service

Video Spokesperson turns your website from a static brochure to a 24 hour a day member of your sales or customer service team. If you have a goal for your web marketing then Video Spokesperson will help you reach that goal... seconds after you go live.

Full -Service Features for your Videos:

- Clicks-Online.com Beacon Code installed on your key landing pages
- International Flash Media Content Delivery Network (CDN)
- 2,000 minutes/month/video streaming allowance (approx. 4,000 views)
- Streaming over the allowance is discounted from \$.01 to \$.005/minute
- Marketing and script writing team consulting
- Full technical support
- Actor, Wardrobe, and Prop Consultation
- Full Clicks-Online.com interactive marketing application support
- Monthly viewing reports and performance assessment

Pricing:

Per Video:

\$395 One-Time Start Up fee for 1st video (one video spokesperson)

\$295 for each additional video spokesperson

1 Video: \$59 Month - to - Month Subscription

2 Videos: \$108 Month - to - Month Subscription

3 Videos: \$146 Month - to - Month Subscription

4 to 10 Videos: \$165 Month - to - Month Subscription

Note: Subscription fee does not increase on a month-to-month basis up to 10 videos

Small Business Subscription Features

- Web strategy and script writing consultation
- Choose any custom (in-house) actor
- Hi-Def, world –class streaming from an international Content Delivery Network (CDN)
- 5,000 minutes video play per month
- Search Engine and full server-side control of video play
- Sequential or alternate video plays for repeat visits
- Monthly viewing reports and performance assessment
- Requires no web design work...at all

Set up Fee: \$395.00

For office use:

Number of videos = _____ x \$295.00 = \$ _____ Total Set Up Cost = \$ _____

Maintenance Fees will be paid as followed: \$ _____ monthly \$ _____ quarterly \$ _____ yearly

Total Investment: \$ _____

Website Design

1-PAGE MICRO WEBSITE & HOSTING PACKAGE:

- No setup fees.
- Initial consultation at no cost to you.
- Includes Domain Name for 2 years (www.yourname.com, subject to availability).(\$30.00 value)
- Includes Standard Hosting at Clicks-Online for 1 year (a \$360 value)
- Up to 2 images (supplied by you).
- Text content (copywriting up to 500 words).
- Single color background (non graphic).
- E-mail Link (e-mail setup and forwarding at no additional cost).
- Initial submission to Google, Yahoo and Bing Search Engines. (includes robots.txt file for Sitemap Protocol)
- Initial setup on Google Maps for Local Google Listings* (value: \$150.00).

*Regular Package Price: \$399.95

5-PAGE WEBSITE & HOSTING PACKAGE

- No setup fees.
- Initial consultation at no cost to you.
- Includes Domain Name for 2 years (www.yourname.com, subject to availability).(\$30.00 value)
- Includes Standard Hosting for 1 year.(\$360 value)
- Up to 10 images total.
- Text Content (copywriting up to 500 words per page).
- Simple background with color, texture or image.
- Choice of static or submenu (DHTML) navigation bars and buttons.
- E-mail link (e-mail setup and forwarding at no additional cost).
- Initial submission to Google, Yahoo and Bing Search Engines. (includes robots.txt file for Sitemap Protocol)
- Initial setup in Google Maps for Local Google Listings* (valued at \$149.95).

Package Price: \$599.95

10-PAGE WEBSITE & HOSTING PACKAGE

- Initial consultation at no cost to you.
- No setup fees.
- Includes Domain Name for 2 years (www.yourname.com, subject to availability). (\$30.00 value)
- Includes Standard Hosting for 1 year.(\$360 value)
- Flash Video or Intro.
- Up to 20 images.
- Text Content (copywriting up to 500 words per page).
- Custom Graphics.
- Custom background (colors, textures, image).
- Choice of static or submenu (DHTML) navigation bars and buttons.
- Banners and Links.
- Multiple E-mail Links (e-mail setup and forwarding at no additional cost).
- Initial submission to Google, Yahoo and Bing Search Engines. (includes robots.txt file for Sitemap Protocol)
- Initial setup in Google Maps for Local Google Listings* (value: \$149.95).

Package Price: \$899. 95

CUSTOM WEBSITES

- Content Management Systems (CMS)
- Custom functionality, database, etc.
- E-commerce, shopping carts
- **Package Price: Billed at \$70.00 per hour**

**Additional page creation is billed at \$70.00 per page.
All website projects require a 50% deposit.**



Clicks-Online, LLC - 4813 Community Lane, Las Vegas, Nevada 89121 - Phone: 702-272-0454 - Fax: 702-202-6034 - www.Clicks-Online.com

SERVICE AGREEMENT

Contact / Billing Information:

Company: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Other: _____

E-mail address: _____

Details of Services:

__ SEO - Level 1 – Local: \$250.00 per month

__ SEO - Level 2 – Regional: \$500.00 per month

__ SEO – Level 3 – National: \$750.00 per month

__ SEO – Level 4 – Global: \$995.00 per month

__ SEM (Google AdWords): \$ _____ (this is a 25% management fee based on Monthly Budget of: \$ _____)

__ VIDEO SPOKESPERSON - GENERIC

\$300 one-time production fee per video (one video spokesperson) plus monthly subscription fee as follows:

__ 1 Video: \$59 __ 2 Videos: \$69 __ 3 Videos: \$79 __ 4 to 10 Videos: \$89 (add \$10 for each additional video)

Note: Subscription fee does not increase on a month-to-month basis up to 10 videos

__ VIDEO SPOKESPERSON – CUSTOM:

\$395 one-time production fee for 1st video (one video spokesperson), \$295 for each additional video spokesperson, plus monthly subscription fee as follows:

__ 1 Video: \$59 __ 2 Videos: \$108 __ 3 Videos: \$146 __ 4 to 10 Videos: \$165

__ Website Design

__ 1-PAGE WEBSITE - \$399.95

__ 5-PAGE WEBSITE - \$599.95

__ 10-PAGE WEBSITE - \$899.95

__ CUSTOM WEBSITE: \$ _____ (based on programming, database needs)

__ Website Redesign \$ _____ (based on needs)

*50% deposit required on all website design services. Balance due upon completion of website.

Payment Information:

Payment Method: Visa MasterCard Discover Cash/Check Other

Name as it appears on credit card: _____

Credit Card Number: _____ Exp. Date: _____ CCV2#: _____

Terms and Conditions:

The services described within this Agreement are to be provided by **Clicks-Online, LLC** (hereafter Provider) to the Subscriber (Authorized signature below).

1. **ORDER:** By signing this Agreement, you make a binding order to agree to the terms and conditions as contained herein or attached.

2. **TERM AND PAYMENT:** All payments are due upon receipt of invoice. **Clicks-Online, LLC** shall exclusively determine the content, timing, and date of all invoices and/or billing statements. Payments are to be paid to the order of Clicks-Online, LLC. You also agree to permit Clicks-Online, LLC to administer recurring charges to the credit card on file you supplied for the dollar amount for services or products set forth in this agreement.

3. **BILLING AND DEFAULT:** You agree to pay for all services rendered, which shall be due upon receipt. If you fail to do so, Provider may discontinue services and declare the entire amount due for the term payable in full. Provider may also collect late charges and/or interest at the maximum rate allowable by the laws of the State of Nevada. You also agree to pay all reasonable attorneys' fees, court and other costs which we may incur in collecting any unpaid amounts. If more than one applicant has signed this agreement, all will be jointly and severally liable for all charges. Credit card will be automatically charged at the beginning of each month of service.

4. **ASSIGNMENT:** You may not assign your obligations under this order without prior written consent.

5. **CONTENT:** You have the sole responsibility for the content of your website or marketing related to your website, including, without limitation any E-mail addresses therein, and warrant that you are authorized to sell all products and/or services listed within your website or marketing related to your website; you have the right to use all trademarks, service marks, names, information, artwork and likenesses in your advertising; that you have the right to use all copyrighted work to be reproduced in your advertising and you have the sole responsibility to register and protect the same; that your advertising will not infringe any trademark, copyright, right to publicity, right of privacy or other intellectual property right of a third party, nor will it constitute false, deceptive or unfair advertising or disparagement under applicable law; that your website complies with all applicable laws and/or regulations, including, for example, licensing requirements and administrative or professional rules and regulations; and any prices, discounts, or product availability quoted in your website or marketing related to your website shall be complete, accurate, and honored by you. You agree to indemnify and hold harmless **Clicks-Online, LLC** as to any attorney's fees, expenses, losses, or damages that Provider may sustain as a result of your website or marketing related to your website.

6. **CHANGES OF CONTENT** You may change the content of your Website at any time, but **Clicks-Online.com** will not be held responsible for loss of any Website content due to Subscriber's edits and modifications to Website. **Clicks-Online, LLC** will notify Subscriber of any modifications it makes to clients website or marketing related to the website if requested in writing to **Clicks-Online.com**

7. **TERMINATION** This agreement and any subsequent project description order made pursuant to it may be terminated at any time by mutual agreement whereas may be provided for in this order. Either party may terminate this agreement for cause by giving written notice. In the event of termination, customer shall pay for all services performed and disbursements made by **Clicks-Online, LLC** up to the effective date of termination.

8. **LIMITATION OF LIABILITY** Provider will use all reasonable efforts to obtain listings for your web pages. Beyond the marketing of your website, Provider does not warrant that the functioning of any Network will not affect the ability to use your website. Any liability that we or any affiliate, employee, agent, servant, or subcontractor may have due to errors and omissions with respect to your website or any other obligation under this order shall not exceed the amount of charges for the services rendered herein. This limitation of liability applies to claims in contract, tort, and strict liability or otherwise and to any loss of business, profits, or additional costs incurred. It also applies to any specials, incidental, or consequential damages, and any benefit to others is strictly incidental. EXCEPT AS EXPRESSLY SET FORTH HEREIN THERE ARE NO EXPRESS WARRANTIES AND THERE ARE NO IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.

Clicks-Online, LLC shall not be liable for any damages caused by the delay in rendering services arising from or out of any cause beyond the reasonable control of **Clicks Online, LLC**. Provider has the right to charge additional reasonable fees for unfinished projects that go beyond the reasonable time frame due to Subscriber's negligence.

9. **ENTIRE AGREEMENT/GOVERNING LAW** If accepted by Provider, this order shall constitute the entire agreement and shall be governed by the laws of the State of Nevada. Any litigation arising hereunder shall be filed in the Circuit Court of Clark County, Nevada or the Federal District Court of the State of Nevada, and that Subscriber agrees and consent to the jurisdiction of said Courts.

I hereby authorize **Clicks-Online.com** to charge my credit card above for the services selected herein or attached. If paying cash, a check for the first payment period should be attached. All Subscribers must sign and date this contract, acknowledging that they agree to the terms and conditions stated herein.

I have read, understood, and agree to the pricing and "Terms and Conditions" attached in this "Agreement":

Client Signature: _____ Date: _____

Clicks Online Signature: _____ Date: _____