

## SERVICE SUMMARY

# OVERVIEW & GOALS

Dear Future Client,

Thank you for downloading our service menu. We'd love the opportunity to discuss your project requirements and goals with you and your team. What we're looking for in our initial conversation is a natural 'fit' between *what you need* and *what we do*.

We feel it's important to consider our relationship a *partnership*. The reason we put so much effort into research and preparation is so our team can make the greatest possible impact on helping your organization achieve its goals. 'Partners' work together to win together, and it's precisely this attitude that has sustained Legnd's success since 2001.

I do hope you like the way we're presenting this information to you below. When you're ready we'd like to set up a time to discuss your project.

I look forward to our next conversation. Thanks so much.

Sincerely,



Team Legnd  
(800) 780-2390  
[www.legnd.com](http://www.legnd.com)



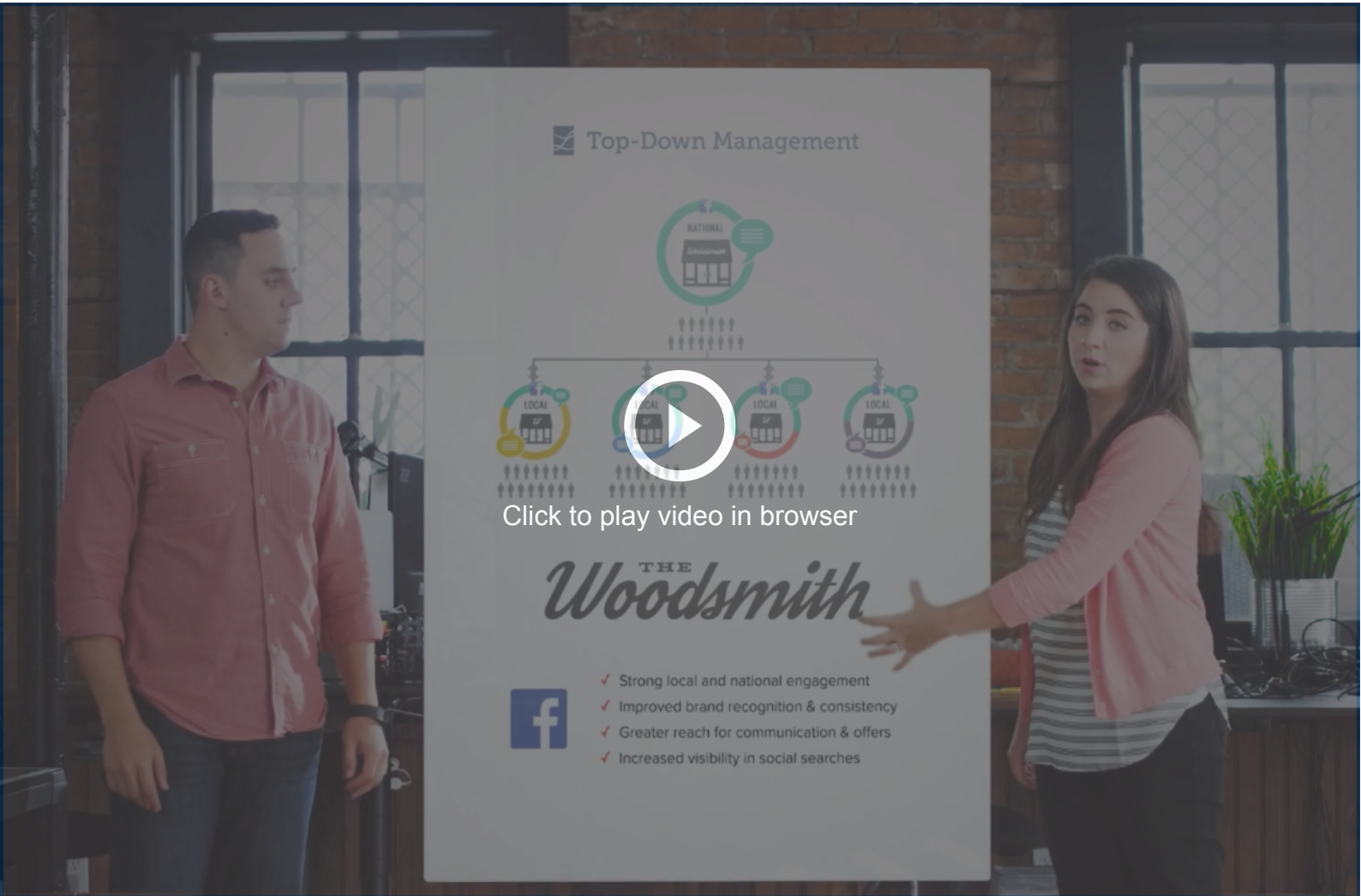
Top 1% Nationwide on UpCity



#1 Ranking on "10BestDesigns"

WHO WE ARE

# WHY LEGND?



[Click To Watch 2-min Intro Video](#)

## WE WIN ONLY WHEN YOU WIN

We are a competitive team that takes pride in the everyday successes that help our clients win.

At Legnd, we measure **success** by results, not the intent. We begin every relationship by first defining how we will define *winning* together because we understand that our success depends on your success!

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Prices and details are subject to change.

# WEB DESIGN THE ONLINE EXPERIENCE

## *Benefits of Choosing Legnd:*

- ✓ No Long-Term Contracts
- ✓ Pay-As-You-Go
- ✓ Full Transparency
- ✓ In-house Design & Dev Teams
- ✓ Collaborative Phone/Email Support
- ✓ We Answer The Phone



RESPONSIVE FOR  
ALL DEVICES



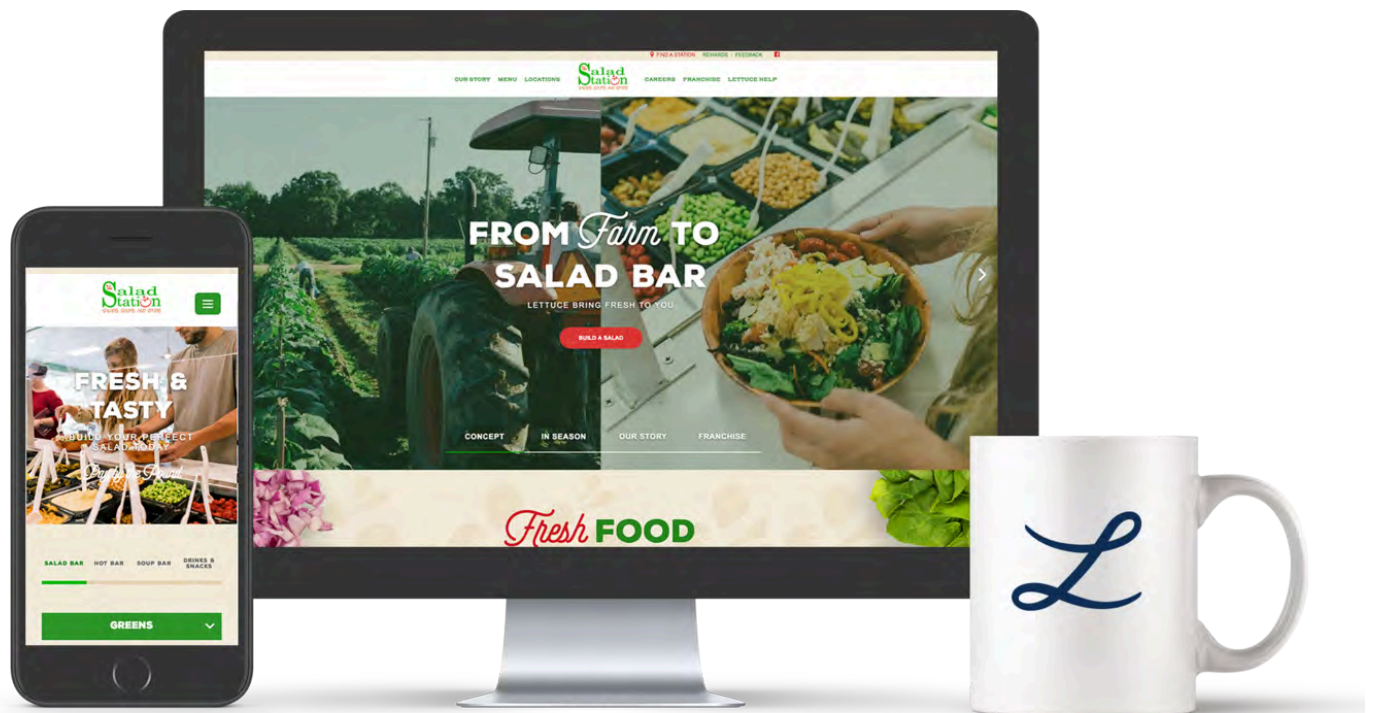
CUSTOM DESIGNED  
WITH YOUR BRAND



USER FRIENDLY  
EXPERIENCE



THE HIGHEST  
LEVEL OF DESIGN





WEB DESIGN

# WEB DESIGN PACKAGES

	WEB DESIGN ENTERPRISE	Content Updates Included WEB DESIGN EVERSITE	WEB DESIGN STARTER
Use Case	Best for sophisticated websites with uniquely specialized functionality	Perfect for high-end websites with website management included	Perfect for high-end websites with easy Content Mgmt. System
Website Type	Custom Design + Custom Development + Custom Functionality + Flexible CMS	Custom Design + Content updates are performed by our team and are included with your subscription.	Custom Design + Custom CSS + Easy CMS + Includes E-Commerce platforms
Time Frame	16 - 24 weeks	6 - 8 weeks	8 - 12 weeks
Cost	\$30K to \$100K Incremental Billing	As low as \$199/mo \$399 One-Time Setup	\$8,000 to \$10,500 Incremental Billing

We have countless examples of each website type. Call us today. (800) 780-2390

[Book An Intro Call](#)

[Send Us An E-mail](#)

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WE'LL PUT YOU ON THE MAP

# LOCAL SEO & MAP OPTIMIZATION

*Local SEO is to the Internet what the Yellow Pages used to be.*

Major search engines use the Internet's many business directories to determine the legitimacy of your business. Legnd will put your business on a regular schedule of adding and building your complete company profile (i.e. name, address, phone, website, logo, pictures, description, keywords, etc.) on 100's of online directories.

- ✓ Best Alternative To Yext
- ✓ Pay-As-You-Go
- ✓ Full Transparency
- ✓ No Long-Term Contracts
- ✓ Collaborative Email Support System
- ✓ We Answer The Phone



YOUR BUSINESS ON  
100s OF  
DIRECTORIES



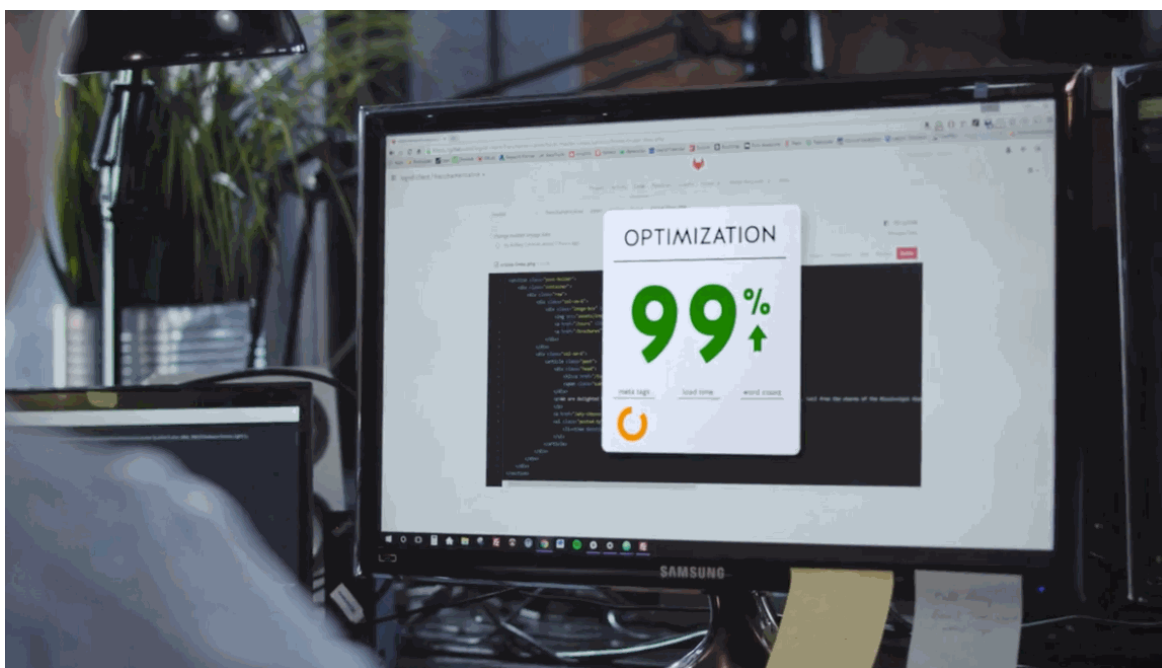
REMOVE / REPLACE  
INACCURATE INFO



IMPROVE YOUR  
RANK ON MAPS



IMPROVES ORGANIC  
SEARCH RESULTS





WE'LL PUT YOU ON THE MAP

# LOCAL SEO & MAP OPTIMIZATION



## GMB LISTING OPTIMIZATION

Google My Business is constantly adding new ways to feature businesses online. Legnd will optimize your profile with our company info, target keywords, descriptions, photos & more.



## BUSINESS LISTINGS MANAGEMENT

Legnd will submit your accurate company profile to scores of directories, aggregators, and navigation systems with your target keywords, descriptions, photos & more on a monthly basis.



## LISTINGS OWNERSHIP

Other services charge you to 'rent' your business listings and if you cancel, your listings revert back or disappear. With Legnd, your business listings remain as-is if you decide to cancel.

	LOCAL SEO GOLD	LOCAL SEO SILVER	LOCAL SEO BRONZE
Submit Listings To 100s Of Directories At Rate Below	✓	✓	✓
GMB & Google Maps Listing Optimization	✓	✓	✓
Manual directory submissions (Not removed upon cancellation)	✓	✓	✓
Data Aggregators: Foursquare, Data Axle, Neustar Localeze,	✓	✓	
Data Aggregators: YP Network, GPS Network	✓		
New Business Listing Submissions Per Month	25	15	10
Account Setup & Optimization One-Time	\$ 100	\$ 100	\$ 100
Monthly Price	\$ 299	\$ 199	\$ 99

[Schedule An Intro Call](#)

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## SEARCH ENGINE OPTIMIZATION

# ORGANIC SEO & CONTENT CREATION

*Find those who need what you do but don't know you exist.*

Legnd will actively target customers searching for specific key phrases. We find customers ready to make a purchase, not the digital equivalent of window shoppers. The results we achieve are not simply more "hits" to your website, but measurable results as defined by you: Phone calls, leads, sales, email signups, downloads, etc.



ON-SITE  
OPTIMIZATION



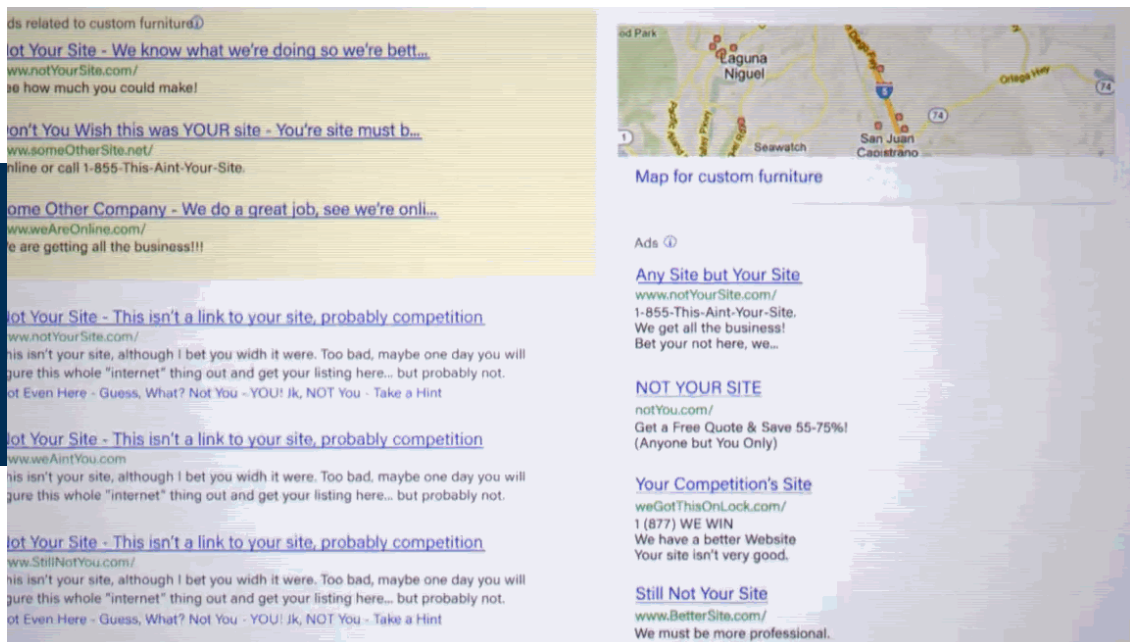
INTERNAL LINK  
BUILDING



TECHNICAL  
SEO



CONTENT  
CREATION



❖ No Long-Term Contracts

❖ Expert Search Engine Specialists

❖ Pay-As-You-Go

❖ Collaborative Email Support System

❖ Detailed Reporting

❖ We Answer The Phone



## SPECIFICATIONS

# ORGANIC SEO & CONTENT CREATION

	ORGANIC SEO GOLD	ORGANIC SEO SILVER	ORGANIC SEO BRONZE
Keywords Tracked	75	50	25
Avg. Content Optimizations	4	2	1
Google Search Console & Sitemap Management	✓	✓	✓
Competitor Tracking & Monthly Reporting	✓	✓	✓
Internal Link Building	✓	✓	✓
Title & Meta Tag Optimization	✓	✓	✓
Phone & Email Support	✓	✓	✓
Technical SEO	✓	✓	
User Experience Analysis	✓		
Account Setup & Optimization One-Time	\$ 500	\$ 500	\$ 500
Monthly Price 'Local SEO' Plan Required	\$ 1799	\$ 899	\$ 499

Free SEO Audit

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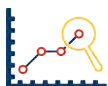
## SPECIFICATIONS

# ORGANIC SEO



## CONTENT OPTIMIZATION

An SEO strategy without new content is not SEO. Our team of copywriters will develop content optimizations and posts each month to remind search engines you are the local authority.



## KEYWORD TRACKING

Our team will monitor your website's positions and ranking evolution of up to 25 search terms along with the search volume so you can see the ranking wins and losses each month.



## COMPETITOR MONITORING

Legnd will perform ongoing monitoring of the keyword ranking and evolution of your top competitors so we know what's needed to keep your website one step ahead.



## TITLE & META TAG OPTIMIZATION

Title and meta tags are the first keywords scanned by search bots; Legnd will creatively load your metadata with your target keywords for the best possible results in the search engines.



## SITEMAP SUBMISSION MANAGEMENT

Your website's sitemap will be regularly optimized to suggest to Google the pages on your site that are most important relative to others and how often your site is to be crawled.



## GOOGLE SEARCH CONSOLE MANAGEMENT

Legnd will utilize Google's recommended tool and protocol to correct any invalid links and redirects on your website and implement 301 redirect to appropriate pages for best SEO.



## TECHNICAL SEO

We utilize a suite of professional tools to identify keyword and page-specific opportunities to improve SEO page scores with the intent of improved ranking for specific keywords.



## USER EXPERIENCE ANALYSIS

Our team analyzes user behavior using session recording software and heatmap tools to improve your website's user experience while encouraging users to perform the desired actions.



## MONTHLY REPORTING

Our marketing team will collect and relevant website statistics, search engine performance and competitor tracking data and email them to you each month in a custom format.

# **ONLINE MARKETING** **TARGET WITH PAY-PER-CLICK**

## *The sniper approach to online marketing*

Using Google's advertising platform allows us to attack the search engine's paid inclusion sections of its results pages. It offers the ability to selectively target likely customers, but is limited by your budget and dependent on competitor bidding. A major advantage is the ability to target key phrases capitalizing on your competitor's existing marketing efforts.

- ✓ No Long-Term Contracts
- ✓ In-house Ad Specialists
- ✓ Pay-As-You-Go
- ✓ Collaborative Email Support System
- ✓ Full Transparency
- ✓ We Answer The Phone





## SPECIFICATIONS

# PAY-PER-CLICK MARKETING

	PPC GOLD	PPC SILVER	PPC BRONZE
Develop campaign strategy and text ads in consultation with Client	✓	✓	✓
Setup Google Ads campaign with targeted keywords and conditions	✓	✓	✓
Create negative keyword lists, conversion tracking & ad extensions	✓	✓	✓
Monitor activity and make adjustments to maximize CPA	✓	✓	✓
Deliver monthly reports to Client	✓	✓	✓
Google Display & Remarketing	✓	✓	✓
YouTube Advertising	✓	✓	
Microsoft/Bing Advertising	✓		
Campaigns	Up to 20	Up to 5	Up to 2
Ad Groups	Up to 200	Up to 35	Up to 15
Keywords	Up to 2500	Up to 350	Up to 150
Account Setup & Optimization One-Time	\$ 500	\$ 500	\$ 500
Ad Management & Spend Monthly	\$ 4800 or more	\$ 3000 or more	\$ 1820 or more

[Get Started](#)



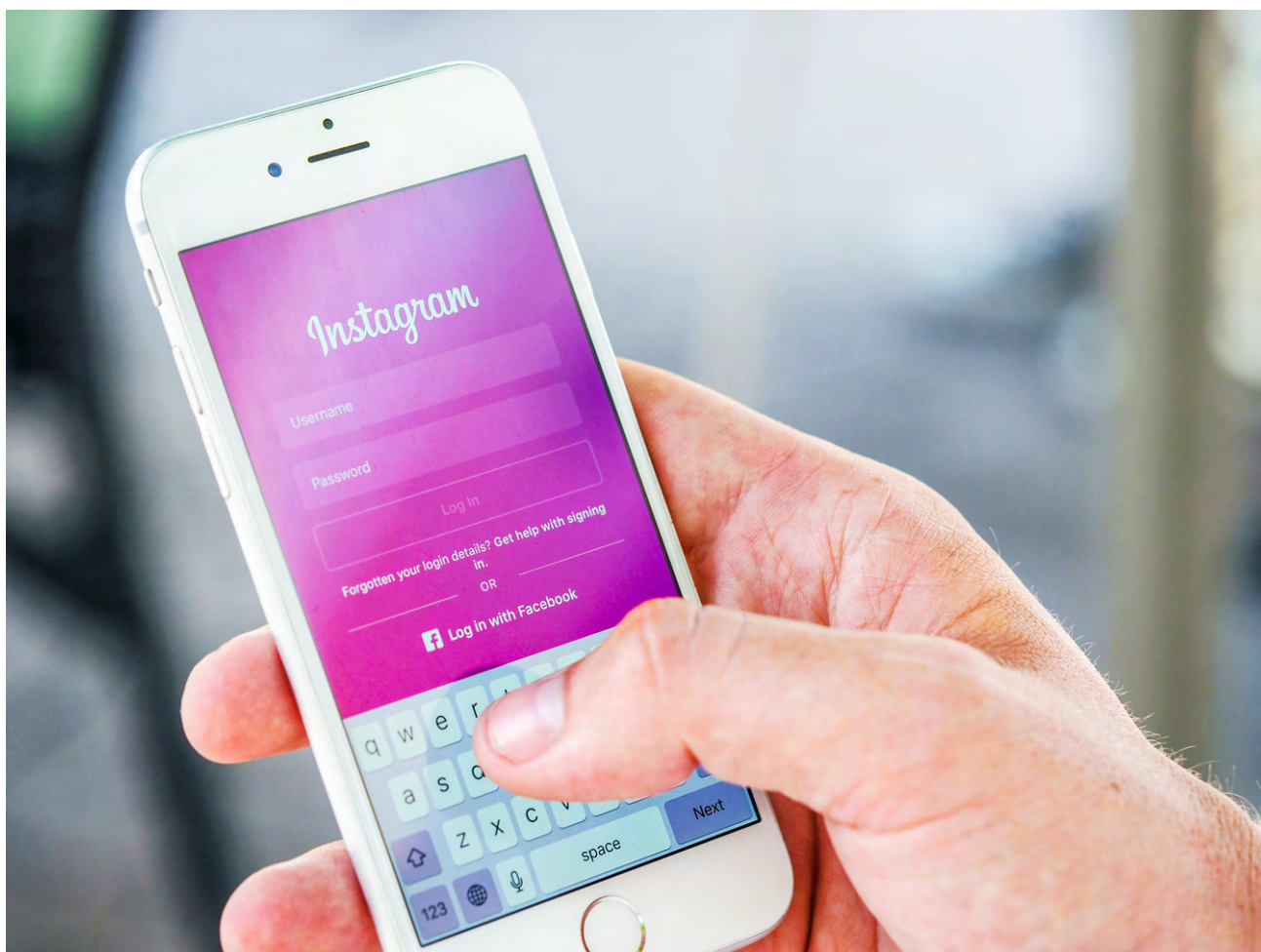
INTERNET MARKETING

# SOCIAL MEDIA SERVICES

## *Engage your ideal customer on social media*

Let's get social. Facebook continues to boast the largest reach of any social media platform, and we consider it to be the cornerstone of any social media marketing campaign in most circumstances. We will also extend your social reach to other relevant platforms. Legnd's expert designers and marketers will create and post relevant image and text elements to promote your brand and generate audience engagement. We persevere until your business is 'top-of-mind' with your target audience.

- ✓ No Long-Term Contracts
- ✓ Pay-As-You-Go
- ✓ Full Transparency
- ✓ In-house Paid Ad Specialists
- ✓ Collaborative Email Support System
- ✓ We Answer The Phone





## SPECIFICATIONS

# SOCIAL MEDIA ADVERTISING

	SOCIAL MEDIA GOLD	SOCIAL MEDIA SILVER	SOCIAL MEDIA BRONZE
Develop Social Media Ad Strategy	✓	✓	✓
Social Media Ad Design	✓	✓	✓
Create And Manage Campaigns	✓	✓	✓
Deliver Monthly Reports	✓	✓	✓
Facebook and Instagram	✓	✓	✓
Facebook And Instagram OR Pinterest	✓	✓	
Facebook And Instagram AND Pinterest	✓		
Account Setup & Optimization One-Time	\$ 500	\$ 500	\$ 500
Ad Creative Design One-Time	\$ 500	\$ 500	\$ 500
Ad Management & Spend Monthly	\$ 4999 or more	\$ 2999 or more	\$ 1999 or more

[Learn More](#)





## REVIEW MARKETING

# THE NEW 'WORD-OF-MOUTH'

### *Review Marketing Keeps Your Business Reputation Intact*

You are busy providing quality products and services to your customers. Often the last thing on your to-do list is review marketing and reputation management. As we've all come to learn, 'word-of-mouth' has changed and online reviews have become so important. When new customers are looking for a new provider, they increasingly rely on a business' online reputation as the most important factor.



REVIEW  
PLATFORM



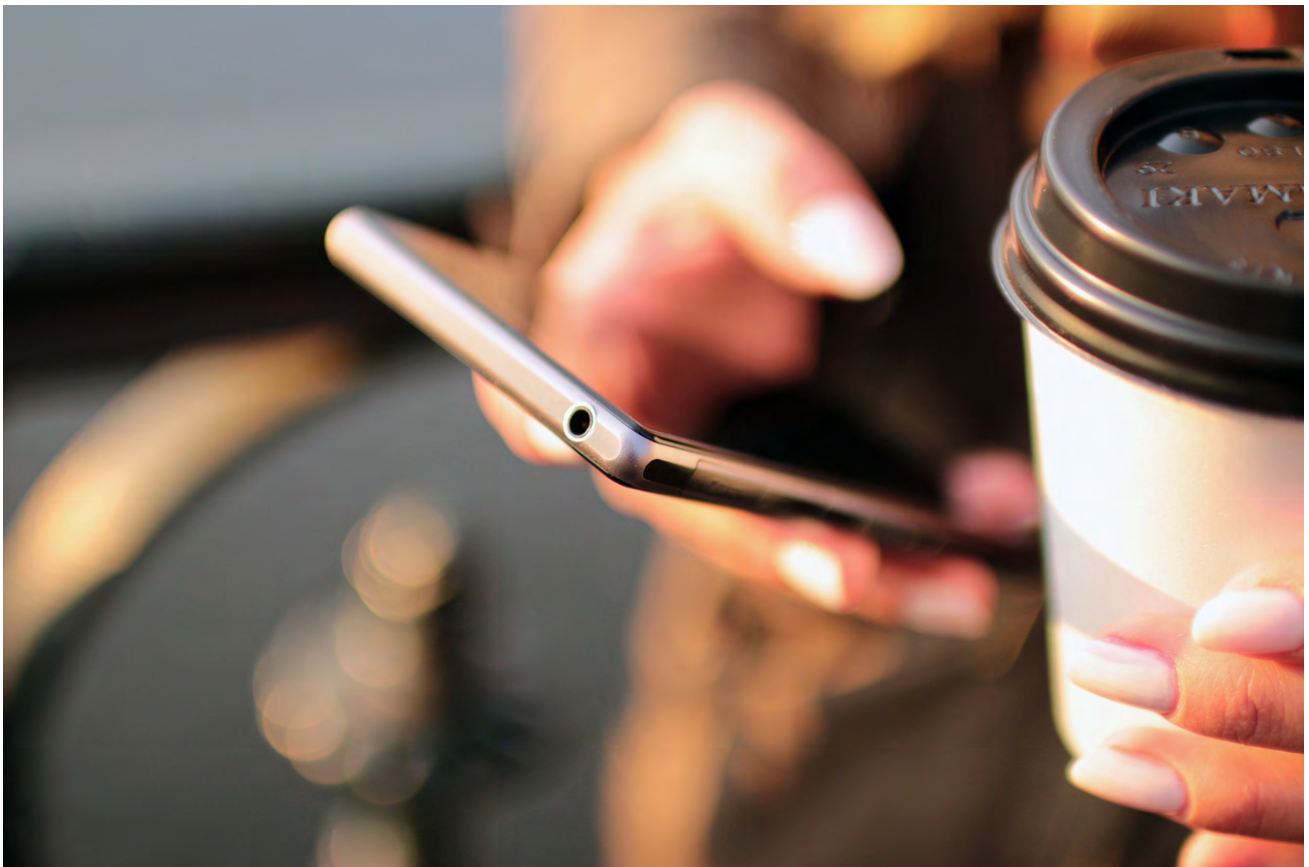
REVIEW  
ANALYTICS



PROMOTE  
5-STAR REVIEWS



DIRECT POSTS TO  
GOOGLE & FACEBOOK







## SPECIFICATIONS

# REVIEW MARKETING



## REVIEWS TO GOOGLE, FACEBOOK & MORE

Other review generation services keep reviews on their platform rather than post reviews to the places that matter. Our platform brings customers directly to your Google and Facebook profiles



## STRENGTHEN SEO, SEM & SOCIAL

Leveraging the power of reviews will boost the effectiveness of all your other means of getting new business. 74% of people surveyed trust a business more if it has positive reviews.



## PERSONALIZED REVIEW LINK

We provide a personalized review link made specifically for your business. Get reviews on third-party sites or your social media profiles. Spread great testimonials across the web.

	<b>GOLD</b>	<b>SILVER</b>	<b>BRONZE</b>
<b>Platform Integration</b>	Google Facebook TrustPilot Yelp	Google Facebook TrustPilot Yelp	Google Facebook
<b>Review Generation &amp; Monitoring</b>	✓	✓	✓
<b>Customized Branding &amp; Review Link</b>	✓	✓	✓
<b>Review Dashboard &amp; Reporting</b>	✓	✓	✓
<b>Text Message Review Requests</b>	✓	✓	
<b>Automatic, Smart Replies</b>	✓		
<b>CRM Integration</b> (+\$100/mo, if avail.)	✓		
<b>Review Setup &amp; Optimization</b> One-Time Per Business Location	\$ 300	\$ 100	\$ 100
<b>Review Marketing &amp; Generation</b> Monthly Per Business Location	<b>\$ 299</b>	<b>\$ 149</b>	<b>\$ 89</b>

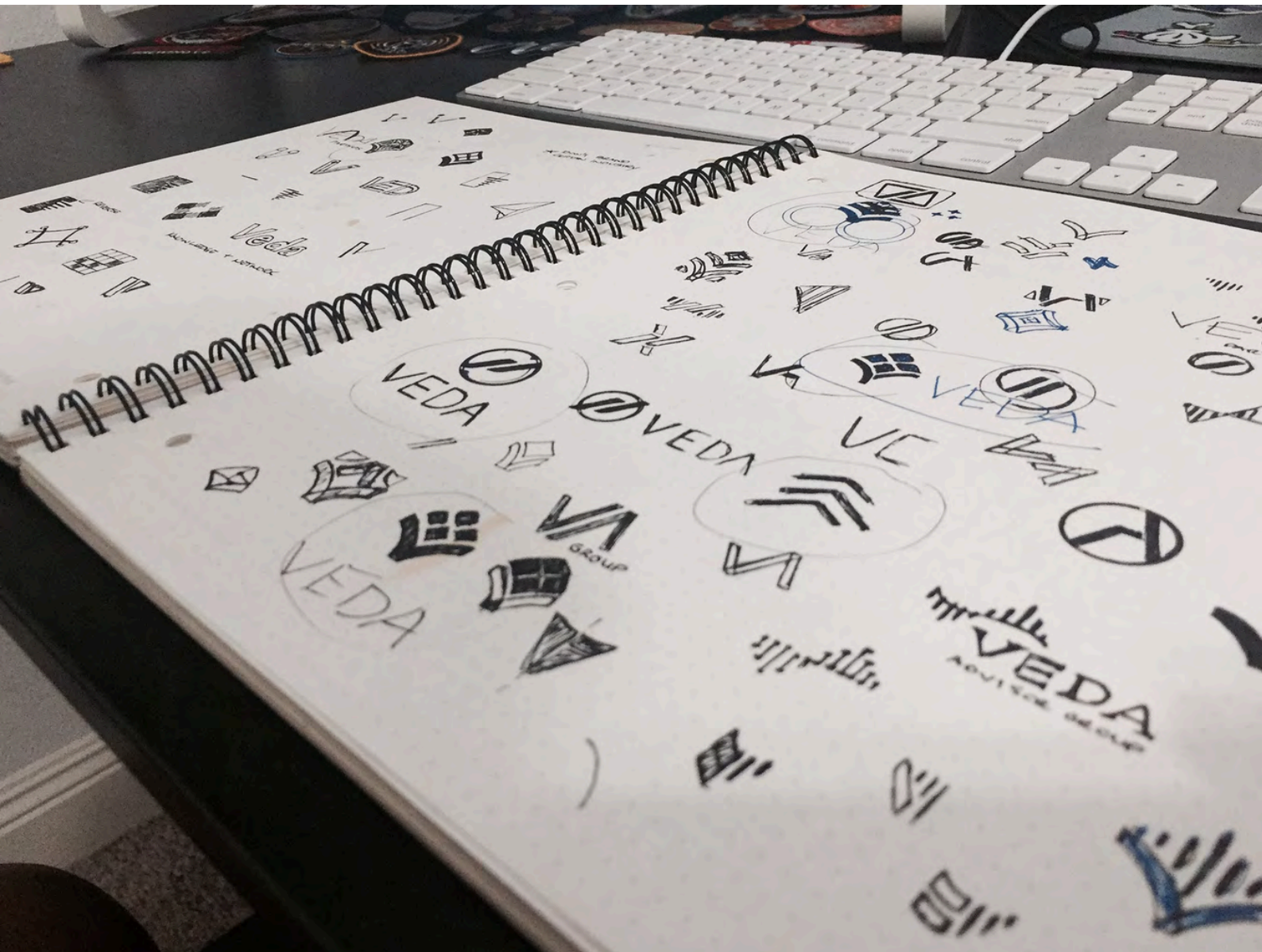


BRANDING + LOGO

# IMPRESS WITH YOUR BRAND

## *One shot to make a great impression*

Our team of brand experts and designers have all but perfected the branding and logo creation process. We take a scientific approach to the creative process and it produces a winning result every time. Key to this guarantee is (1) we define clear deliverables and hard breaks for each phase, (2) you communicate directly with the designer(s) doing the work, and (3) we only advance phases *if* and *when* we get your explicit approval.





## BRANDING PRICING



[See Branding Files  
From Actual  
Client](#)

	LOGO & BRANDING GOLD	LOGO & BRANDING SILVER	LOGO & BRANDING BRONZE
	Best for businesses > \$3m annual revenue	Best for businesses \$1m-\$3m annual revenue	Best for businesses < \$1m annual revenue
Research & Mood Board	\$ 1000	\$ 1000	\$ 500
Brand Style-scapes	\$ 2500	-	-
Logo Design	\$ 2500	\$ 2500	\$ 1000
Revisions (if needed)	\$ Based On Feedback	\$ Based On Feedback	\$ Based On Feedback
TOTAL	\$ 6000 - 6500	\$ 3500 - 4000	\$ 1500 - 1800
Optional: Brand Guide	\$ 1000	\$ 1000	\$ 1000



The total timeline for the design of a project of this size and scope ranges between 1 to 3 months under normal circumstances. However, a project phase, or Sprint, cannot begin until a Sprint meeting has been conducted and payment received. Therefore, your organization may have as much or more impact on project timeline as Legnd. Legnd will work in good-faith to complete this project within a reasonable time frame.

[Book An Intro Call](#)



## BRANDING | PHASE 3

# LOGO DESIGN



[See Brand Presentation Files From Actual Client](#)

Once we have gathered all the necessary information about your business and brand, our designers start sketching and exploring concepts for the logo. Once our designers have a finalized logo ready, we will hold a presentation and explain the direction and decisions made.

### Deliverables:

Branding presentation including logo mockups

Custom logo

Color palette & specs (PMS, CMYK, RGB)

Typography styles

Logo file formats (.ai, .eps, .jpg)

### Branding & Logos For Existing Brands (Before and After):



### Branding & Logos For New Brands:







BRANDING | PHASE 2

## STYLE-SCAPES

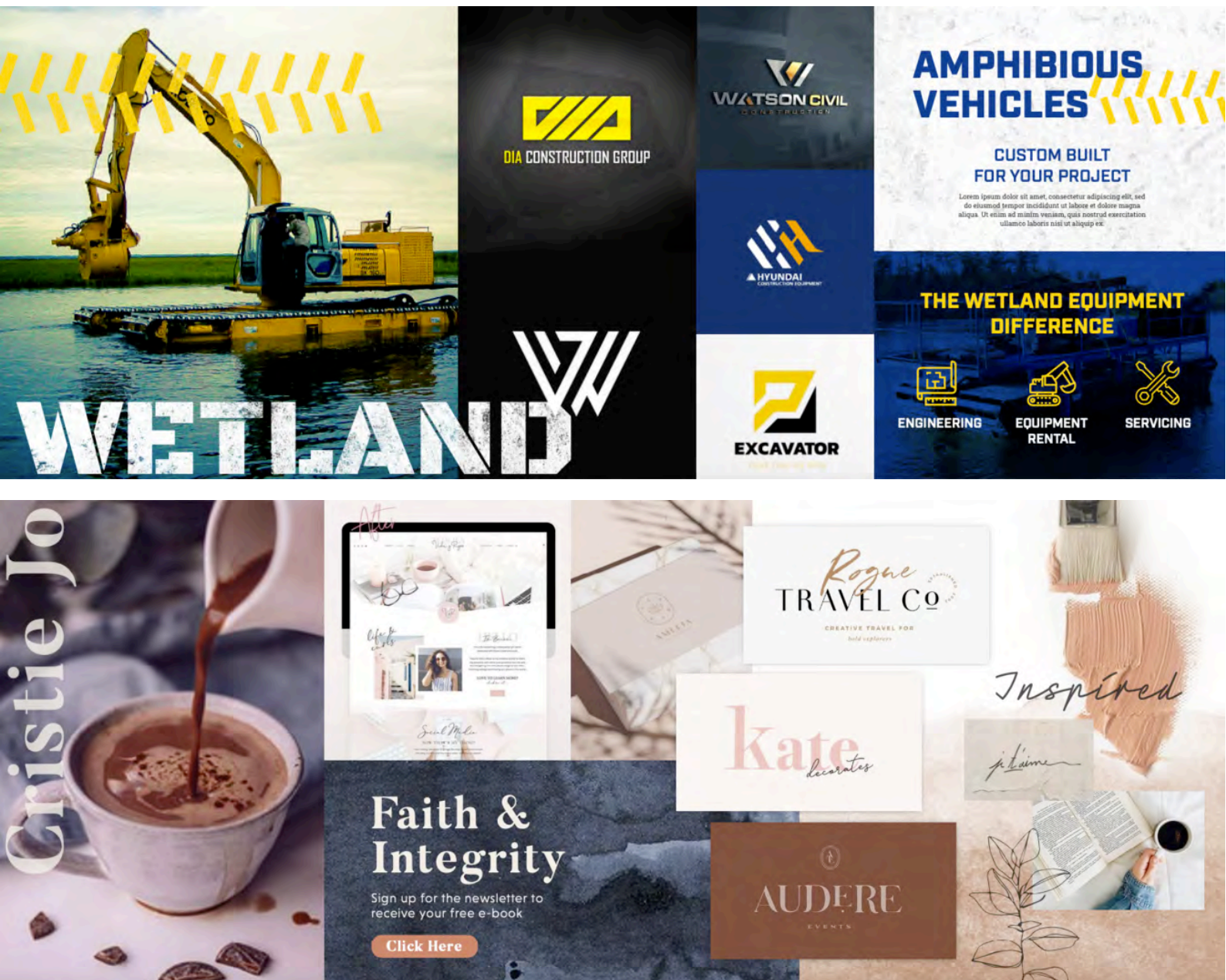


### *Be Deliberate About Your Brand*

Style-Scapes represent the possible look and feel of your brand. Each style-scape represents a creative direction for your brand with regard to style, color, icons, typography, etc.

#### **Deliverables:**

Our team will explore different attributes of your brand and develop a style-scape that focuses on one or more of those attributes. The conversations around the style-scapes will shape the next phase.





BRANDING | PHASE 1

# MOOD BOARD DESIGN



Before we start designing your logo, we make sure to really get to know your business, customers, and brand. This process is essential for us to not only understand your goals, but to get a gauge on how you'd like your brand to be perceived by the public.

## Deliverables:

Mood board - We'll seek your approval on a collection of imagery, colors, typography, and descriptive words that depict the inspiration behind the brand based on your feedback and our discussions.



ANTIQUE  
BALANCED  
EXPERTISE  
ELEGANT  
SOUTHERN

CUSTOM  
REFINED  
RESIDENTIAL  
HIGH END  
VINTAGE

9

THE  
BEEHIVE  
CAFÉ

BEAN TO THE BEAN  
ELDORA  
CRAFT CHOCOLATE

ESTD 2017  
MADELINE  
FARMS

12

BEVOLO  
—established 1945—  
GAS & ELECTRIC LIGHTS





NEXT STEPS

# LET'S CHAT

## ***This is a Relationship, not a Transaction***

There is a lot to take in with such a comprehensive proposal. Our hope is we've given you enough information in each level of services to help you decide one way or the other. This is usually the topic of our next conversation.

Please call to get your questions answered and a custom quote for your project:  
**(800) 780-2390**

**Press '1' for Brooke; She's nice to everyone.**

**Press '2' for Karrie; She's nice to everyone but Rob.**

Call (800) 780-2390

[Book An Intro Call](#)

[E-mail Us](#)





## TESTIMONIALS

# SOME OF OUR BIGGEST FANS!

100's of



Reviews!



*"Legnd absolutely **blew us away.**"*

*... I am so grateful that I found them for my business!"*



*"They made a **HUGE** improvement in all of our rankings **almost immediately.**"*

*... I have extremely high expectations, and they hit them all out of the park!"*



*"Since we hired the Legnd team our internet **leads and phone calls have tripled.**"*



*"**A Perfect "10" !!!!!!!!!!!!!!!**"*

*"**A++ in my Book!**"*



*"**Bomb.com!** I have recommended you all to several people already. "*





## OUR TEAM

# PLAY HARD, WORK HARDER

One of our greatest strengths is our ability to assemble a truly dynamic team based on both character and talent. We compete against big-time players in the industry and repeatedly come out on top. Driven by passion and a little too much coffee, we have a long track record of winning.

Our team works hard together. We fight to meet aggressive deadlines to launch new websites and battle to achieve coveted search engine rankings. And we play hard. We join families for Sunday brunch and talk trash on the ping pong table.

We've also been known to do both at the same time, like working a late night to give our clients that extra edge while cheering for the USA in a World Cup match. We believe business is very personal and the lines between work, home, and play should be blurred sometimes.